

Factors Influencing Consumer Buying Behavior in Uniqlo Retail Store

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The purposes of this study are to study the factors influencing consumers' purchasing behavior in Uniqlo, find determinants of consumers' purchasing behavior, and understand consumers' views on the various factors. The marketing idea is consumer-oriented, with a focus on the consumer rather than the product. We distributed a survey questionnaire to 100 Uniqlo consumers to collect data. The results show that consumers' purchasing behavior in Uniqlo is affected by psychological, personal, social, and cultural factors. The combination of these factors helps the consumer to make further purchasing decisions. Additional findings also provide specific features to improve Uniqlo's chances of enhancing customer satisfaction and suggestions for future development.

Keywords: Brand Loyalty, Consumer Behavior, Customer Satisfaction, Uniqlo

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INTRODUCTION

Uniqlo Co. Ltd (株式会社ユニクロ *Kabushiki-gaisha yunikuro*) is a Japanese corporation founded in 1984 by Tadashi Yanai that specializes in product development, manufacturing, and casual clothing distribution (Varnam, 2019). Under the Uniqlo name, the business opened a casual clothing retail store. Uniqlo's headquarters are in Yamaguchi Prefecture's Sayama, Yamaguchi City. Uniqlo derived from Tadashi Yanai's first business, Unique Clothing Warehouse, opened on June 2, 1984, in Hiroshima City, Hiroshima Prefecture. Uniqlo's business model is SPA (Specialty store retailer of Private label Apparel) adapted from an American brand, The Gap, or a specialty retailer store for own-brand clothing. This firm oversees all aspects of the business, from design to production to retail sales (Lamare, 2018).

Yamanota Store in Yamaguchi Prefecture was Uniqlo's first streetside shop, opening in June 1985. Uniqlo stores expanded rapidly during the first few years, particularly in Western Japan. In October 1998, a Uniqlo sweater made of fleece synthetic material that cost \$1,900 was sold for \$2 million strands. The fleece of Uniqlo products continued to sell out in the following years. Uniqlo sold 8.5 million pieces of clothing in 1999, which increased to 26 million strands as the Uniqlo brand gained popularity. Uniqlo's sales had already increased before the favor of the fleece suit. Total annual sales were 83 billion yen in the fiscal year 1998, increased by 33.6 percent to 111 billion yen in 1999, more than doubled to 229 billion yen in fiscal 2000, and 418 billion yen in fiscal 2001 (Lamare, 2018).

To date, the Uniqlo brand has over 2000 official stores in 21 countries, with Japan having the most official stores in the world as the birthplace of Uniqlo (Uniqlo, 2021). This is because it has the characteristic of combining its products with technology to distinguish itself from other brands. For example, the Heatech collection transforms the fabric from damp to hot with air pockets inside the material to withstand the heat. Thus, the wearer will stay warm in the winter. Uniqlo can also be as popular as it is today because most brand ambassadors are world athletes with a very high level of popularity. One unique fact about the Uniqlo brand is that Uniqlo is one of the fashion companies with a very significant social concern.

The company's vision and mission are to stay current with style and fashion trends. Along with that, it focuses on producing low-cost but high-quality clothing for its customers. Fast retailing's corporate mission statement is "Changing Clothes. Changing conventional wisdom. Change the world". This theme outlines the company's ideology to change the way people dress and the world. This is mirrored in Uniqlo's operations. Uniqlo's clothing recycling initiative has aided in providing clothing to millions of needy people worldwide (Uniqlo Mission Statement Analysis, 2021).

To keep Uniqlo's success in the retail world, it is essential to know what factors influence consumer buying behavior. This is because it deals with how individuals or groups pick, buy, utilize, or dispose of the product, services, ideas, or experiences to meet their needs and desires (Solomon, 2013). Consumer purchases are heavily impacted by cultural, social, personal, and psychological variables, and while Uniqlo cannot control these elements, they must consider them (Kotler & Armstrong, 2016).

One of the most important decisions a consumer or customer makes is the purchase of a product. Customers are always thinking about all factors that will lead to more benefits. Customers nowadays are well-informed about the products and the products of competitors (Kumar, 2016). The study aims to study the consumer buying behaviors on the purchase of Uniqlo products, determine various determinants of consumer buying

behaviors, and know consumers' perception on numerous determinants on consumer buying behaviors.

LITERATURE REVIEW

Consumer behavior, also known as consumer purchasing behavior, encompasses all factors influencing a consumer's product search, choice, and purchase. MacInnis and Folkes (2009) stated that "consumer behavior includes the totality of consumer's decisions concerning the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by human decision-making units." It is usually the method that customers undergo as part of their decision-making method for buying and using products or services (Dibb, Simkin, Pride, & Fereell, 2003). It is really worth bringing up that consumer purchasing behavior studied as a part of marketing, with the number one intention of gaining knowledge of how individuals, groups, or agencies choose, buy, use, and eliminate goods, in addition to the elements along with preceding experience, taste, price, and branding on which consumers base their buying decision (Eze & Bello, 2016). Cultural, social, personal, and psychological aspects affect consumer purchasing behavior. Most of these elements are unpredictable and beyond the marketers' control, yet they need to be addressed while attempting to comprehend the complicated behavior of customers.

Cultural elements encompass culture, subculture, and social class. Cultural elements are the primary cause of a person's desires and behavior. The majority of human behavior is learned. As a child grows up in a society, they recognize real values, perceptions, desires, and behaviors from their circle of relatives and different critical institutions such as school (Kotler & Armstrong, 2016). For example, if someone grew up with their family shopping in Uniqlo, a bigger chance that a particular person will continue to shop at Uniqlo when they are older.

Another example is that if the person grew up with a family who values Uniqlo products, they would also shape into the same mindset. Many subcultures can exist within a culture. It is a bit part of a culture with the same meaning and values as the rest (Ali, 2016). A society is made from numerous subcultures with which humans may identify. Subcultures are groupings of people who proportion the equal values because of a shared enjoy or comparable manner of lifestyles in general (Rani, 2014). Subcultures pass on these values, beliefs, and attitudes from one generation to the next. One of the examples of subculture is cosplay. Cosplay, a portmanteau of 'costume play,' is a subculture of nerds and geeks that dress up as their preferred comic book, cartoon, and film characters. Comicon and other cosplay conventions are global yearly celebrations of this subculture. Uniqlo can consider this subculture and create products for this targeted group to generate more profits. Social classes are described as more or less homogenous groupings and are rated against one another in a social hierarchy. The wealth and social status of a person define their social class. The residential area is another level of socioeconomic status. One's social status is determined by where one lives (Kotler & Armstrong, 2016).

Social factors are influenced by consumers' reference groups, social networks, family and roles, and status. Word-of-mouth promotion may have a significant impact on customer purchasing behavior. Personal recommendations and remarks from trusted friends, family, acquaintances, and other customers are more believable than those from commercial sources such as commercials or sales associates. According to one recent survey, 92 percent of customers prefer referrals from friends and family above any promotion (Kotler & Armstrong, 2016). The purchasing habits of a reference group, consisting of friends, will affect one's purchasing habits. A friend who frequently shops

at Uniqlo and wears their products may influence a potential customer (Singh et al., 2021).

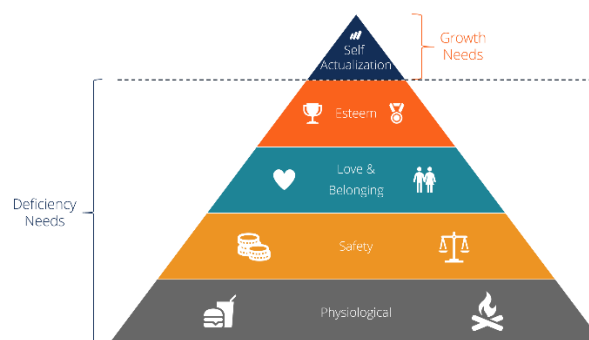
Other than that, social factors such as online networks also can influence consumers' buying behavior. Uniqlo is trying to capitalize on the energy of those new social networks and other "word-of-mouth" opportunities to sell their merchandise and boost consumer relationships. Instead of sending extra one-manner commercial messages to customers, they are looking for hooking up with them and come to be part of their discussions and lives via Internet and mobile social networks. For example, Uniqlo created an Instagram profile to promote their new collection and interact with their followers. Lastly, people often select things suited for their roles and position. Consider the numerous roles that a working mother can also additionally play. She needs various clothing suitable for her when she is at work, at home taking care of the kids, at her kids' school events, and out with her friends. Uniqlo can study the many roles of someone like the mother and create a personalized campaign for her.

Next, personal factors, such as the buyer's age and life-cycle stage, occupation, monetary situation, lifestyle, personality, and self-concept, impact purchasing decisions. People's purchases of products and services adjust all through their lives. Food, clothing, furnishings, and leisure choices are regularly age-related. The family life cycle stages also influence buying—the stages that families may go through as they mature through time (Kotler & Armstrong, 2016). For instance, delicate patterns in soft colors can be chosen for tiny toddlers, while nursery prints are inappropriate for primary school-aged youngsters.

Also, the goods and services purchased are influenced by a person's job. Someone who works in an office will tend to buy suitable office attire, and someone who works in a construction site will care to buy more rugged work clothes. A person's financial status will influence their store and product selection. Marketers monitor consumption, personal income, savings, and interest rate movements. In the Malaysian economic situation, Malaysian consumer spending climbed to 204728 MYR Million in the third quarter of 2021, up from 185135 MYR Million in the second quarter (Department of Statistics Malaysia, 2021). From there, you can see that people's spending has increased.

Last but not least, the four crucial psychological aspects which can affect a person's purchasing decisions are motivation, perception, learning, and beliefs and attitudes. Consumer motivation is an internal state that encourages people to buy items or services (Akroush, Zuriekat, Al Jabali, & Asfour, 2019). Satisfying their demand can drive them to repeat purchases or get different goods and services to fulfil their need. For example, self-image may be a key selection criterion for consumers driven by respect and status motives when considering buying clothes. As the economy continues to grow and consumers' spending power has increased, they are not satisfied with the basics of survival that have enough food and clothes to keep warm. Most people strive to achieve a higher standard of living, and they believe that there are many more important factors than price. Abraham Maslow attempted to explain why people are encouraged by unique desires at unique times. Why does one individual commit a lot time and energy to personal safety while another saves so much time and energy to reap the honor of others? According to Maslow's theory, human needs are organized hierarchically (Kotler & Armstrong, 2016).

Figure 1. Maslow's Hierarchy of Needs



The psychological factor reflects how consumers are advocated to shop for Uniqlo products which are tailored to their needs. Customers will use their experience and abilities to choose products that will provide them with happiness and resolution (Singh et al., 2021). Learning refers to changes in an individual's behavior brought about by information and experience. For example, if a consumer purchases a new product and is pleased with its functionality, they are more likely to shop for the same product the subsequent time. People develop beliefs and attitudes because of their learning, influencing their purchasing behavior (Anisha and Kalaivani, 2016).

Usually, consumer buying behavior varies wildly, depending on what they are trying to buy. When it comes to Uniqlo products, it involves variety-seeking buying behavior. Consumers participate in variety-seeking purchase behavior when there is little consumer participation but considerable perceived brand variations. Consumers commonly switch brands in such situations. For example, when purchasing new apparel, a customer might also additionally maintain specific views, select a clothing brand without good deal of consideration, and evaluate that brand throughout consumption. However, the buyer may select a different brand the following time out of boredom or try something new. Brand switching happens more for the sake of variety than for dissatisfaction (Kotler & Armstrong, 2020). This is where Uniqlo needs to pay more attention as they need to satisfy consumer brand loyalty.

RESEARCH METHOD

In this study, we gathered 100 respondents through Google form. This market research tool conducts surveys of specific respondents to learn about market trends distributed via WhatsApp and Telegram. The questionnaire was adapted from Singh et al. (2021). Open-ended questions were used in questionnaires to standardize respondents' replies. However, to ease data collection, open-ended questions were used to learn more about customer behaviors.

The questionnaire consisted of four parts. The first part is about the profile of the respondents, such as age, gender, nationality, and occupation. The second part is about consumers' brand loyalty. Questions such as "Are you familiar with Uniqlo retail store?", "Have you shop at Uniqlo before?" and "How often you shop at Uniqlo in the past 12 months" were asked in the second part of the survey. The third part is related to factors influencing consumer buying behavior. The questionnaire for the third part used a five-point Likert scale of 1 (strongly disagree) to 5 (strongly agree). Lastly, the fourth part of the questionnaire asked about consumer satisfaction using the five-point Likert scale of 1 (highly dissatisfied) to 5 (highly satisfied).

The secondary data came from a range of websites, journals, and articles. The information was acquired from the Uniqlo website. Several journals were also used in the literature review, which helped us apprehend the current situation. Our research and findings were constructed on the backs of the publications. To perform this study, we made sure that we used up-to-date and relevant information.

RESULTS

Table 1. Respondents' Demographics (N=100)

Response	Frequency	Percentage
Gender		
Male	41	41%
Female	59	59%
Age		
19 years and below	7	7%
20- 24	86	86%
25-29	6	6%
30 years and above	1	1%
Nationality		
Malaysian	86	86%
Chinese	11	11%
Indonesian	3	3%
Occupation		
Employed for wages	17	17%
Self-employed	4	4%
Student	74	74%
Unemployed	5	5%
Retired	0	0%

Table 2. Respondents' Responses toward Loyalty (N=100)

Response	Frequency	Percentage
Are you familiar with Uniqlo retail store?		
Yes	87	87%
No	5	5%
Maybe	8	8%
Have you shopped at Uniqlo before?		
Yes	80	80%
No	20	20%
If so, how often? (In the past 12 months)		
0	30	30%
1-2	42	42%
3-6	22	22%
7 or more times	6	6%

Table 3. Respondents' Responses (N=100)

Response	Frequency	Percentage
Part 1: Psychological Factors		
I buy Uniqlo products only when I need them		
Strongly Disagree	4	4%
Disagree	7	7%
Neutral	17	17%
Agree	33	33%
Strongly Agree	39	39%
Uniqlo product has met my expectation by having good quality.		
Strongly Disagree	1	1%
Disagree	5	5%
Neutral	19	19%
Agree	39	39%
Strongly Agree	36	36%
I do some learning and survey only before I buy Uniqlo products.		
Strongly Disagree	4	4%
Disagree	14	14%
Neutral	27	27%
Agree	34	34%
Strongly Agree	21	21%
Part 2: Personal Factors		
I buy Uniqlo products because it is suitable for my age.		
Strongly Disagree	1	1%
Disagree	7	7%
Neutral	29	29%
Agree	35	35%
Strongly Agree	28	28%
I buy Uniqlo products because it is a good choice for my financial situation.		
Strongly Disagree	10	10%
Disagree	16	16%
Neutral	36	36%
Agree	29	29%
Strongly Agree	9	9%
I buy Uniqlo products because it suits my lifestyle.		
Strongly Disagree	5	5%
Disagree	8	8%
Neutral	31	31%
Agree	35	35%
Strongly Agree	21	21%
Part 3: Social Factors		

I buy Uniqlo products because I have grown up using them.		
Strongly Disagree	24	24%
Disagree	16	16%
Neutral	27	27%
Agree	23	23%
Strongly Agree	10	10%
I get good feedback about Uniqlo products from friends/relatives,/colleagues.		
Strongly Disagree	3	3%
Disagree	12	12%
Neutral	25	25%
Agree	41	41%
Strongly Agree	19	19%
I buy Uniqlo products because my reference group (family or friends) near me have shopped there before.		
Strongly Disagree	8	8%
Disagree	6	6%
Neutral	30	30%
Agree	33	33%
Strongly Agree	23	23%
Part 4: Cultural Factors		
I buy Uniqlo products based on my family culture		
Strongly Disagree	20	20%
Disagree	19	19%
Neutral	37	37%
Agree	15	15%
Strongly Agree	9	9%
I buy Uniqlo products because Uniqlo is a well-known brand in my country.		
Strongly Disagree	8	8%
Disagree	11	11%
Neutral	29	29%
Agree	30	30%
Strongly Agree	22	22%
I hope Uniqlo will come up with more trendy products that I need in the future.		
Strongly Disagree	2	2%
Disagree	3	3%
Neutral	21	21%
Agree	33	33%
Strongly Agree	41	41%

Table 4. Respondents' Level of Satisfaction (N=100)

Response	Frequency	Percentage
Are you satisfied with Uniqlo products?		
Very Dissatisfied	1	1%
Dissatisfied	5	5%
Neutral	23	23%
Satisfied	40	40%
Very Satisfied	31	31%
If not, which aspects are you unsatisfied with?		
Price	28	28%
Bad service	1	1%
Quality of the product	3	3%
Perceptions toward Uniqlo is bad	1	1%
Bad feedback from my reference group (family and friends)	0	0%
The products do not suit my lifestyle	1	1%
Family norms or values towards the products	0	0%
Rarely use Uniqlo products before	12	12%
No comment	54	54%
Would you recommend Uniqlo products to others?		
Yes	58	58%
No	2	2%
Maybe	40	40%

Table 1 summarizes the respondents' demographic profiles. The survey shows that 59% of the respondents are female and 41% are male. The majority of the respondents (86%) are aged between 20-24 years old. Out of 100 respondents, 86% are Malaysian, followed by Chinese (11%) and Indonesian (3%). This survey shows that most of them are students (74%).

Table 2 shows the consumers' loyalty toward Uniqlo. Consumer loyalty is a deeply held dedication to re-purchase or re-patronize a favored product or service consistently in the future, resulting in the same repetitive brand or same brand set purchasing. In other words, loyalty is a fine notion in the value that a company and its products or services provide, main to persevered interactions and purchases over time (Khan, 2013). According to the survey, 87% of the respondents are familiar with Uniqlo, and 80% of them have shopped in Uniqlo before. In the past 12 months, 30% of them have not shopped in Uniqlo, 42% have shopped for 1-2 times, 22% have shopped for 3-6 times, while the rest have shopped in Uniqlo for seven or more times. The results show that most of them are Uniqlo customers, and they offer a decent amount of loyalty toward Uniqlo by shopping there at least once in the past 12 months. It also shows that they continue a good interaction with Uniqlo, and therefore keep purchasing their products.

Many researchers have proposed that loyalty needs to be context-specific (Curasi & Kennedy, 2002). This is because it is more personal and relies upon the market and industry traits, competition, switching costs, and customers loyalty, employees, brand, and brand community (Ngobo, 2017). The consumer can be dedicated to Uniqlo but still shop at other retail stores to save costs or because the different store has a better design that consumer wants. This perspective broadens how customers' relationships with a single company and their relationships with different customers in a network are viewed. As a result, loyalty may be considered to be each a shared and a personal experience.

Table 3 concludes the respondents' responses to consumer behavior factors regarding Uniqlo products. It consists of psychological, personal, social, and cultural components. This segment will go over which factors influence the majority of consumer behavior toward Uniqlo products. The responses are rated on a scale of 1 (strongly disagree) to 5 (strongly agree).

DISCUSSION

Psychological Factor

Table 3, part 1 shows that the majority of the respondents have responded positively. A total of 72% of them agree that they only buy Uniqlo products when they need them. Among 100 respondents, 75% of them approve that Uniqlo products have met their expectations by having good quality, and 55% of the respondents reach a decision where they do some surveys about Uniqlo products before buying them.

Four major psychological factors influencing a person's purchasing decisions are motivation, perception, learning, and beliefs and attitudes (Kotler & Armstrong, 2016). When a need is aroused to a necessary degree of intensity, it turns into a motive. A motive (or drive) is a want that is sufficiently pressing to direct the person to search for satisfaction. Most of the respondents are motivated to buy Uniqlo products because they want to satisfy their clothing needs. Uniqlo can quickly meet their needs as it offers many trendy and high-quality products that can be worn for a long time. Since each consumer has different expectations for a particular product, their perceptions influence their purchasing behavior. And as Uniqlo provides good quality clothing, it meets respondents' expectations. They also tend to research before buying to understand the products, such as the sizing, colors, and measurements.

The findings show that psychological factors such as motivation, perception, and learning do impact consumer behavior. Motivation is the most potent element in the psychological factors influencing consumer behavior (Fitrayanti, 2020).

Personal Factor

As for personal factors, 63% of the respondents agree that Uniqlo products suit their age. Only 38% agree that they buy Uniqlo products because it is a good option for their financial situation. Most of the respondents are full-time students, and they have no proper income to shop for Uniqlo products. The average price for clothing in Uniqlo is about RM40.00 in Malaysia (where most of the respondents are from). This can be pretty expensive for them to afford Uniqlo products. Nonetheless, 56% of them still agree that they buy Uniqlo products because it suits their lifestyle.

Personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, personality, and self-concept influence purchasing decisions (Kotler & Armstrong, 2016). Even though personal factors are unpredictable as each individual is unique and has a personalized habit and self-concept, this does not mean Uniqlo should not take personal characteristics into account. People purchase

various products at various stages of their life cycles. Their tastes and preferences change as they progress through life (Ramya & Ali, 2016). To make sure everyone, regardless of their age, shop in Uniqlo, Uniqlo can provide clothing for each age stage so that everyone can have something suitable for their age. As for the personal financial or economic situation, the consumer's wealth will influence their product selection. Some consumers may be price-sensitive when it comes to products and services. Uniqlo can create discount codes for full-time students to still afford Uniqlo products.

Social Factor

Table 3, part 3 shows that only 33% of the respondents agree they purchase Uniqlo products because they have grown up using them. Also, 60% of the respondents agree that they get good feedback about Uniqlo products from their reference group (family, friends, and colleagues). In comparison, 56% of them buy Uniqlo products because their reference group has shopped there before.

Reference groups, families, roles, and status are all social factors. Reference groups have a direct and indirect impact on one's views, goals, and behaviors. These often serve as benchmarks for comparing lifestyles, aspirations, and routines (Jacob & Ajith, 2017). Feedbacks from reference group are vital as it can help to validate purchasing decisions. It can help them decide whether to buy products from the store or buy from somewhere else. The consumer will only buy from Uniqlo if they heard positive reviews about their products or their overall experiences shopping in Uniqlo. Besides that, the most significant social aspect is seemed to be family. It is defined as a group of folks who stay together and are related through blood, marriage, or adoption (Ali, 2016). This explains why the majority of the respondents agree that they buy Uniqlo products because their reference group has shopped there before. This concludes that the respondents' consumer behavior was impacted by the social factor (Durmaz & Durmaz, 2013).

Cultural Factor

Lastly, Table 3, part 4, shows the cultural factors of culture, subculture, and material culture. Only 24% of the respondents agree that they buy Uniqlo products based on their family culture. A family brings its values, traditions, and rituals to the table. They serve as a unique reference group, with family members routinely exchanging comments on items used or planned purchases in the future. However, this survey shows that the respondents are not much affected by their family culture, and they made their own buying decisions.

On the other hand, 52% of them agree that they buy Uniqlo products because Uniqlo is a well-known brand. They agree that subculture influences their purchasing behavior. The majority of consumers will choose to purchase products from a well-known brand. This is because people are looking for a certain level of trust while making purchases. They feel that reputable merchants can provide more excellent value with each transaction. Besides, 74% of the respondents wish that Uniqlo will develop more trendy products they will need in the future. Fast fashion like Uniqlo exemplifies our modern civilizations' mentality of momentary pleasure. Consumers interested in participating in the fashion game may express themselves artistically and personally via dress.

Part 4 gives us the summary of consumer satisfaction towards Uniqlo products. Based on the outcomes, 71% of the respondents are satisfied with Uniqlo products. For the next question, we allowed the respondents to choose any aspects listed if they were dissatisfied with Uniqlo products. We have gotten a total of 46 responses out of 100 respondents. From the result, 28% of respondents are unsatisfied with the price. However, 58% of them responded positively about how they will recommend Uniqlo products to other consumers.

Table 4 shows that respondents are extremely satisfied with Uniqlo products and are more ready to promote Uniqlo products to others. However, to maximize consumer happiness and sustain customer loyalty, Uniqlo must consider particular factors such as pricing and quality (Nobar & Rostamzadeh, 2018).

In conclusion, customer satisfaction is crucial as it generates revenue. Happy consumers spend more money, recommend more consumers, and patronize businesses for a more extended period than dissatisfied consumers. This adds up to more income for companies that can keep their clients happy. Companies seeking to increase revenue should thus carefully consider investing in a customer satisfaction and loyalty research program. In this case, Uniqlo should consider the aspects such as price and product quality to increase customer satisfaction and customer loyalty.

CONCLUSION

According to our findings, customer behavior has an impact on brand success. Throughout the investigation, data demonstrates that Uniqlo's customer loyalty is high, which benefits the firm. Psychological, social, and personal variables influence consumer behavior toward Uniqlo products, as the total proportion of clear answers to each component exceeds 50%. Nonetheless, the results demonstrate that cultural factors have no substantial impact on customer behavior since the overall ratio of favorable replies is less than 50%. Moreover, according to the findings, there is a high degree of satisfaction with Uniqlo products related to consumer loyalty. Though, our data show that the majority of respondents are dissatisfied with the pricing. These insights can be used to provide recommendations or ideas for Uniqlo to improve its business.

There are certain limitations to this paper. We highlight the discrepancy of consumer behavior toward the same goods they previously purchased. When acquiring the same products and services in the same way, consumers will occasionally repeat their actions. It also restricts post-purchase actions. Post-purchase activity is only briefly specified within the theoretical segment of the analysis since it is part of the purchasing process and hence excluded from the observational area of the study. Besides, due to the Covid-19 outbreak, the online questionnaire also offers insufficient responses because respondents may not fully comprehend some questions.

Uniqlo is a well-known brand with many outstanding evaluations; yet, some indifferent and dissatisfied remarks regarding the brand. Uniqlo, in our opinion, should be more worried about the present shift in consumer behavior to boost customer happiness and loyalty. We gathered input on pricing dissatisfaction. To match the purchasing capabilities of the customers, the corporation should design an appropriate pricing plan that may reflect the genuine worth of the product acceptable to the customers. Collecting customer feedback is also a procedure for understanding consumer behavior. Uniqlo can conduct surveys regularly to learn about clients' current demands. Managers will benefit from the findings of this study because they will gain a better understanding of organizational behavior and be able to improve customer satisfaction.

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DECLARATION OF CONFLICTING INTERESTS

The authors have no conflicts of interest to declare.

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