

The Role of Digitalization in Mediating Segmentation and Targeting on Purchase Decisions for Fashion Products at NBL Mode

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Abstract

This study aims to analyze the role of digitalization in mediating the influence of segmentation and targeting on purchasing decisions for fashion products at NBL Mode in Medan. This study uses a quantitative approach with an associative research design. The population in this study consists of consumers who have made purchases at NBL Mode. The research sample consisted of 168 respondents, determined by multiplying the number of research indicators by eight. Data collection was conducted by distributing questionnaires to respondents who met the research criteria. Data were analyzed using Partial Least Squares-based Structural Equation Modeling (SEM-PLS). The results indicate that segmentation has a positive and significant effect on purchasing decisions with a coefficient of 0.260 and a p-value of 0.000. Segmentation also has a positive and significant effect on digitalization with a coefficient of 0.390 and a p-value of 0.000. Targeting has a positive and significant effect on purchasing decisions with a coefficient of 0.176 and a p-value of 0.013. Targeting also has a positive and significant effect on digitalization with a coefficient of 0.345 and a p-value of 0.000. Digitalization has a positive and significant effect on purchasing decisions with a coefficient of 0.415 and a p-value of 0.000. The mediation test results indicate that digitalization mediates the effects of segmentation and targeting on purchasing decisions. Thus, digitalization is a crucial factor in strengthening NBL Mode's marketing strategy, particularly in enhancing the effectiveness of segmentation and targeting on consumer purchasing decisions.

Keywords: Digitalization, Fashion, Purchasing Decisions, Segmentation, Targeting.

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Introduction

The development of digital technology has transformed how businesses market fashion products. Consumers no longer purchase products exclusively through physical stores. They also seek product information via social media, marketplaces, digital catalogs, instant messaging, customer reviews, and digital payment systems. These changes mean that purchasing decisions are increasingly influenced by the quality of information, ease of access, product visuals, the speed of seller response, and the alignment of offers with consumer needs. In the context of modern marketing, digital marketing has become a crucial strategy as it strengthens brand communication, builds trust, and influences consumer purchasing decisions, particularly within the fashion industry (Ilmi et al., 2023).

In Indonesia, the digitalization of marketing is becoming increasingly relevant as the number of internet users continues to rise. APJII reports that the number of internet users in Indonesia in 2024 reached 221,563,479, with an internet penetration rate of 79.5 percent of the total Indonesian population. This data indicates that the majority of the population has access to the digital space and has the potential to become consumers in online commerce activities (APJII, 2024).

The growth of e-commerce is also driving changes in consumer behavior. The Central Statistics Agency (BPS), through its 2024 E-Commerce Statistics publication, explains that the development of e-commerce in Indonesia can be observed through business profiles, worker characteristics, business activities, and transaction values throughout 2024. The data indicates that e-commerce has become an integral part of business operations, including for small and medium-sized enterprises (SMEs) that utilize digital channels to reach a broader consumer base (BPS, 2025). Additionally, the number of e-commerce businesses in 2024 increased by 15.30 percent compared to the previous year. This trend indicates that businesses are increasingly active in using the internet as a sales and promotional tool (BPS, 2025).

Fashion products are one of the categories most closely tied to digital shopping behavior. Fashion consumers tend to consider design, color, size, material, price, trends, reviews, product photos, and ease of transaction before making a purchase. In the fashion industry, product visuals and digital information play a crucial role because consumers often evaluate products through photos, descriptions, testimonials, and brand imagery before deciding to buy. Research by Ilmi et al. (2023) indicates that digital marketing, brand image, and brand trust have a significant relationship with purchasing decisions in the fashion industry.

In marketing, segmentation and targeting are key strategies for determining the direction of marketing efforts. Segmentation helps businesses divide the market based on specific characteristics, such as age, gender, income, lifestyle, location, fashion needs, and shopping behavior. Targeting helps businesses identify the most promising consumer groups to serve. With proper segmentation and targeting, businesses can develop products, pricing, promotions, and services that better align with consumer needs. Rangkuti's (2021) research indicates that segmentation, targeting, and positioning are linked to online purchasing decisions, making the STP strategy still relevant in the context of digital marketing.

However, segmentation and targeting do not always directly drive purchasing decisions. These strategies must be supported by effective digitalization. Digitalization can serve as a bridge between marketing strategies and consumer purchasing behavior. Through digitalization, businesses can present products appealingly, deliver targeted promotions, provide quick responses to potential buyers, offer online catalogs, utilize social media, accept digital payments, and build more personalized communication with consumers. A study on local fashion products in Surabaya also indicates that digital marketing is a strategic factor for fashion businesses in influencing consumer purchasing interest in an increasingly digitized market (Rahmawati et al., 2024).

Digitalization also enhances the consumer experience during the purchasing process. Bank Indonesia notes that by the first half of 2025, QRIS had reached 57 million users and 39.3 million merchants, with 93.16 percent of them being SMEs. QRIS transactions also reached

6.05 billion transactions with a value of Rp579 trillion. This data indicates that digital payments are increasingly being adopted by businesses and consumers (Bank Indonesia, 2025). In the context of fashion products, payment convenience can enhance consumer comfort and accelerate purchasing decisions.

NBL Mode, as a business operating in the fashion sector, must strategically address these changes. Competition in the fashion industry is intensifying as consumers have numerous options from local stores and marketplaces to national brands. This situation requires NBL Mode not only to offer attractive products but also to clearly understand its consumer segments, identify the right target market, and leverage digitalization as an effective marketing tool.

Potential issues arise when market segmentation is not firmly established, targeting is not directed at the most promising consumer groups, and the use of digital media is not maximized. Consequently, promotions become less targeted. Product information fails to reach the appropriate consumers. Consumers may also delay purchases due to a lack of information, a lack of trust, unappealing product displays, or an inconvenient transaction process.

Given these conditions, digitalization plays a crucial role as a mediating variable. Digitalization can strengthen the influence of segmentation and targeting on purchasing decisions. If NBL Mode can accurately understand market segments, clearly define target consumers, and effectively manage digital marketing, consumer purchasing decisions are likely to increase. Conversely, without effective digitalization, segmentation and targeting may have limited impact on purchasing decisions.

This study is important because it provides an empirical understanding of the relationship between segmentation, targeting, digitalization, and purchasing decisions regarding fashion products at NBL Mode. This study can also help NBL Mode develop marketing strategies that are more measurable, relevant, and aligned with digital consumer behavior. Thus, the study titled “The Role of Digitalization in Mediating the Relationship Between Segmentation and Targeting and Purchase Decisions for Fashion Products at NBL Mode” holds both academic and practical relevance for developing fashion marketing strategies in the digital era.

Literature Review Purchase Decisions Definition of Purchase Decisions

According to Kotler and Keller (2022), the purchase decision is the stage in the consumer decision-making process when consumers actually select and purchase the product they consider best suited to meet their needs and desires. In the context of fashion products, the purchase decision occurs when consumers decide to buy specific clothing or apparel after considering the design, style, material quality, brand, price, and the product’s alignment with their personal style and preferences.

Purchase Decision Indicators

According to Kotler and Keller (2022), the purchase decision indicators that can be used in fashion product research are as follows:

- 1) Product Choice
Consumers decide to purchase fashion products that are considered most suitable for their needs, style, and desired quality.
- 2) Brand Choice
Consumers choose fashion brands that have a better image, reputation, and trustworthiness compared to other brands.
- 3) Dealer Choice
Consumers determine the location or store they consider to provide the best service, whether offline or online.
- 4) Purchase Timing
Consumers decide when the right time is to buy fashion products, for example, during promotions, sales, or the launch of new styles.

- 5) Purchase Quantity
Consumers determine the number of fashion products to purchase based on their needs and financial capacity.
- 6) Payment Method
Consumers choose the easiest and most convenient payment method, such as bank transfer, digital wallet, or cash payment.

Digitalization Definition of Digitalization

According to Chaffey and Ellis-Chadwick (2022), digitalization is the process of utilizing digital technologies and online platforms to support business activities particularly in marketing, communication, customer service, and transactions so that companies can reach consumers more broadly, quickly, interactively, and efficiently. In the context of fashion SMEs, digitalization refers to the use of social media, marketplaces, websites, and instant messaging apps to share product information, interact with customers, and facilitate the purchasing process.

Digitalization Indicators

According to Chaffey and Ellis-Chadwick (2022), the relevant digitalization indicators for fashion SMEs are as follows:

- 1) Accessibility
Consumers can easily find and access product information through digital media.
- 2) Interactivity
Two-way communication between sellers and consumers is available through digital platforms.
- 3) Content Quality
The information presented is comprehensive, engaging, clear, and helps consumers understand the product.
- 4) Responsiveness
Sellers provide prompt responses to consumer questions or complaints.
- 5) Transaction Convenience
The digital platform makes it easy for consumers to place orders and make payments.
- 6) Customer Experience
Consumers feel safe, comfortable, and satisfied throughout the process from searching for information to making online purchases.

Targeting Definition of Targeting

According to Kotler and Keller (2022), targeting is the process of evaluating various market segments and selecting one or more segments with the highest potential for the company to serve. The goal of targeting is to focus the company's resources on consumer groups with the highest needs, characteristics, and purchasing potential. In the context of fashion products, targeting means that NBL Mode identifies specific consumer groups, such as young women, homemakers, or consumers who prefer modern Muslim fashion, as the primary targets for product marketing.

Targeting Indicators

According to Philip Kotler and Kevin Lane Keller (2022), the targeting indicators that can be used in fashion product research are as follows: 1) Target Market Suitability

The company selects the consumer group that best matches the characteristics of the fashion products it offers.

- 2) Target Market Appeal

The selected segment has high demand potential and purchasing opportunities.

- 3) Offer Accuracy
Products, prices, and promotions are designed to meet the needs of the target consumers.
- 4) Promotional Effectiveness
Marketing messages are delivered to consumers who are truly the primary target.
- 5) Service Prioritization
The company focuses its resources and services on the selected target consumers.

Segmentation Definition of Segmentation

According to Kotler and Armstrong (2021), market segmentation is the process of dividing a heterogeneous market into groups of consumers with relatively similar needs, characteristics, or behaviors, so that each group can be served with a more appropriate marketing strategy. In the context of fashion products, segmentation means that NBL Mode groups consumers based on variables such as age, gender, income, lifestyle, and preferences regarding clothing styles and designs.

Segmentation Indicators

According to Kotler and Armstrong (2021), the segmentation indicators that can be used in fashion product research are as follows:

- 1) Demographic Segmentation
Grouping consumers based on age, gender, income, education, and occupation.
- 2) Geographic Segmentation
Grouping consumers based on their residential area or market location.
- 3) Psychographic Segmentation
Grouping consumers based on lifestyle, interests, and personality.
- 4) Behavioral Segmentation
Grouping consumers based on the benefits they seek, purchase frequency, and loyalty levels.
- 5) Alignment of Marketing Strategies with Segments
A company's ability to tailor products and promotions to the characteristics of each segment.

Conceptual Framework

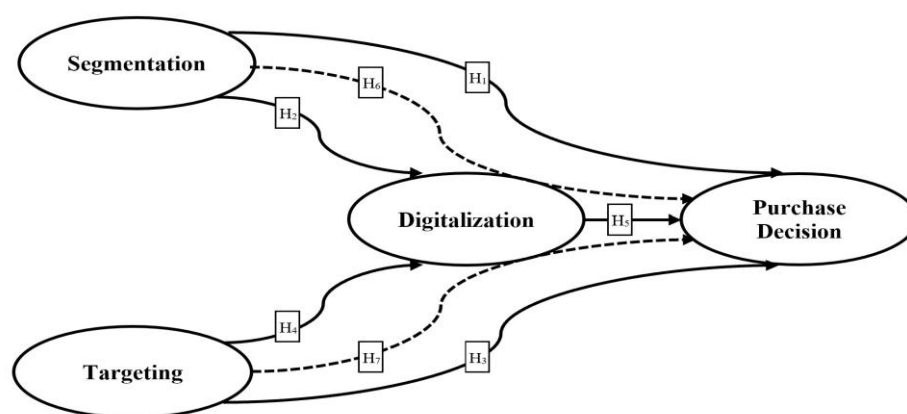


Figure 1. Conceptual Framework

Research Hypotheses

- H₁ : Segmentation has a positive and significant effect on purchasing decisions for MSME fashion products at NBL Mode in Medan.
- H₂ : Segmentation has a positive and significant effect on the digitalization of SME fashion products at NBL Mode in Medan.
- H₃: Targeting has a positive and significant effect on the decision to purchase MSME fashion products at NBL Mode in Medan.

- H₄ : Targeting has a positive and significant effect on the digitalization of fashion SME products at NBL Mode in Medan.
- H₅ : Digitalization has a positive and significant effect on the decision to purchase fashion SME products at NBL Mode in Medan.
- H₆ : Segmentation has a positive and significant effect on purchasing decisions through digitalization for SME fashion products at NBL Mode in Medan.
- H₇ : Targeting has a positive and significant effect on purchasing decisions via digitalization for fashion MSME products at NBL Mode in Medan.

Research Methodology Type of Research

This study employs a quantitative approach with an associative research design. The quantitative approach was chosen because this study aims to test the relationships between variables formulated as hypotheses using numerical data. This data is then analyzed using statistical methods to draw objective and generalizable conclusions.

An associative research design was used because this study focuses on the causal relationship between independent variables, intervening variables, and dependent variables. In this study, the independent variables consist of segmentation and targeting. The intervening variable is digitalization, while the dependent variable is the purchasing decision. This study aims to determine the extent to which the variables of segmentation, targeting, and positioning influence purchasing decisions, both directly and through digitalization.

Research Location and Time

The research was conducted at Fashion di NBL Mode, located at Jalan J City, Pangkalan Masyhur, Medan Johor District, Medan City, North Sumatra. The research was carried out over a period of 3 months, from May to August 2026. Furthermore, this location was chosen because it has a large customer base and a steadily increasing rate of digital service usage, which is expected to provide representative data aligned with the research objectives. The research was conducted from April to June 2026, covering the stages of instrument development, data collection, and data processing and analysis.

Population and Sample

The population in this study consists of all consumers who have ever made a purchase at NBL Mode. Sampling in this study follows the methodology proposed by Hair et al. (2020). According to Hair et al. (2020), sampling for quantitative research uses a rule of thumb: multiplying the number of indicators (questionnaire items) by a multiplier between 5 and 10. Referring to Hair's (2020) theory, in this study, the researcher selected a sample size of 8 (eight) times the number of indicators. Since there are 21 indicators in this study, the sample size is 8×21 indicators = 168 samples.

The criteria used in sample selection are as follows:

- Have shopped at NBL Mode within the last three months.
- Using digital services
- Willing to serve as a respondent and complete the questionnaire

The sample size in this study is 168 respondents. This number is considered to meet the minimum criteria for analysis using Partial Least Squares-based Structural Equation Modeling (SEM-PLS), which generally requires a minimum sample size of between 100 and 200 respondents.

Research Data Sources

The data sources used in this study consist of:

1. Primary Data

Primary data is data obtained directly from the primary source, namely the research respondents. In this study, primary data was obtained by distributing questionnaires to consumers who had shopped at NBL Mode, which served as the research sample. This data reflects respondents' perceptions regarding the variables of segmentation, targeting, positioning, digitalization, and purchasing decisions.

2. Secondary Data

Secondary data is data obtained indirectly, namely through pre-existing sources. In this study, secondary data was obtained from books, scientific journals, previous research reports, and other sources relevant to the research topic. This data was used as a theoretical foundation and support for the research analysis.

Results

Outer Model Analysis

The *Outer Model* analysis using the *PLS Algorithm* yielded the following: **Validity Test**

Table 1. Outer Loadings Values

	Digitization	Purchase Decision	Segmentation	Targeting
X1_1			0.796	
X1_2			0.644	
X1_3			0.742	
X1_4			0.725	
X1_5			0.790	
X2_1				0.701
X2_2				0.752
X2_3				0.749
X2_4				0.681
X2_5				0.759
Y_1		0.777		
Y_2		0.778		
Y_3		0.717		
Y_4		0.786		
Y_5		0.754		
Y_6		0.780		
Z_1	0.694			
Z_2	0.735			
Z_3	0.662			
Z_4	0.747			
Z_5	0.753			
Z_6	0.760			

Source: Smart PLS Output, 2025

Based on the values in Table 1 above, the results of the outer model testing through factor loadings/outer loadings indicate that all indicators for each variable have loadings ≥ 0.60 .

This indicates that each indicator is measured validly and reliably. Therefore, it can be concluded that all items in the questionnaire have met the validity criteria, as shown in the following figure.

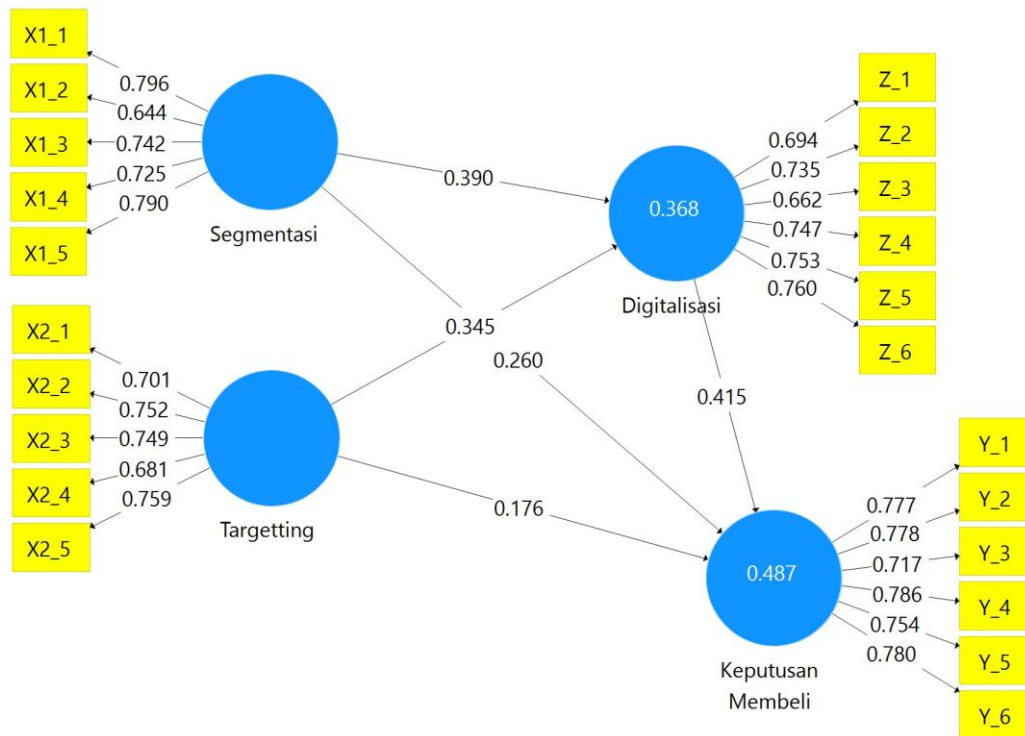


Figure 1. Outer Loadings

In this study, there is an equation, and that equation consists of two substructures for substructure 1:

$$Z = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Z = 0.390X_1 + 0.345X_2 + e_1$$

For substructure 2:

$$Y = \beta_2 X_1 + \beta_3 X_2 + \beta_4 Z + e_2$$

$$Y = 0.260X_1 + 0.176X_2 + 0.415Z + e_2$$

Reliability Test

Table 2. Construct Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digitization	0.821	0.826	0.870	0.527
Purchase Decision	0.858	0.859	0.895	0.586
Segmentation	0.794	0.802	0.859	0.550
Targeting	0.782	0.792	0.850	0.532

Source: Smart PLS Output, 2025

From Table 2 above, the reliability test results show that the Cronbach's Alpha, rho_a, and Composite Reliability values for most constructs have met the criterion of more than 0.70. This indicates that the indicators within each construct have good internal consistency. Additionally, Average Variance Extracted (AVE) values exceeding 0.50 indicate that the constructs have met the criteria for convergent validity. Thus, the research instrument is deemed reliable and valid for use in the subsequent analysis phase. **Coefficient of Determination (R^2)**

When evaluating a model with PLS, the process begins by examining the R-squared for each dependent latent variable. The table below presents the estimated R-squared results using SmartPLS.

Table 3. R-Square Results

	R-Square	Adjusted R-Square
Digitization	0.368	0.360
Buy Decision	0.487	0.477

Source: Smart PLS, 2025

In Table 3, the R-squared values for both dependent variables are shown. For the digitalization variable, the R-squared value is 0.368. This means that the influence of segmentation and targeting is 36.8%; the remainder is attributed to other variables outside the model. The R-squared value for the purchase decision is 0.487, meaning that segmentation, targeting, and digitalization account for 48.7%; the remainder is attributed to other variables outside the model.

Structural Model Testing (Inner Model) Hypothesis Testing Direct Effects Between Variables

Direct effects between variables can be seen in the *path coefficient* values. The data analysis results show that the direct effect values can be seen in the following table. Table 4. *Path Coefficients* (Direct Effects)

	Original Sample	T Statistics	P-Values	Conclusion
Segmentation -> Purchase Decision	0.260	3.623	0.000	Accepted
Segmentation -> Digitization	0.390	7,183	0.000	Accepted
Targeting -> Purchase Decision	0.176	2,484	0.013	Accepted
Targeting -> Digitization	0.345	5,790	0.000	Accepted
Digitization -> Purchase Decision	0.415	5.923	0.000	Accepted

Source: Smart PLS Output, 2025

Table 4 shows the following direct effect values:

1. Segmentation has a positive and significant effect on purchasing decisions with a t-statistic value of 3.623 above 1.96 and a significance level of 0.000 below 0.05. This means that segmentation has a significant effect on purchasing decisions because the significance level is below 0.05. These findings align with previous research, which also found that segmentation has a positive and significant effect on purchasing decisions (Rossanty et al., 2018; Hadita, 2026).
2. Segmentation has a positive and significant effect on digitalization with a t-statistic value of 7.183 above 1.96 and a significance level of 0.000 below 0.05. This means that segmentation has a significant effect on digitalization because the significance level is below 0.05. These findings align with previous research, which also found that segmentation has a positive and significant effect on digitalization (Azhari, 2025).
3. Targeting has a positive and significant effect on purchasing decisions, with a t-statistic of 2.484 (above 1.96) and a p-value of 0.013 (below 0.05). This means that targeting has a significant effect on purchasing decisions because the p-value is below 0.05. These findings align with previous research, which also found that targeting has a positive and significant effect on purchasing decisions (Sudarso, 2022).
4. Targeting has a positive and significant effect on purchasing decisions, with a t-statistic value of 5.790 (above 1.96) and a significance level of 0.000 (below 0.05). This means that targeting has a significant effect on purchasing decisions because the significance level is

below 0.05. These findings align with previous research, which indicates that targeting has a positive and significant effect on purchasing decisions (Sударso, 2022).

5. Positioning has a positive and significant effect on purchasing decisions, with a t-statistic value of 0.415 (above 1.96) and a significance level of 0.000 (below 0.05). This means that positioning has a significant effect on purchasing decisions because the significance level is below 0.05. These findings are consistent with previous research, which indicates that positioning has a positive and significant effect on purchasing decisions (Kurian et al., 2025).

Indirect Effects Between Variables

Indirect effects between variables can be seen in the *specific indirect effects* values. The results of the data processing for indirect effects are presented in Table 5 below. Table 5.

Specific Indirect Effects

	Original Sample	T Statistics	P Values	Conclusion
Segmentation -> Digitization -> Purchase Decision	0.162	4.809	0.000	Accepted
Targeting -> Digitization -> Purchase Decision	0.143	3,790	0.000	Accepted

Source: Smart PLS, 2025

Table 5 shows the indirect effects between variables, namely:

1. Segmentation has a positive and significant effect on purchasing decisions through digitalization, with a t-statistic value of 4.809 above 1.96 and a significance value of 0.000 below 0.05. This means that digitalization acts as a mediating variable between segmentation and purchasing decisions.
2. Targeting has a positive and significant effect on purchasing decisions through digitalization, with a t-statistic value of 3.790 above 1.96 and a significance value of 0.000 below 0.05. This means that digitalization acts as a mediating variable between segmentation and purchasing decisions.

Conclusion

1. Segmentation has a positive and significant effect on purchasing decisions for SME fashion products at NBL Mode in Medan.
2. Segmentation has a positive and significant effect on digitalization for SME fashion products at NBL Mode in Medan.
3. Targeting has a positive and significant effect on purchasing decisions for SME fashion products at NBL Mode in Medan.
4. Targeting has a positive and significant effect on digitalization of SME fashion products at NBL Mode in Medan.
5. Digitalization has a positive and significant effect on purchasing decisions for SME fashion products at NBL Mode in Medan.
6. Segmentation has a positive and significant effect on purchasing decisions via digitalization for fashion SME products at NBL Mode in Medan.
7. Targeting has a positive and significant effect on the decision to purchase through digitalization of SME fashion products at NBL Mode Kota Medan.

Research Recommendations

Based on the research results, the following recommendations can be provided:

1. NBL Mode is advised to further clarify its market segmentation based on consumer characteristics, such as age, occupation, income, lifestyle, fashion needs, and preferences regarding women's clothing and Muslim fashion. This is important because research findings indicate that segmentation has a positive and significant impact on purchasing decisions and digitalization. With more precise segmentation, NBL Mode can develop

- products, promotional content, and offers that better align with the needs of each consumer group. NBL Mode also needs to collect customer data regularly through its buyer database, online surveys, transaction history, and social media interactions. This data can be used to identify the most promising consumer groups, so that marketing strategies are not implemented broadly but are instead targeted at segments with high purchase potential.
2. NBL Mode is advised to define its primary target market more specifically, such as young women, homemakers, working women, or consumers who prefer modern Muslim fashion. Research findings indicate that targeting has a positive and significant impact on purchasing decisions and digitalization, but the direct influence of targeting on purchasing decisions is relatively lower compared to other variables. Therefore, the targeting strategy still needs to be strengthened. NBL Mode should create distinct promotions for each target consumer group. For example, promotions for young consumers could feature more modern, trend-following visual content, while those for homemakers could emphasize fabric comfort, affordable prices, and ease of purchase. With more precise targeting, digital promotions will be more relevant and better able to drive purchasing decisions.
 3. Digitalization is a key variable because it has been proven to have a positive and significant impact on purchasing decisions, as well as mediating the relationship between segmentation, targeting, positioning, and purchasing decisions. Therefore, NBL Mode needs to take improving the quality of its digital marketing more seriously. NBL Mode is advised to improve several aspects of digitalization, such as the completeness of product information, the quality of photos and videos, content consistency, admin response speed, ease of ordering, variety of payment methods, and the convenience of online shopping. Admins also need to respond to customer inquiries quickly, politely, and informatively so that customers feel more confident about making a purchase. Additionally, NBL Mode can utilize Instagram, WhatsApp Business, TikTok, and marketplaces more effectively. Each platform should have a clear function, for example, Instagram and TikTok for visual promotions, WhatsApp Business for consultations and orders, and marketplaces for safer and more practical transactions.
 4. To boost purchasing decisions, NBL Mode needs to strengthen the factors that make customers confident to buy, make repeat purchases, and recommend products to others. Research findings indicate that purchasing decisions are influenced by segmentation, targeting, positioning, and digitalization. Therefore, improving purchasing decisions requires more than just promotions; it must also be supported by market understanding, precise consumer targeting, a strong brand image, and quality digital services. NBL Mode is advised to provide more comprehensive product information, such as size, material, color, price, stock availability, ordering methods, and customer testimonials. Additionally, promotional programs such as repeat purchase discounts, product bundling, free shipping, customer loyalty programs, and referral incentives can be utilized to encourage consumers to make repeat purchases and recommend products to others.

Suggestions for Future Researchers

Future researchers are advised to include additional variables beyond those in this study, as the R-Square value for purchase decisions (0.522) indicates that 47.8% of the variation in purchase decisions remains unexplained. Potential variables to include include product quality, price, consumer trust, brand image, electronic word of mouth, service quality, digital promotions, and customer satisfaction.

Additionally, future research could focus on other fashion SMEs or compare several fashion SMEs in Medan to broaden the scope of the findings and enhance generalizability. The study could also employ a mixed-methods approach combining quantitative and qualitative methods to ensure that the analysis not only explains the relationships between variables but also explores the underlying reasons consumers make purchasing decisions.

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