



Re-evaluating the Marketing Mix: An Empirical Study on the Indirect Influence of the 4Ps on Purchase Intention via Customer Attitude

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Abstract:

In the hyper-competitive fashion retail landscape, reliance on the traditional 4P Marketing Mix framework often fails to effectively shape consumer attitudes, necessitating a re-evaluation of the drivers of purchase intention. This study critically analyses the influence of the Marketing Mix (Product, Price, Place, and Promotion) on Purchase Intention with Customer Attitude as a mediating variable among consumers of CPB Clothes Royal Plaza Surabaya. Using a quantitative approach through a survey, data were collected from 220 prospective male consumers selected using a purposive sampling technique. Data analysis was conducted using Structural Equation Modelling–Partial Least Square (SEM-PLS) with bootstrapping for hypothesis testing. The results revealed significant findings: the 4PD Marketing Mix elements did not show a statistically significant influence on Customer Attitude. Conversely, Customer Attitude proved to be a positive and significant predictor of Purchase Intention. The low R-square value confirmed that the 4P framework had a limited contribution, indicating that other factors such as shopping experience and brand image played a more dominant role. These findings provide crucial strategic implications for practitioners to shift from 4P-based strategies towards creating superior customer experiences as the key to building positive attitudes and driving strong purchase intentions.

Keywords: Customer Attitude; Consumer Behaviour; Fashion Retail; Marketing Mix; Purchase Intention.

1. Introduction

The global fashion industry continues to show rapid growth, making it one of the most dynamic and competitive markets. In Indonesia, this trend is reinforced by rising consumer interest in fast fashion and a surge in the number of businesses in the apparel sector, from small and medium enterprises to large brands. This forces companies operating in this sector to adapt quickly. This means that modern consumers are now more selective when choosing the products, they buy. Several previous researchers have explained that fashion trends in Indonesia have experienced significant growth and have become an important motivating factor for consumers before making a purchase. (Dewi & Indra, 2024) said that fashion trends in Indonesia are currently experiencing a significant increase and are also one of the drivers of consumer purchasing decisions. The significant growth in Indonesia's apparel sector in recent years has been largely driven by the increasing demand for fast fashion trends from a younger consumer demographic. This phenomenon, as discovered by Rostiani & Kuron, (2019) Many young consumers are interested in purchasing fashion products to keep up with the latest styles (fast fashion), indicating a rapid shift in trends in the local market. This high demand has directly fuelled the expansion of domestic businesses in the apparel sector, from micro to medium-sized enterprises (MSMEs), who see opportunities in this market dynamic. To compete in this highly saturated environment, many MSMEs in the fashion sector are now adopting differentiation strategies, such as sustainable business practices and creative design innovation, in response to increasingly complex market demands (Awang Diaz, 2023).

Based on data from Katadata's Databox (2024), it indicates that the segment dominates the global e-commerce market with sales reaching 771 billion USD. This figure surpasses other segments such as food, which only earned 689 billion USD, and so on. This fact shows that the fashion industry has a very significant economic appeal and contribution in the digital commerce sector. Fashion's dominance in e-commerce sales reflects the high consumer interest in clothing, accessories, and lifestyle products that continue to evolve. This condition encourages a paradigm shift from transaction-oriented marketing to a more strategic and consumer-centric approach. Modern literature emphasizes that effective marketing must go beyond transactional exchanges to focus on value creation and building long-term relationships with customers (Liu, 2017). In line with this view, study Anggita et al., (2024) explains that the modern marketing concept prioritizes consumers in business activities through a consumer needs and satisfaction approach. This demonstrates that marketing can be defined as a strategic activity aimed at creating value, fulfilling needs, and building relationships between companies and consumers.

Marketing mix 4Ps, namely product, price, place, and promotion, are the main aspects of companies in designing marketing strategies that play a crucial role in achieving customer satisfaction, purchasing decisions, and loyalty. According to research by Putri et al., (2024), it explains that implementing a combination of product, price, distribution, and promotion can have a significant impact on increasing the attraction and sales of their stores. In another journal, Ghasemi & Karami (2023) also explain that the 4P marketing mix remains a strong foundation even in the current digital business era. This is because all elements can be adjusted to consumer behaviour in e-commerce. Thus, many companies still consider the 4P marketing mix to be crucial in creating customer value, strengthening competitiveness, and maintaining business sustainability amidst intense market competition. Within the contemporary marketing framework, customer attitude plays a crucial role in influencing the success of a store's marketing and sales strategies. This attitude represents a dispositional evaluation—either positive or negative—of a brand or product, formed through three dimensions: cognitive (knowledge), affective (feelings), and conative (behavioural intention) (Elda et al., 2022). Crucially, the literature positions customer attitude as a key mediating variable, bridging marketing strategy inputs (e.g., product quality or promotions) with desired consumer behavioural outputs, such as purchase intention and loyalty. (Aime et al., 2022). The implication is that in a highly competitive market such as fashion retail, marketing strategies that focus solely on transactional elements without actively building positive consumer attitudes risk failure. The anomaly at CPB Clothes in Royal Plaza Surabaya serves as a relevant case study to test this proposition. Despite operating in a market with high purchasing interest, the company has experienced a significant decline in sales since early 2024, as shown in Figure 2. This phenomenon indicates a potential failure to build strong consumer attitudes, motivating further investigation into the relationship between marketing strategy, attitudes, and purchase intentions in this context.

Figure 1. CPB Jeans Royal Plaza turnover graph



Source: Processed by authors, 2025

To understand the market context more deeply, it is important to analyze the competitive landscape at Royal Plaza Surabaya. CPB Clothes faces direct competition from several other apparel retailers, among which Russ&co is positioned as a key competitor. Located nearby, Russ&co targets the same market segment with very comparable product offerings and price points. A detailed comparative analysis, as presented in Table 1, illustrates the competition at the product and price levels between the two brands, highlighting the intense competition CPB Clothes faces.

Table 1. Comparison of CPB Clothes and Russ&co products

Product	Price		Product Photos	
	CPB Clothes	Russ & Co.	CPB Clothes	Russ & Co.
Long jeans	Rp. 264,000	Rp. 250,000		
Long chinos	Rp. 245,000	Rp. 240,000		

Short jeans Rp. 95,000 -



Short chinos Rp. 90,000 Rp. 120,000



Shirt - Rp. 130,000



Shirt Rp. 170,000 Rp. 180,000



Source: processed by authors, 2025

CPB Clothes has done several promotions, one of which is like the picture 3 below which shows when the CPB Clothes store was being promoted by one of the Instagram accounts "Proud of Sidoarjo" which has 226 thousand followers. After the video aired the number of CPB Clothes Instagram followers increased along with sales that also soared, but only running for about a year CPB Clothes sales experienced a significant decline, in addition to that the Instagram account was also hacked which required creating a new Instagram account. Subsequent tactical interventions, such as a "buy 1 get 1" evening promotion, have also failed to generate a meaningful sales recovery. This paradoxical pattern—where both a large-scale digital campaign and a standard price-based promotion ultimately proved ineffective in sustaining sales—strongly suggests that existing knowledge centered on the 4Ps is insufficient to explain the complex consumer behavior observed. The failure of these direct marketing stimuli to secure lasting patronage indicates that a more nuanced theoretical model is required. Specifically, a knowledge gap exists concerning the mediating mechanisms that translate marketing activities into purchase intentions within the local MSME fashion landscape. This study posits that customer attitude may be the critical, yet underexplored, variable that bridges this gap. The observed sales volatility, despite varied promotional

efforts, justifies an investigation into whether a positive underlying customer attitude is the necessary precondition for the 4P framework to effectively influence purchase intentions in this specific market context, a question the traditional model alone cannot answer..

Figure 2. CPB Clothes Promotion



Source: Instagram, 2025

Based on the problem of declining sales, the author encouraged the author to conduct research on consumer purchasing intentions in this modern era. Through the 4P marketing mix strategy, it is hoped that it can help CPB Clothes stores, especially those in Royal Plaza, to increase their sales. Therefore, the problem formulation that will be addressed in this study is whether product, price, place, and promotion influence customer attitudes at CPB Clothes, and whether customer attitudes influence purchase intentions at CPB Clothes. Although the Marketing Mix (4P) framework has long been a pillar in marketing strategy, its effectiveness in directly shaping consumer attitudes now faces significant challenges in the saturated fashion retail market. The existing literature shows mixed results; while some studies reaffirm the influence of the 4Ps, a growing body of research indicates that in the digital era, factors such as customer experience and brand image have become stronger drivers of attitudes, potentially weakening the direct relationship between 4P tactics and consumer affection. This theoretical gap lies in the uncertainty regarding whether the 4P model is still adequate as a primary predictor of consumer attitudes, or whether its role has shifted to merely a supporting factor. The declining sales experienced by CPB Clothes at Royal Plaza Surabaya—despite the implementation of various promotional strategies—presents a compelling empirical case study to test this theoretical debate. The failure of promotions to sustainably boost sales indicates a possible disconnect between the 4Ps strategy and the formation of actual consumer attitudes. Therefore, this study aims to critically re-evaluate the model by examining the mediating role of Customer Attitude in the relationship between Marketing Mix and Purchase Intention in the context of modern fashion retail.

2. Literature Review

This study tests a mediation model that aims to re-evaluate the role of the Marketing Mix (4P) framework in shaping purchase intention through an intervening psychological variable, namely consumer attitude. This theoretical framework builds on contemporary debates regarding the relevance of the traditional 4P model and is supported by established consumer behaviour theory.

a. Marketing mix

Since its introduction, the Marketing Mix framework (Kotler and Keller, 2016), which consists of four main elements: product, price, place, and promotion, has become a dominant paradigm in marketing management. Theoretically, each element of the 4Ps is designed as a strategic lever to influence consumer perceptions and behaviour. A quality product with superior design is considered to create positive evaluations (Gielens et al., 2021). Competitive pricing and perceived value can increase attractiveness (Kuswaha & Kumar, 2020). Strategic location or availability provides easy access, which influences consumer convenience (Verhoef et al., 2017). Meanwhile, effective promotion aims to build awareness and persuasion (Stephen & Galak, 2012). However, in the modern, saturated

and experience-driven market landscape, the assumption that the 4Ps directly and powerfully shape consumer attitudes is increasingly disputed. Some contemporary research suggests that the influence of 4P tactics may be weakened by other, more relational and experiential factors, such as brand image and customer engagement. Rizky & Aprianingsih, (2024) explains in his journal several elements that are owned by the marketing mix variable:

1. Product

Within the Marketing Mix framework, a product is defined as a multidimensional construct that encompasses everything that is offered to a market to satisfy a consumer need or want. This definition goes beyond the physical object alone and encompasses a set of interrelated attributes, such as perceived quality, design, variety, and functional features. (mandal & bhattacharya, (2020) A product can be considered good when it successfully creates emotional value for customers, not just when it fulfils emotional needs. Contemporary marketing literature further emphasizes that a product's value lies not only in its functional utility but also in its ability to create symbolic and emotional value. In this context, brand identity becomes a crucial component of a product, as it serves to communicate values and personality that can build affective relationships with consumers. For the purposes of empirical research, the Product construct is often operationalized through several key indicators that reflect these dimensions, including evaluations of quality and design, availability of product variety, strength of brand identity, and supporting service elements such as return policies (return services), which collectively shape consumers' holistic perceptions of the offering (Rizky & Aprianingsih, 2024)

2. Price

Price(price) plays a unique role in the Marketing Mix framework, as it is the only element that directly generates revenue for the company, while the other elements represent costs (Kotler & Keller 2016). However, from a consumer behaviour perspective, the impact of price is not determined by its monetary value alone, but rather by consumers' subjective perceptions of it. This perception is shaped by several crucial dimensions. First, consumers often use price as a heuristic to assess quality, where a higher price can be interpreted as a signal of superior quality, a relationship known as perceived price-quality. (Kuswaha & Kumar, 2020)Second, price evaluation is heavily influenced by the competitive context, where consumers compare a product's price with competitors' prices as a reference price to assess its fairness (Lichtenstein et al., 1993). Finally, price perception is also related to consumers' affordability or purchasing power, which determines whether the price is within the acceptable range for the target market. In empirical research, these three perceptual dimensions—price-quality fit, price competitiveness, and affordability—are generally used as indicators to operationalize the Price construct (Rizky & Aprianingsih, 2024).

3. Place

Place related to how effective and efficient product distribution is in reaching consumers. According to Mandal & Bhattacharya, (2020) The success of a modern Place strategy is no longer solely measured by the accessibility of physical locations, but also by the ease of navigation and transactions across digital channels. Furthermore, effective inventory management is crucial to supporting an omnichannel strategy, for example through services like click-and-collect or cross-channel stock visibility. Therefore, for the purposes of this study, the Place construct is operationalized through indicators that reflect this omnichannel reality, including location accessibility, distribution availability through physical and digital channels, and inventory management effectiveness (Rizky & Aprianingsih, 2024).

4. Promotion

Promotion serves as a communicative element of the Marketing Mix, which strategically aims to inform, persuade, and remind consumers about the company's offerings (Kotler & Keller, 2016). Traditionally, this objective has been achieved through a promotional mix that includes advertising, sales promotion, and public relations (Mandal & Bhattacharya, 2020) Promotion encompasses several aspects, including advertising, sales promotion, public relations, direct marketing, and personal selling. All these aspects aim to create awareness and interest in a product. The success of a modern promotional campaign depends on several key factors: accurate audience targeting, ensuring the message reaches the relevant segment; the appropriateness and clarity of the message; and the attractiveness of special promotional programs, such as discounts or limited time offers, designed to stimulate an immediate response. Collectively, consumer perceptions of these overall promotional activities ultimately influence their attitudes and behaviour. Therefore, in this study, the Promotion construct is

operationalized through indicators that evaluate consumer perceptions of the Company's promotional activities, targeting, messages, and programs (Rizky & Aprianingsih, 2024).

b. Customer Attitude

Customer attitude is a combination of three elements: belief or confidence (beliefs) towards an object, feelings or emotions (feelings) towards the object, and intentions or behavioural tendencies (behavioural intentions) to act towards the object (Kumar, 2018). Furthermore, (Prasetya, 2019) In his journal, he stated that consumer attitudes are not only related to how someone "feels" about a product but also encompass beliefs about product attributes and the tendency to make a purchase. Therefore, it can be concluded that consumer attitudes are a crucial psychological factor influencing purchasing behaviour and the effectiveness of a business's marketing strategy.

To operationalize the construct of Consumer Attitude in this study, it is important to distinguish between the psychological processes that shape attitudes and the components of attitudes themselves. Perception and cognitive processes, which include mental activities such as thinking, evaluating, and remembering information, are the fundamental mechanisms underlying the formation of the cognitive dimension of attitudes, namely consumers' beliefs about product attributes (Fishbein & Ajzen, 1975). Emotions, on the other hand, represent the affective dimension of attitudes, reflecting positive or negative emotional reactions that arise toward a product or brand (Lutz, 1981). Meanwhile, motivation is a separate psychological construct, which functions as an internal driver for consumers to satisfy needs through purchasing behaviour, and although it can be influenced by attitudes, motivation is not a component of attitudes itself (Eagly & Chaiken, 1993). Thus, a valid measurement of Consumer Attitude should focus on assessing the strength of cognitive beliefs, the intensity of emotional responses, and the likelihood of consumers' behavioural intentions, which collectively reflect consumers' holistic evaluations of the brand or product under study (Rizky & Aprianingsih, 2024).

c. Purchase Intention

Purchase intention occurs after an evaluation of alternatives, and in this process, a person will make various choices regarding the product or service to be purchased based on brand or interest (Bowen et.al., 1999). As in the study (Li et al., 2022) which states that purchasing interest is a conscious effort made by consumers to choose a product or service, which can arise if the impression or attitude given to consumers is in accordance with their expectations. The framework developed by Ferdinand 2002 in the journal (Attiq et al., 2022) articulates four key dimensions of purchase intention. The most fundamental dimension is transactional intention, which is a consumer's explicit propensity to make a purchase. Beyond this, purchase intention also encompasses referential intention, which reflects the tendency to recommend a product to others, an important precursor to word-of-mouth marketing. The third dimension is preferential intention, which indicates psychological loyalty where consumers have a strong preference for a brand and are reluctant to switch to competitors. Finally, exploratory intention describes consumers' proactive behaviour in seeking further information about a product of interest. Therefore, a comprehensive operationalization of purchase intention must consider all four dimensions to fully capture the strength of consumers' intentions toward a product or brand.

3. Method

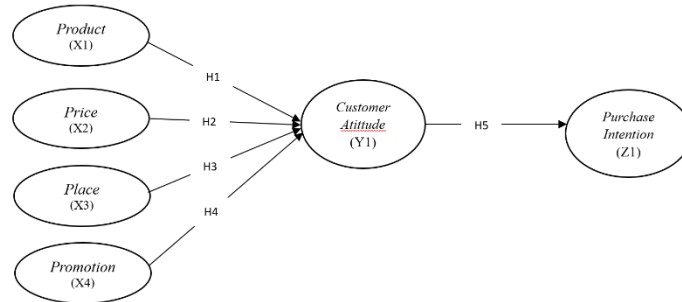
This research employs quantitative methods. A questionnaire with a list of questions aims to examine the relationship between the Marketing Mix (4Ps) and Purchase Intention, with Customer Attitude as a mediating variable. The research will be conducted at CPB Clothes and within the Royal Plaza Surabaya mall, using Google Forms as the questionnaire.

Population and Samples

The target population in this study was adult male consumers who were visitors to the Royal Plaza Surabaya mall. The sampling technique used was purposive sampling, where respondents were selected based on a series of predetermined criteria. The inclusion criteria included: (1) being male; (2) having purchased fashion products at Royal Plaza Surabaya in the last three months; and (3) not being a customer who had previously shopped at CPB Clothes. This last criterion was established to specifically measure attitudes and purchase intentions from the perspective of potential consumers. The final sample size collected was 220 respondents (N=220), which met the minimum sample size justification based on the rule of thumb Hair et al., (2010) for PLS-SEM analysis (10 times

the number of indicators for the most complex construct). Data were collected using an online questionnaire (Google Form) distributed at the research locations throughout the study period. Data collection was carried out through the distribution of questionnaires in the form of Google Forms. Each indicator in the questionnaire was measured using a Likert scale with a value range of 1 (strongly disagree) to 5 (strongly agree). Data processing was carried out using the SEM–PLS method. This method can process complex models and allows for the measurement of latent variables through various indicators simultaneously. The testing process includes an outer model, an inner model, and hypothesis testing conducted using the bootstrapping technique.

Figure 3. Research Model



Source: processed by authors, 2025

Table 2. Respondent characteristics

Size		Amount	Percentage (%)
Clothing sizes between S to XXL (local)	Yes	220	100%
	No	0	0%
Gender	Man	219	99.5%
	Woman	1	0.5%
Have shopped for clothes at Royal Plaza in the last 3 months.	Once	218	99.1%
	No	2	0.9%
Pants size between 27 to 38	Yes	218	99.1%
	No	2	0.9%

Source: processed by authors, 2025

Based on the results of the respondent characteristics, the author managed to collect 220 respondents as potential customers of CPB Clothes Royal Plaza Surabaya. Of all the respondents, all have clothing sizes between S to XXL (local), while those who wear pants sizes 27 to 38 (local) are only 99.1%, as well as those who have shopped for clothes at Royal Plaza in the last 3 months are only 99.1%, and those who are male are 99.5% of the total number of respondents.

All variables in this study were measured using a questionnaire instrument with items adapted from validated literature, where respondents provided ratings on a 5-point Likert scale. Specifically, Marketing Mix was operationalized as a second-order formative construct, while Customer Attitude and Purchase Intention were measured as reflective constructs. The collected data were then analysed using the Structural Equation Modelling (SEM) method with a Partial Least Squares (PLS) approach through SmartPLS 4 software, a technique chosen for its suitability for complex predictive and mediation models. The analysis procedure began with an evaluation of the measurement model (outer model) to ensure the validity and reliability of the instrument. For the reflective construct, internal consistency reliability was assessed through Composite Reliability (CR) and Cronbach's Alpha with a threshold value of >0.70. Convergent validity was verified by ensuring outer loadings values >0.70 and Average Variance Extracted (AVE) >0.50. Next, discriminant validity was ensured using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT), which must be lower than 0.90. Only after the measurement model was declared valid and reliable did the analysis proceed to evaluate the structural model for hypothesis testing.

4. Findings and discussion

The Influence of Products on Customer Attitude

The results of the study indicate that product variables do not significantly influence customer attitudes. A p-value well above 0.05 indicates that product quality, or consumer perceptions of CPB Clothes product elements, are not strong enough to shape positive consumer attitudes. This may occur because consumers may assess CPB Clothes products as meeting general standards considered "adequate," thus not creating differentiation that can significantly influence attitudes. Thus, product aspects have not been a primary factor shaping consumer attitudes in the context of this study. These results contradict previous research conducted by Rizky & Aprianingsih, (2024) which shows positive and significant results on the relationship between product and customer attitude, in line with that Febriani, (2019) in his journal also showed significant positive results on the relationship between product and customer attitude. Based on these results, it means that in the fashion industry, particularly in the men's apparel segment, consumers tend to view products as a basic attribute (hygiene factor). If the product meets reasonable quality standards, consumers don't automatically form a strong positive attitude.

The Influence of Price on Customer Attitude

The second hypothesis showed the same insignificant result. Although the coefficient was positive, the p-value of 0.329 confirmed that price had no significant influence on consumer attitudes. This suggests that CPB Clothes consumers are likely not very price sensitive or perceive the offered price as being in line with market standards. In other words, price is not a primary consideration in forming a positive or negative attitude toward the brand. These results support previous research Rizky & Aprianingsih, (2024) by showing the same results, namely that price does not have a significant effect on customer attitude. These results show that CPB Clothes prices are considered competitive and in accordance with product quality, these prices are not the basis for forming consumer attitudes. Contextually, fashion consumers in shopping centres like Royal Plaza tend to have relatively uniform price expectations across stores. Small price differences are not strong enough to shape positive perceptions or attitudes toward a brand.

The Influence of Place on Customer Attitude

The results of H3 indicate that place also does not have a significant influence on customer attitude. The negative coefficient that appears may indicate that some consumers may feel that the location, product availability, or convenience of the store are not optimal. However, because the effect is not significant, it can be concluded that the place factor is not a dominant aspect that shapes consumer attitudes towards CPB Clothes. Consumers may be more focused on other elements such as fashion trends or personal preferences. This result contradicts previous research conducted by Rizky & Aprianingsih, (2024) where in the study, significant positive results were obtained on the influence of place on customer attitude, with the same results Farid et al., (2023) wrote in his journal that place significantly influences customer attitudes. CPB Clothes' location within Royal Plaza Surabaya is considered strategic and easily accessible, but this did not significantly influence consumer attitudes. This can be explained because, in the context of modern shopping centers, store location is considered a minimum standard. Consumers visiting the mall already assume that all stores have relatively equal accessibility.

The Influence of Promotion on Customer Attitude

Promotion also did not have a significant effect on customer attitude. Although positive, the p-value of 0.386 indicates that CPB Clothes' promotional strategy has not been able to have a strong impact on changing consumer attitudes. This could be because the promotion was not attractive enough, not intense enough, or not well-targeted. Consumers may be aware of the promotion, but not sufficiently motivated to form a more positive attitude toward the brand. Different results were shown in previous research conducted by Febriani, (2019) which shows significant positive results on the influence of promotion on customer attitude. Salem & Ertz (2023) also put forward conflicting results, namely that promotion has a significant influence on customer attitude. Based on these results, it shows that Although CPB Clothes has carried out various promotional activities such as discounts and social media promotions, this strategy has not been able to provide a strong enough psychological impact to shape consumer attitudes. This situation can be caused by several factors, including a lack of consistent promotions, promotional messages that lack uniqueness, and low levels of interaction with consumers. In the digital age, consumers tend

to be more responsive to promotions based on experiences, user reviews, and influencers, compared to price-only promotions.

The Influence of Customer Attitude on Purchase Intention

The fifth hypothesis is the only significant relationship in the model. These results indicate that Customer Attitude has a positive and significant influence on Purchase Intention. This means that the more positive a consumer's attitude toward CPB Clothes, the higher their intention to make a purchase. This aligns with consumer behaviour theory, which states that attitude is the primary predictor of intention. This finding confirms that although the 4Ps did not significantly shape attitudes, existing attitudes (despite being influenced by other factors) do indeed determine consumer purchase intention. Previous research, Rizky & Aprianingsih, (2024). This finding supports the findings by demonstrating a positive and significant relationship between customer attitude and purchase intention. Other studies have also found similarly positive and significant results regarding the influence of customer attitude on purchase intention (Farid et al., 2023). This confirms that consumer attitude is a psychological factor that significantly determines purchase intention. A positive attitude reflects trust, comfort, and favourable perceptions of a brand, which then encourages consumers to purchase, recommend, and seek further information about the product. This finding aligns with consumer behaviour theory, which states that attitude is a primary predictor of behavioural intention. Rizky & Aprianingsih, (2024)

5. Conclusion and Recommendation

This study yields a paradoxical yet theoretically significant key conclusion: while the traditional Marketing Mix (4P) framework proved ineffective in shaping Consumer Attitude, attitude itself remains a strong and statistically significant driver of Purchase Intention. The collective failure of Product, Price, Place, and Promotion to exert a meaningful influence, coupled with the confirmation of the central role of attitude, suggests a shift in the dynamics of marketing influence in the modern fashion retail sector. These findings imply that traditional marketing models may no longer be adequate to capture the complexity of the consumer decision-making process, and that the antecedents of consumer attitudes likely lie outside the scope of conventional 4P tactics. Theoretically, this study provides empirical evidence supporting the argument that the relevance of the 4Ps model as a direct driver of consumer attitudes has diminished in saturated markets. These results suggest that the 4Ps elements may have transitioned from differentiators to mere hygiene factors—essential attributes that are desirable but no longer capable of generating strong affective responses. The study's primary contribution is its assertion that while its formation mechanisms may have changed, Customer Attitude remains a crucial mediating construct in the pathway to purchase intention, in line with the theory of planned behaviour. Practically, the implications are clear for marketing managers, particularly in the fashion retail industry. Rather than allocating resources exclusively to optimizing transactional 4P tactics, strategic focus should be expanded toward building a holistic, positive brand attitude. This requires investment in areas such as experiential marketing, brand community building, and leveraging social media to create authentic emotional connections with consumers. Ultimately, this positive attitude is the most asset in driving purchase intention.

The study's key finding—that the traditional Marketing Mix (4Ps) elements fail to significantly influence prospective consumers' attitudes yet attitudes themselves are powerful drivers of purchase intent—provides a very clear strategic direction for CPB Clothes and similar retailers: stop competing solely at the tactical level of the 4Ps and start investing seriously in building positive, holistic brand attitudes. The following practical recommendations stem from this key principle:

1. Focus on Customer Experience, Not Just Place: Given that physical location has proven to be a significant differentiator, CPB Clothes must shift its focus from simply being in a strategic location to creating an experience within that location. This involves investing in store atmosphere—such as interior design, lighting, and music—and enhancing service quality through friendly and knowledgeable staff. The goal is to transform a visit to a store from a transactional activity to a pleasant and memorable experience, which can directly shape positive attitudes.
2. Build Brand Value, Not Just Product Differentiation: Because basic product attributes aren't enough to influence attitudes, CPB Clothes must move beyond competing on features and quality. Efforts should be focused on building a strong and unique brand identity and image. This can be achieved through consistent brand storytelling across all channels, collaboration with relevant public figures or communities, and developing a clear value proposition that resonates with the target audience on an emotional, not just functional, level.

3. Create Engagement, Not Just Promotions: Discount promotions have proven ineffective. Therefore, promotional budgets and efforts must shift from simply cutting prices to building customer engagement. This includes more dialogue and interactive social media management, creating valuable content (e.g., style tips, behind-the-scenes looks at the design process), and leveraging authentic micro-influencers to build trust and conversation around the brand. The goal is to create a community, not just attract short-term buyers.

Limitations and Future Research

This study has significant limitations that must be acknowledged and that also pave the way for an important future research agenda. The primary limitation is the sample design, which exclusively targeted potential consumers who had never shopped, which is likely the primary reason for the insignificant effect of the 4Ps. Based on this, the recommended future research agenda is as follows:

1. Model Validation on an Actual Customer Sample: The next crucial step is to replicate this research on an actual sample of CPB Clothes customers. A comparative study between customers and non-customers will provide a definitive answer as to whether the 4Ps model remains relevant to an audience with direct experience with the brand.
2. Exploring More Relevant Antecedents of Attitude: Given the weakness of the 4Ps, future research should explicitly model and test the influence of variables that are more theoretically relevant to attitude formation in the modern era. Highly recommended variables for investigation include brand image, service quality, store atmosphere, and social media engagement.

Instrument Development and Validation: This study highlights potential reliability issues with several indicators. There is a need for studies focused on the development and validation of measurement scales specifically tailored to the context of men's fashion retail in the Indonesian market, to ensure that future instruments are more robust and reliable.

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