

**THE INFLUENCE OF DIGITAL MARKETING AND LIFESTYLE ON UNIQLO  
CONSUMER PURCHASING DECISIONS WITH BRAND IMAGE AS A  
MEDIATING VARIABLE (STUDY ON UNIQLO SOLO PARAGON  
CONSUMERS)**



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**Abstract**

This research aims to analyze the influence of digital marketing and lifestyle on purchasing decisions with brand image as a mediating variable. This research method is quantitative. The population used is several customers who have made purchases at Uniqlo Solo Paragon with the criteria of being at least 17 years old. This research used a sample of 150 respondents. The sampling technique used was the purposive sampling method. The primary data used in this research is primary data. The data analysis techniques used in this research are descriptive and statistical analysis with SPSS version 23. The results of this research are that Digital Marketing has a positive and significant effect on Purchasing Decisions, Lifestyle has a positive and significant impact on Purchasing Decisions, Digital Marketing has a positive and significant effect on Brand Image, Lifestyle has a positive and significant impact on Brand Image, Brand Image has a positive and significant effect on Purchasing Decisions, Brand Image can mediate the relationship between Digital Marketing and Purchasing Decisions, and Brand Image can mediate the relationship between Lifestyle and Purchasing Decisions in Uniqlo Solo Paragon consumers.

**Keywords:** Digital Marketing, Lifestyle, Purchasing Decisions, Brand Image

## INTRODUCTION

With the development of modern business methods, competition and business challenges are increasing sharply along with the spread of the market. A company's success in achieving its goals is primarily influenced by its ability to market its products. This goal directly ensures the company's survival in producing, distributing, and selling products at an economical price in a predetermined quantity. It can survive the marketing activities of its competitors. To achieve these goals, companies must use marketing strategies that are effective, efficient, and superior to compete (Arsa & Cahyaningratri, 2022).

Marketing is undergoing a massive transformation. Digital marketing has become one of the main strategies companies use to reach consumers. The use of social media, online advertising, and other digital platforms allows companies to interact more easily with consumers and promote their products effectively. Uniqlo, one of the global fashion brands, has also adopted digital marketing to strengthen its presence in the market and increase sales (Nurul Ubay, 2023).

Digital marketing, according to (Lucyantoro & Rachmansyah 2018) research (Lombok & Samadi, 2022) on marketing activities that utilize internet media (Instagram et al., and websites) in marketing activities to get consumers interested in using services or consuming products produced by the company. Digital marketing is explained as achieving marketing goals using digital media, data, and technology. This short definition reminds us that success in digital marketing should be determined by how technology is used, not just its application.

The benefits of digital marketing are not only felt by businesses; the fast process allows enterprises to determine what consumers think quickly (Endrawati et al, 2022). One of them is through testimonial posts or comments felt by customers. This indirectly increases effective communication between customers and businesses. This communication can also increase consumer satisfaction because they feel their opinions are heard. Customers who are satisfied with products and services then give good testimonials and will recommend the product to others (Putri & Munas, 2023).

In addition to digital marketing, consumer lifestyle plays a vital role in purchasing decisions. Lifestyle reflects an individual's consumption patterns, values, and preferences

influenced by social, cultural, and economic factors. Consumers with a modern and active lifestyle tend to be more responsive to digital marketing campaigns and product innovations. According to (Lomboan et al., 2020), lifestyle describes how a person lives everything in their activities related to their likes, interests, and opinions, especially their self-image, which changes over time. This means that a person has the right to organize everything in his life according to his plans, either by following the current flow or trend or by changing it according to their abilities due to lifestyle and consumption patterns.

It is estimated that digital marketing and lifestyle influence brand image in goods, services, and companies. Brand reputation is critical to long-term revenue, cash flow, coalition and acquisition decisions, stock price, competitive advantage, and success in the market. If the company faces a small problem, loyal customers will not magnify the problem if the company has a good brand image. Consumers' positive views of the brand can be an asset to the company as these views will inform consumers of small mistakes that the company may make (Isa & Istikomah, 2019). Some customers prefer to consider brand reputation before buying something. Therefore, to influence the customer's purchasing decision, the right approach and opportunities are needed (Putri & Munas, 2023).

Brand image is a customer's assessment of brands in the market based on their personal experience or information from the media or others (Kusuma et al., 2022). It can be interpreted as an impression that arises in the minds of consumers when they think of a brand of a particular product. Brand image is the overall picture that consumers have of a brand, including everything they know and feel about the brand, both rationally and emotionally.

In marketing, brand image is the consumer's perception of a brand based on experience, interaction, and information received. A strong and positive brand image can increase consumer trust and loyalty, affecting purchasing decisions. Therefore, understanding how digital marketing and lifestyle influence buying decisions through brand image as a mediating variable is crucial for companies like Uniqlo.

According to Kotler & Armstrong (2010), most companies examine purchasing decisions carefully to find out what is needed by customers, such as the location or place where customers make purchases, how each customer carries out the buying process, the amount they buy, the time spent, and whether they make a purchase (Afwan & Santosa,

2019). The purchase decision is when consumers are sure and decide to purchase. Purchasing decisions are a problem-solving process consisting of analyzing products according to needs and desires, searching for information, evaluating alternative sources of purchase, buying decisions, and behavior after purchasing (Kusuma et al., 2022).

Purchasing decisions are a problem-solving process that includes seeking information, assessing products according to needs and desires, making decisions about purchases, and acting after purchases (Arifin, 2015). Purchasing decisions are the result of the interaction between consumers' needs, preferences, and values and external influences such as advertising, recommendations, and the market situation. Factors such as price, product quality, brand, previous experience, and social influence also play an important role in the purchase decision-making process.

Uniqlo has invested significant resources in its digital marketing campaigns, but it remains to be seen to what extent these strategies effectively influence consumer purchasing decisions at Solo Paragon. Analyze their optimal digital marketing approach to attract attention and persuade consumers to buy. Consumers at Solo Paragon have varied lifestyles, which can affect their purchasing decisions. It is essential to know how some aspects of lifestyle, such as fashion preferences, shopping habits, and technology use, play a role in influencing the decision to buy Uniqlo products.

Solo Paragon, as a research location, has unique consumer characteristics. This study should consider local factors that may influence the results, such as fashion preferences that differ from consumers in other cities, the level of digital access and skills, and the influence of local culture on lifestyle and purchasing decisions. In addition to digital marketing, lifestyle, and brand image, other factors may influence Uniqlo consumers' purchase decisions. By examining these issues, the research is expected to provide in-depth insight into the dynamics of Uniqlo consumer purchasing decisions at Solo Paragon and provide recommendations for more effective and targeted marketing strategies.

In research, Putri & Munas (2023) used the theme "The Effect of Digital Marketing and Word of Mouth on Consumer Purchasing Decisions with Brand Image as a Mediating Variable (Study on Wingko Babat Pak Moel Consumers in Semarang City)". The results of this study indicate that digital marketing used as a marketing strategy for Wingko Babat Pak

Moel has a positive influence on brand image and purchasing decisions; however, in contrast to research (Ubay, 2023), which found that digital marketing has no positive effect on purchasing decisions in choosing a coffee shop in Yogyakarta. This indicates that several factors can influence market competition, product quality, price, and consumer personal preferences.

Furthermore, in research by Pratiwi and Dwijayanti (2022), it was found that lifestyle variables significantly influenced purchasing decisions for contemporary coffee shop Ruang Temu Tulungagung Regency consumers. However, in contrast to the research titled "The Effect of Lifestyle and E-WOM on Bicycle Purchasing Decisions in Magelang During the Covid-19 Pandemic" (Arifin, 2015), it was found that lifestyle had no positive or significant effect on purchasing decisions.

This study aims to analyze the effect of digital marketing and lifestyle on Uniqlo consumer purchasing decisions, using brand image as a mediating variable (study on Uniqlo Solo Parago consumers).

## **REVIEW OF LITERATURE**

### **Theory of Planned Behaviour (TPB)**

The theory of Planned Behavior is a theory that estimates consideration in human behavior. Psychologically, the nature of human behavior can be considered and planned (Putri & Munas, 2023). Ajzen (1991) states that the Theory of Planned Behavior has advantages over other behavioral theories. The theory of planned behavior is a behavioral theory that can recognize a person's belief in controlling something that will occur based on behavior results (Afdalia et al., 2014). From this, the difference in behavior between someone who has the will and someone who does not can be distinguished.

### **Brand Image**

A brand is a name, term, sign, symbol, design, or combination. It is intended to identify the goods and services of a seller or group of sellers and distinguish them from competitors' products. According to Kotler 2009: 259 in research (Lusi et al., 2024), a brand is one of the keys to the success of a product; without a brand, the product can only rely on luck. Although paying attention to brand building, companies must also combine various

aspects of the brand. If the company only focuses on one aspect of the brand, the company's goal of building a brand in the minds of consumers will not be achieved. Promoting a brand based on more than one or a few of its benefits will be risky for the company in brand building.

### **Purchase Decision**

A purchase decision is a performance framework representing what consumers believe in making buying decisions. The performance framework is shaded by two main factors: the attitudes of others and unexpected situations. If performance is below expectations, consumers are dissatisfied. Conversely, if performance meets consumer expectations, it will lead to satisfaction and pleasure (Kusuma et al., 2022).

### **Digital Marketing**

Digital marketing means achieving goals using digital media, data, and technology. This short definition reminds us that the use of technology, not just implementation, determines the success of digital marketing (Ubay, 2023). Digital marketing strategy, implementation, and practice in the book *Digital Marketing* is a type of marketing that uses internet media (such as Instagram, Facebook, Twitter, TikTok, and Websites) to attract customers to use the services or goods created by the company (Lombok & Samadi, 2022).

### **Lifestyle**

Lifestyle is a description of behavior, patterns, and ways of life that are shown by a person's activities, interests, interests and what they think about themselves so that they distinguish their status from other people and the environment through the social symbols they have (Afwan & Santosa, 2019). Lifestyle is closely related to the times and technology. Lifestyle is an effort to make oneself exist in a certain way and be different from other groups. Based on their experiences compared with social reality, individuals choose which actions and appearances are appropriate and which are not applicable to display in the social space (Dewi & Gunanto, 2023).

### **Hypothesis Development**

#### **The Effect of Digital Marketing on Purchasing Decisions**

Digital marketing includes branding and uses various web-based media such as blogs, websites, email, AdWords, and social networks (Ubay, 2023). Digital marketing uses the

Internet and other interactive technologies to create and connect information between companies and consumers through websites, search engine marketing, web banners, social networking, viral marketing, email marketing, and affiliate marketing (Putri & Munas, 2023). At a time when the effectiveness of traditional marketing is on the decline, new methods in the marketing world are experiencing significant growth. There are six indicators of digital marketing: Website, Search Engine Marketing, Web Banner, Social Network, Email Marketing, and Affiliate Marketing (Harto et al., 2021).

The results of research by (Lombok & Samadi, 2022) with the theme “The Effect of Brand Image, Brand Trust, and Digital Marketing on Consumer Purchase Decisions on Emina Products (Case Study at Sam Ratulangi University Students)” which states that digital marketing has a significant positive effect on consumer purchasing decision variables. This is also in line with the findings by (Ningrum & Isa, 2023) and (Mukti & Isa, 2024). (Rahman & Isa, 2023) achieved the same results. So, the following hypothesis can be formulated:

H1: Digital marketing positively and significantly affects purchasing decisions for Uniqlo Solo Paragon consumers.

### **The Effect of Lifestyle on Purchasing Decisions**

Lifestyle, part of consumer behavior, also affects consumer actions when purchasing. Purchasing decisions are close to the lifestyle of those who want to buy useful and quality products (Dewi & Gunanto, 2023). Lifestyle is a person's way of life, including that person's attitude towards the world. Lifestyle depends on the person's background, family, education, and nature of work. A high lifestyle causes people to shop for things not out of necessity but to follow their lifestyle. Emphasizes the importance of lifestyle and its influence on consumer purchasing decisions (Ubay, 2023).

Research by (Dewi & Gunanto, 2023) entitled “The effect of e-WOM, halal awareness, influencer marketing and lifestyle to the purchase decision of imported packaged food products” explains that lifestyle has a positive and significant influence on purchasing decisions. Based on this research, the following hypothesis can be formulated:

H2: Lifestyle positively and significantly affects purchasing decisions for Uniqlo Solo Paragon consumers.

### **The Effect of Digital Marketing on Brand Image**

Digital marketing is a variety of ways, strategies, and methods companies use to market their products and services using connected media and digital technology. Digital marketing channels are used to shape brand image, build and maintain relationships with customers, and complete financial transactions online (Harto et al., 2021)

The results of research conducted by (Putri & Munas, 2023) with the theme “The Effect of Digital Marketing and Word of Mouth on Consumer Purchasing Decisions with Brand Image as a Mediating Variable (Study on Wingko Babat Pak Moel Consumers in Semarang City)” which found that digital marketing has a positive and significant effect on brand image. Based on the results of this empirical research, the researcher can formulate the following hypothesis:

H3: Digital marketing positively and significantly affects the brand image of Uniqlo Solo Paragon consumers.

### **The Influence of Lifestyle on Brand Image**

Consumers' lifestyles play an essential role in shaping their perceptions of brands. Brands that successfully understand and reflect the lifestyle of their target market tend to have a strong brand image in the eyes of consumers. For example, suppose a brand aligns with a modern, healthy, or environmentally friendly lifestyle. In that case, consumers with that lifestyle are more likely to view the brand in a positive and relevant light (Syafulloh et al., 2021).

Lifestyle can influence how consumers associate themselves with a brand, shaping consumers' image or perception of the brand. In other words, changes in consumer lifestyles can directly impact brand image. Research by (Syafulloh et al., 2022) found that lifestyle significantly affects brand image. So, the following hypothesis can be formulated:

H4: Lifestyle positively and significantly affects brand image for Uniqlo Solo Paragon consumers.

### **The Effect of Brand Image on Purchasing Decisions**

Brand image is a belief held by consumers, which is always remembered first when hearing a slogan and is embedded in their minds. In the theory of planned behavior, a person's decision to make a purchase is influenced by internal factors, namely the belief in a person himself. When someone remembers a brand in their mind, that person already believes in it, which will affect their purchasing decisions (Teguh et al., 2019).

Research conducted by (Lombok & Samadi, 2022) shows that brand image variables positively and significantly affect purchasing decisions for Emina products, according to a study by Sam Ratulangi University students. The same findings were found in a survey by (Ardianto & Isa, 2024). Based on the formulation above, the hypotheses that can be built in this study are as follows:

H5: Brand image has a positive and significant effect on purchasing decisions for Uniqlo Solo Paragon consumers.

### **The Effect of Digital Marketing on Purchasing Decisions with Brand Image as a Mediating Variable**

A consistent and attractive digital marketing strategy can shape or strengthen brand image in consumers' minds (Fahmy et al., 2024). A strong and positive brand image will influence consumers' purchasing decisions. Consumers tend to choose brands that they recognize and consider reputable. A positive brand image can also encourage them to recommend products to others (Mawardy & Lestari, 2023).

Successful digital marketing provides product information and creates interactions and experiences that strengthen brand image. When a positive brand image is established, it increases consumer trust and ultimately influences purchasing decisions. For example, digital campaigns targeting specific demographic groups with messages that resonate with their values and lifestyles increase brand awareness and shape positive perceptions that trigger purchase decisions (Lombok & Samadi, 2022).

The image of a brand that can foster product knowledge and love in the minds of consumers is expected to generate a desire for planned purchases based on the digital marketing of a product. In research by (Harto et al., 2021). The results of multiple linear

analyses and the Sobel test show that digital marketing positively and significantly affects purchasing decisions and brand image (as a moderating variable).

H6: Digital marketing has a positive and significant effect on purchasing decisions, with brand image as a mediating variable for Uniqlo Solo Paragon consumers

### The Effect of Lifestyle on Purchasing Decisions with Brand Image as a Mediating Variable

(Teguh Afwan & Budi Santosa, 2019) Suggest how people live, spend their money, and allocate time, which is a lifestyle. Furthermore ((Mawardy & Lestari, 2023) found a significant relationship between internet users' lifestyle segments, attitudes towards internet advertising, brand image, and product purchase decisions. Based on their findings, they concluded that lifestyle segmentation is essential for understanding the complex sociopsychological profile of consumers. Their findings revealed a significant moderating effect of lifestyle factors on the relationship between consumer attitudes and internet advertising effectiveness.

One of the studies on the relationship between lifestyle variables and purchasing decisions mediated by the brand image was conducted by (Mawardy & Lestari, 2023), which stated that brand image variables can mediate lifestyle on purchasing decisions. Thus, the following hypothesis can be formulated:

H7: Lifestyle positively and significantly affects purchasing decisions with brand image as a mediating variable for Uniqlo Solo Paragon consumers.

### Research Framework

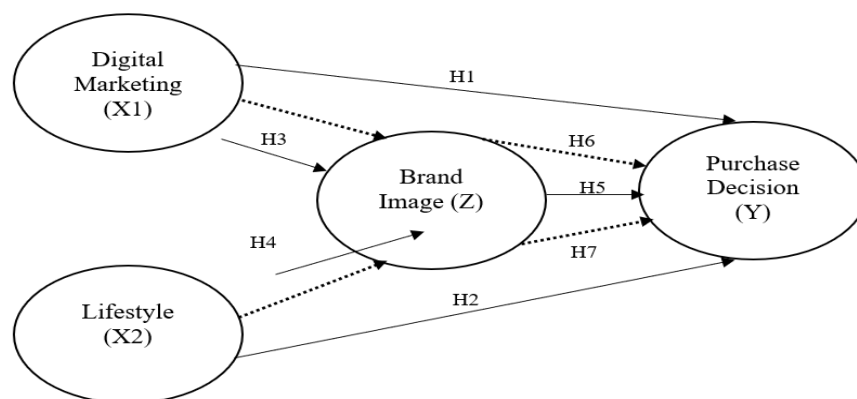


Figure 1.  
Research Framework

## **RESEARCH METHOD**

This type of research is using quantitative research. The population in this study were all customers of Uniqlo Solo Paragon. This study uses a purposive sampling method to determine the sample. The sample criteria, namely:

1. At least 17 years old
2. Have you ever shopped at Uniqlo Solo Paragon

The sample calculation uses the theory from Ferdinand (2014). Ferdinand (2014) suggests that sample size guidelines depend on the number of indicators used in all latent variables; the sample size is the number of indicators multiplied by 5 to 10. This study uses 15 indicators, so using an estimate based on the number of indicators, the sample size ranges from 75 to 150 people. So, the minimum sample that researchers can take is 150 respondents.

This research data source uses primary data and secondary data. In this study, primary data was obtained directly from a questionnaire containing a list of statements from all people who bought at Uniqlo Solo Paragon. Secondary data refers to data sources researchers do not directly obtain through intermediaries such as other people, documents, websites, theses, and scientific journals.

The data collection technique uses a questionnaire, also known as a questionnaire. The data analysis technique uses the research instrument test and classical assumption test, namely the normality test, heteroscedasticity test, multicollinearity test, multiple regression analysis test, hypothesis testing, t-test, f-test, and mediation test. This research data analysis uses SPSS version 23 software.

## **RESULTS AND DISCUSSION**

This study examines the effect of digital marketing and lifestyle on consumer purchasing decisions at Uniqlo Solo Paragon, with brand image as a mediating variable. Meanwhile, the population used is several customers who have purchased at Uniqlo Solo Paragon. Based on the sampling criteria, the researchers took 150 respondents who were obtained through distributing questionnaires online on Google Forms. In addition, the data collected from the respondents will be classified according to gender, age, and occupation. Then, the respondents' answers will be processed using multiple linear regression tests with SPSS version 23.

Respondents in this study, based on gender, namely female respondents, collected more than men, a percentage of 66% or as many as 99 people. Meanwhile, male respondents were collected from as many as 51 people, with a rate of 34% of the total selected respondent's data, namely 150 respondents (or 100%), consisting of several customers who have made purchases at Uniqlo Solo Paragon.

Respondents based on age are 17-22 years, as many as 124 people (83%). Furthermore, the 23-28 years range collected as many as 22 people (15%). As well as respondents aged 29-34 years, as many as four people (2%). In this case, the age classification of respondents is dominated by the range of 17-22 years, which is as much as 83% of the total 100% of the total number of respondents.

Respondents based on the type of work show that several respondents who have filled out this questionnaire are dominated mainly by the Student / Student profession, namely 120 people (80%) more than Public Servants, namely three people (2%), Self-employed two people (1%), private Employees 13 people (9%), and Others, namely 12 people (8%) out of a total of 150 respondents who have been collected. Respondents who have purchased at Uniqlo Solo Paragon: All 150 respondents have purchased at Uniqlo Solo Paragon.

**Classical Assumption Test**

**Normality Test**

The normality test can be tested with a statistical test, Kolmogorov-Smirnov. The Kolmogorov-Smirnov test helps test the assumption of data normality. The decision-making criteria for Kolmogorov-Smirnov testing are a sig value > 0.05 and a normal distribution (Sugiyono, 2018). Table 1 shows the results of the normality test in this study.

**Table 1.**  
**Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		150
Normal Parameters <sup>b</sup>	Mean	.0000000
	Std. Deviation	1.74010266
	Most Extreme Absolute Differences	.154
	Positive	.154

	Negative	-.058
Test Statistic		.154
Asymp. Sig. (2-tailed)		.304 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Sumber: Output SPSS 23, 2024

Based on the Kolmogorov Smirnov normality test, it can be seen in the Asymp. Sig. (2-tailed) column shows the number is 0.304, where the number listed is more than the normality standard of 0.05. This means that the conclusion is that the residual data in the study has been normally distributed.

### Heteroscedasticity Test

Heteroscedasticity testing is used to observe the data to determine whether there is a heteroscedasticity phenomenon because the provisions for conducting multiple linear regression analysis must pass the heteroscedasticity test (Sugiyono, 2018). It is known that there is no heteroscedasticity if the significance value is  $> 0.05$  (Ghozali, 2018). Below are the results of the heteroscedasticity test.

**Table 2.**  
**Heteroscedasticity Test Results**

Variable	Sig.(2-tailed) Value	Description
<b>Digital Marketing (X1)</b>	0,692	Not Occurring Heteroscedasticity
<b>Lifestyle (X2)</b>	0,412	Not Occurring Heteroscedasticity

Source: Primary Data Processing, 2024

According to the test results using Glejser, the Significant number (2-tailed) on all independent variables is higher than 0.05. So, the conclusion is that the regression model shows that there is no heteroscedasticity phenomenon.

### Multicollinearity Test

Multicollinearity testing is part of the provisions of multiple linear regression analysis. When data does not occur in multicollinearity, it cannot be analyzed, but if the requirements have been met, further testing can be carried out (Sugiyono, 2018). Multicollinearity is used to see if the VIF number is less than ten and the tolerance result

exceeds 0.1, which means the data is multicollinearity-free (Ghozali, 2018)—table 3, multicollinearity test results.

**Table 3.**  
**Multicollinearity Test Results**

Variable	Tolerance	VIF	Description
Digital Marketing (X1)	0,416	2,406	Not Occurring Multicollinearity
Lifestyle (X2)	0,474	2,111	Not Occurring Multicollinearity

Source: Primary Data Processing, 2024

The multicollinearity test results shown in Table 3 show that the two digital marketing and lifestyle variables in the tolerance column show an average of 0.416 and 0.474, the results of which are more than 0.10. Thus, it can be concluded that there is no multicollinearity phenomenon between digital marketing and lifestyle variables in this study, so the conditions are met in the regression analysis process.

**Multiple Regression Analysis**

Multiple linear regression is carried out to observe the relationship between two or more variables, primarily to explore the form of the relationship of the model that is not well understood and to observe what the choice of how many independent variables can affect the dependent variable when complicated events occur (Sugiyono, 2018). Multiple linear regression in the research that the authors conducted, namely to observe how influenced the marketing mix and product quality are on purchasing decisions. The following are the multiple linear regression analysis results, as shown in Table 4 below.

**Table 4.**  
**Multiple Linear Regression Analysis Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.181	1.166		12.155	.877
	Digital Marketing	.222	.076	.165	2.910	.004

	Lifestyle	.344	.036	.512	9.635	.000
a. Dependent Variable: Purchase Decision						

Source: SPSS 23 output, 2024

Based on Table 4, the multiple linear regression equation can be obtained as follows:

$$Y = a + PX1 + PX2 + e$$

$$Y = 5,181 + 0,222 X1 + 0,344 X2 + e$$

Description:

Y = Purchase Decision

X1 = Digital Marketing

X2 = Lifestyle

Explanation:

1. The constant value is 5.181, meaning if the Digital Marketing and Lifestyle variables are considered constant (0), the purchasing decision is 5.181.
2. The product variable's regression coefficient has a B value in the Unstandardized Coefficients column of 0.222, which means that the Digital Marketing variable shows a positive direction. The higher this value, the better the effect on purchasing decisions on consumers at Uniqlo Solo Paragon.
3. The lifestyle variable's regression coefficient value has a B value in the Unstandardized Coefficients column of 0.344, which means that the lifestyle variable shows a positive direction. If this value is high, the better the effect on purchasing decisions on consumers at Uniqlo Solo Paragon.

### Hypothesis Test

#### Partial T Test

The t-test or partial test is carried out to determine how far an independent variable partially varies from the dependent variable (Sugiyono, 2018). The basis for concluding the t-test is as follows:

1. If the t value  $\leq$  t table and if the probability (significance)  $\geq 0.05$  ( $\alpha$ ), then H0 is accepted, meaning that the independent variable partially (individually) does not significantly affect the dependent variable.
2. If the t value  $>$  t table and if the probability (significance)  $< 0, 05$  ( $\alpha$ ), then H0 is rejected, meaning that the independent variable partially (individually) affects the dependent

variable significantly.

**Table 5.**  
**Hypothesis t Test Results in Equation I**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.181	1.166		12.155	.877
	Digital Marketing	.222	.076	.165	2.910	.004
	Lifestyle	.344	.036	.512	9.635	.000
a. Dependent Variable: Purchase Decision						

Source: SPSS Output, 2024

Based on the test results, it can be understood from the t value, namely 1.655, which is obtained from the t table on the 150<sup>th</sup> data and a significant value of 0.05, each independent variable on the dependent variable, below:

1. The digital marketing variable has a calculated t value = 2.910 > t table = 1.655 at a significance level of 0.004 < 0.05, so H0 is rejected, and H1 is accepted, which means that the results of the hypothesis test prove that there is a significant influence between the digital marketing variable on the purchasing decision variable (Y).
2. The lifestyle variable has a calculated t value = 9.635 > t table = 1.655 at a significance level of 0.000 < 0.05, so H0 is rejected, and H2 is accepted, which means that the results of the hypothesis test prove that there is a significant influence between the lifestyle variable on variable Y (purchase decision).

**Table 6.**  
**Hypothesis Test Results in t Equation II**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.783	1.076		4.445	.000
	Digital Marketing	.514	.062	.507	8.297	.000
	Lifestyle	.201	.031	.397	6.508	.000

a. Dependent Variable: Brand Image

Source: SPSS Output, 2024

Based on the test results, it can be understood from the t value and the significant value of each independent variable on the dependent variable below:

1. The digital marketing variable has a calculated t value = 8.297 > t table = 1.655 at a significance level of 0.000 < 0.05, so H0 is rejected, and H3 is accepted, which means that the results of the hypothesis test prove that there is a significant influence between the digital marketing variable on the purchase intention variable (Z).
2. The lifestyle variable has a value of t count = 6.508 > t table = 1.655 at a significance level of 0.000 < 0.05, so H0 is rejected, and H4 is accepted, which means that the results of the hypothesis test prove that there is a significant influence between lifestyle variables on variable Z (purchase intention).

**Table 7.**  
**Hypothesis Test Results in t Equation III**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.269	1.453		5.874	.000
Brand Image	1.068	.065	.806	16.549	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2024

Based on the test results, it can be understood from the t value that the significant value of the Brand Image variable (Z) has a value of t count = 16.549 > t table = 1.655 at a significance level of 0.000 < 0.05. So, hypothesis 5 (H5) is accepted, meaning that the results of the hypothesis test prove that there is a positive and significant influence between the Brand Image variable (Z) and the purchasing decision variable (Y).

**F Test (Simultaneous Test)**

The simultaneous F test is a test of all independent variables with all of them together for a model. This test is used to see how the independent variables all significantly affect the dependent variable. The criteria in this test are seen from the F value if it is higher than the number 4 so that H0 is rejected and Ha is accepted and the significance level is 0.05 or 5%

and if the F count is more than the F table, then H0 is rejected and Ha is accepted (Sugiyono, 2018). Here is Table 8, the test results:

**Table 8.**  
**Simultaneous Significance Test Results (F Statistical Test)**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1855.128	3	618.376	<b>200.110</b>	.000 <sup>b</sup>
Residual	451.166	146	3.090		
Total	2306.293	149			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Lifestyle, Digital Marketing

Source: SPSS 23 output, 2024

F table formula:

$Df1 = 2$  (number of independent variables)

$Df2 = n - k - 1$

=  $n$  (number of samples) -  $k$  (number of independent variables) - 1

=  $150 - 2 - 1$

= 147

Then, the value of the F table can be seen in the F table of order 147 and location 2, with a value of 3.06 according to the F test above. It is known that the calculated F value is 200.110 and the F table is 3.06 (the value of the F table from df1 (regression two and df2 (residual) sample  $150 - 2 - 1 = 147$ ). So the F count is higher than the number 4, namely  $200.110 > 4$  as the standard Fcount, and the significance level is  $0.000 < 0.05$ , meaning that the independent variables (digital marketing and lifestyle) have a simultaneous influence on the dependent variable (purchase decision).

### Mediation Test (Sobel Test)

The mediation test determines the effect of the mediator variable, namely purchase interest, on purchasing decisions through price and promotion; the Sobel Test is used. (Sugiyono, 2018). This Sobel test is carried out by testing the strength of the indirect effect of the independent variable (X) on the dependent variable (Y) through the mediating variable (Z). Mediation hypothesis testing can be done with a procedure developed by Sobel (Astuti,

2024) known as the Sobel test. The Sobel test tests the strength of the indirect effect of X to Y through Z. The mediation test results are as follows.

**Table 9.**  
**Mediation Test Results (Sobel Test)**

Direct Influence Between Variables	Path Coefficient (Beta)	Standard error (bi)/error	t-count	P-value/sig	Conclusion	Adj.R <sup>2</sup>
X1 to Y	0,222	0,076	2,910	0,004	Significant	
X2 to Y	0,344	0,036	9,635	0,000	Significant	0,800
X1 to Z	0,514	0,062	8,297	0,000	Significant	
X2 to Z	0,201	0,031	6,508	0,000	Significant	0,661
Z to Y	1,068	0,065	16,549	0,000	Significant	0,647

Source: Primary Data Processing, 2024

The Sobel test calculates the indirect effect of digital marketing and lifestyle variables on purchasing decisions regarding brand image. Making can be made using the following Sobel t, which can be done by comparing the t value and t table. If the t count exceeds the t table, there is a mediator or mediation. For tests through mediating variables, it can be done, namely below:

- a. The effect of digital marketing (X1) on purchasing decisions (Y) through brand image (Z):

Unknown:  $b = 1,068$ ;  $sa = 0,076$ ;  $a = 0,222$ ;  $sb = 0,065$

$$sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

$$sab = \sqrt{1,068^2 \cdot 0,076^2 + 0,222^2 \cdot 0,065^2 + 0,076^2 \cdot 0,065^2}$$

$$sab = \sqrt{1,140624 \cdot 0,005776 + 0,049284 \cdot 0,004225 + 0,005776 \cdot 0,004225}$$

$$sab = \sqrt{0,006588244224 + 0,0002082249 + 0,0000244036}$$

$$sab = \sqrt{0,0068208729224}$$

$$ab = 0,222 \cdot 1,068 = 0,237096$$

$$t = \frac{ab}{sab}$$

$$t = \frac{0,237096}{0,0068208729224}$$

$$t = 34,760360249692$$

From the Sobel 9 test results, the calculated t value was found to be 34.760360249692. The t-table value, with a significance of 0.05, was 1.655. Because the value of t count > t table hypothesis 6 (H6) is accepted. Through this test, digital marketing and purchasing decisions are influenced by the brand image of Uniqlo Solo Paragon consumers.

- b. The influence of lifestyle (X2) on purchasing decisions (Y) through brand image (Z):

Unknown: b = 1,068; sa = 0,036; a = 0,344; sb = 0,065

$$sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

$$sab = \sqrt{1,068^2 \cdot 0,036^2 + 0,344^2 \cdot 0,065^2 + 0,036^2 \cdot 0,065^2}$$

$$sab = \sqrt{1,140624 \cdot 0,001296 + 0,111556 \cdot 0,004225 + 0,001296 \cdot 0,004225}$$

$$sab = \sqrt{0,001478248704 + 0,0004713241 + 0,0000054756}$$

$$sab = \sqrt{0,001955048404}$$

$$ab = 0,344 \cdot 1,068 = 0,367392$$

$$t = \frac{ab}{sab}$$

$$t = \frac{0,367392}{0,001955048404}$$

$$t = 187,91964395782$$

From the results of the Sobel test above, it was found that the t value was. The t-table value, with a significance of 0.05, was 1.655. Because the value of t count > t table, hypothesis 7 (H7) is accepted. The test results above show that brand image has a relationship between lifestyle and purchasing decisions for Uniqlo Solo Paragon consumers.

### **The Effect of Digital Marketing (X1) on Purchasing Decisions (Y)**

Based on the results of hypothesis testing, the digital marketing variable in the t-test is greater than the t table, and the significance results show less than the significance level,

so H0 is rejected and H1 is accepted, meaning that there is a significant influence between digital marketing variables on purchasing decision variables.

The existence of a positive influence can mean that there is more use of the Internet and technology so that it can better connect information between companies and consumers. Convenience through digital marketing can determine whether the company has built relationships with customers appropriately.

From the respondent's assessment survey and the data obtained from filling out the questionnaire, it was tested that the digital marketing variable had a positive and significant effect on purchasing decisions and had simultaneously impacted purchasing decisions for consumers at Uniqlo Solo Paragon. This is because the digital marketing built by the company can attract customer interest in building online marketing so that they decide to make a purchase.

This study supports the findings of (Lombok & Samadi, 2022) with the theme "The Effect of Brand Image, Brand Trust, and Digital Marketing on Consumer Purchase Decisions on Emina Products (Case Study at Sam Ratulangi University Students)" stating that digital marketing has a significant positive effect on consumer purchasing decision variables. This is also in line with the findings by (Ningrum & Isa, 2023), (Mukti & Isa, 2024) and Zulfiqar Ravi (Rahman & Isa, 2023) found the same results.

### **The Effect of Lifestyle (X2) on Purchasing Decisions (Y)**

Based on the results of hypothesis testing, the lifestyle variable  $t_{count} > t_{table}$  and the significance results are smaller than the significance level formula, so H2 is accepted, meaning there is a positive and significant influence between lifestyle variables on purchasing decision variables.

These findings certainly support the results of research carried out by (Dewi & Gunanto, 2023), entitled "The effect of e-WOM, halal awareness, influencer marketing and lifestyle to the purchase decision of imported packaged food products." The research explains that lifestyle has a positive and significant influence on purchasing decisions.

A high lifestyle causes people to shop for something, not out of necessity but to follow their lifestyle. Emphasizes the importance of lifestyle and its influence on consumer

purchasing decisions (Ubay, 2023). Therefore, purchasing decisions are close to the lifestyle of those who want to buy valuable and quality products (Dewi & Gunanto, 2023).

### **The Effect of Digital Marketing (X1) on Brand Image (Z)**

Based on the results of hypothesis testing, the digital marketing variable  $t$  count  $>$   $t$  table and the significance value are smaller than the significance level formula, so H3 is accepted, meaning that there is an influence between digital marketing variables on brand image variables.

These findings certainly support the results of research conducted by (Putri & Munas, 2023) with the theme “The Effect of Digital Marketing and Word of Mouth on Consumer Purchasing Decisions with Brand Image as a Mediating Variable (Study on Wingko Babat Pak Moel Consumers in Semarang City)” which found that digital marketing has a positive and significant effect on brand image.

Through digital marketing, companies can attract customer attention and encourage them to make purchases. Digital marketing is a variety of strategies and methods used by companies to market their products and services using connected media and digital technology. Digital marketing channels are used to shape brand image, build and maintain relationships with customers, and complete financial transactions online (Harto et al., 2021).

### **The Effect of Lifestyle (X2) on Brand Image (Z)**

Research has shown that lifestyle positively and significantly affects brand image. The t-test explains that the  $t$  count is greater than the  $t$  table through a significance score smaller than the significance provision formula, so Hypothesis 4 (H4) is accepted. It is concluded that based on consumers' lifestyles, Uniqlo Solo Paragon creates a good brand image.

This research aligns with research conducted by (Syafulloh et al., 2022), which found that lifestyle significantly affects brand image. Consumers' lifestyles play an essential role in shaping their perceptions of brands. Brands that successfully understand and reflect the lifestyle of their target market tend to have a strong brand image in the eyes of consumers. For example, suppose a brand aligns with a modern, healthy, or environmentally friendly lifestyle. In that case, consumers with that lifestyle will be more likely to view the brand in a positive and relevant light (Syafulloh et al., 2021).

### **The Effect of Brand Image (Z) on Purchasing Decisions (Y)**

Research has shown that brand image positively and significantly affects purchasing decisions. This is demonstrated through the t-test, which explains that the t count is greater than the t table through a significance score more minor than the significance formula, so Hypothesis 5 (H5) is accepted. The brand image perceived by the customer indicates that a purchase decision is possible.

This research is in line with research conducted by Eunike Viedy Virginia Lombok and (Lombok & Samadi, 2022), which showed that brand image variables have a positive and significant effect on purchasing decisions for Emina products, a study of Sam Ratulangi University students. The same findings were also found in a study by (Ardianto & Isa, 2024).

In the Theory of Planned Behavior, a person making purchasing decisions is influenced by internal factors, namely beliefs in a person himself. When someone remembers a brand in their mind, it means that the person already believes in it, which will affect their purchasing decisions (Teguh et al., 2019).

### **The Effect of Digital Marketing (X1) on Purchasing Decisions (Y) through Brand Image (Z) as a Mediating Variable**

The study's results say that brand image can mediate the relationship between digital marketing and purchasing decisions. Judging from the mediation test, hypothesis 6 (H6) is accepted. So, it can be said that the brand image variable is proven to be a link between the influence of digital marketing and purchasing decisions.

This research aligns with the research conducted by (Harto et al., 2021) The results of multiple linear analyses and the Sobel test show that digital marketing positively and significantly affects purchasing decisions and brand image (as a moderating variable). The image of a brand that can foster product knowledge and love in the minds of consumers is expected to generate a desire for planned purchases based on digital marketing in a product (Harto et al., 2021). When the brand image is formed positively, this will increase consumer confidence and ultimately influence purchasing decisions (Lombok & Samadi, 2022).

## **The Effect of Lifestyle (X2) on Purchasing Decisions (Y) through Brand Image (Z) as a Mediating Variable**

The study results say that brand image can mediate the relationship between lifestyle and purchasing decisions. Judging from the Sobel test, hypothesis 7 (H7) is accepted. So, brand image mediates the influence of lifestyle on purchasing decisions. One of the studies on the relationship between lifestyle variables and purchasing decisions mediated by brand image was conducted by Rozak Nauf Mawardy and Wuryaningsih Dwi Lestari (2023), which stated that brand image variables can mediate lifestyle on purchasing decisions.

Mawardy and Lestari (2023) found a significant relationship between the lifestyle segments of internet users, their attitudes towards internet advertising, brand image, and product purchasing decisions. Based on their findings, they concluded that lifestyle segmentation is essential for understanding the complex sociopsychological profile of consumers. Their findings revealed a significant moderating effect of lifestyle factors on the relationship between consumer attitudes and internet advertising effectiveness.

## **CONCLUSION**

Based on the results and discussion, it is found that digital marketing variables, lifestyle, and brand image have a positive and significant effect on purchasing decisions for Uniqlo Solo Paragon consumers. Digital marketing and brand image variables positively and significantly affect the brand image of Uniqlo Solo Paragon consumers. Brand image variables can mediate the relationship between digital marketing and purchasing decisions for Uniqlo Solo Paragon consumers. The brand image variable can mediate the relationship between lifestyle and purchasing decisions for Uniqlo Solo Paragon consumers.

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