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TABLES

Table 3.1 Construction Measurement

No	Variable	Definition of Variables	Adjustment Statements	Original Statements	Source
1	Product Quality	Product quality is the customer's perception of the overall quality or superiority of the product, and the ability to demonstrate its function to fulfill the needs of consumers.	The brand have good esthetics in terms of their designs	iPhone products have good esthetics in terms of their color mixes	(Widiastiti, Yasa, Rahanata 2020)
			The brand products have an attractive form of packaging	Starbucks products have form packaging an attractive	Rosanti, Salam, Panus, 2021)
			The brand products have extended product durability	Starbucks products have extended product durability.	Rosanti, Salam, Panus, 2021)
			The brand products have advantages over other products	Starbucks products have advantages over other products	Rosanti, Salam, Panus, 2021)
			The brand products have a distinctive design style	Starbucks products have a distinctive coffee taste.	Rosanti, Salam, Panus, 2021)
2	Promotion	Promotion is an element of the marketing mix that consists of	The advertisement on social	The advertisement on social	(Raji, Ishak, 2019)

		advertising, sales promotion, personal selling, public relations, and direct marketing. It is a tool for creating and increasing consumers' awareness of the products while also identifying their needs.	media offered me something new about the brand	media offered me something new about Brand X	
			The advertisement on social media gives me useful information about the brand	The advertisement on social media gives me useful information about Brand X	(Raji, Ishak, 2019)
			The advertisements about the brand on social media are different from that of competing for clothing brands	The advertisements about Brand X on social media are different from that of competing for car brands	(Raji, Ishak, 2019)
			The advertisements on social media helped me in forming an opinion about the brand	The advertisements on social media helped me in forming an opinion about Brand X	(Raji, Ishak, 2019)
			I am persuaded by advertising campaigns of the brand on social	I am persuaded by advertising campaigns of Brand X on social media	(Raji, Ishak, 2019)

			media		
3	Price	Price is a value expressed in monetary units that must be paid to get a number of combinations of products and services	The price charged by the brand is appropriate as compared to the other brand	The price charged by this coffee chain is appropriate as compared to any other chain coffee shops.	(Ratasuk, Buranasom pob, 2021)
			The price of the brand products is affordable and suits my buying power	The price of Specs shoes is affordable and suits my buying power	(Widyastutir, Said, 2017)
			The price of the brand products suits the market price	The price of Specs shoes suits the market price	(Widyastutir, Said, 2017)
			The price of the brand products is more efficient than other similar clothing brand	The price of Specs shoes is more efficient than other similar sports shoes	(Widyastutir, Said, 2017)
			The price of the brand products meets the product	The price of Specs shoes meets the product	(Widyastutir, Said, 2017)

			quality	quality	
4	Brand Image	Brand image is a perception that arises and is believed in the minds of consumers	I feel the brand gives me a sense of pride when I use their products.	I feel iPhone gives me a sense of pride when I use it.	(Widiastiti, Yasa, Rahanata 2020)
		about a brand after they hear, sees, or use a product or service from that brand.	The brand has a good image as a famous clothing brand.	SPECS shoes has a good image as a famous sports shoe.	(Widyastutir, Said, 2017)
			I wear the brand products because of the qualified brand.	I wear SPECS shoes because of the qualified brand.	(Widyastutir, Said, 2017)
			I like wearing the brand products for my special occasion.	I like wearing SPECS shoes for exercising.	(Widyastutir, Said, 2017)
			the brand has a good reputation.	The coffee chain brand has a good reputation.	(Ratasuk, Buranasompob, 2021)
5	Purchase decision	Purchase decision is an action that reveals the risk by consumers to	I bought the brand products because of my desire.	I bought Starbucks products because of my desire.	Rosanti, Salam, Panus, 2021)
		choose a product or service that will be	Friends/family recommended me to	Friends/family recommended me to	Rosanti, Salam, Panus, 2021)

		used because it is believed to be able to satisfy their needs and wants.	purchase clothing product at the brand.	purchase coffee product at Starbucks.	
			The brand has its own attractiveness which convince me to purchase it.	iPhone has its own attractiveness which convince me to purchase it.	(Widiastiti, Yasa, Rahanata 2020)
			I avoid shopping from those brands which do not have any image similar like the brand	I avoid shopping from those brands which do not have any exclusive and renowned image	(Chakraborty, Sheppard, 2016)
			I make my purchase decision based on earlier shopping experience with the brand	I make my purchase decision based on earlier shopping experience	(Chakraborty, Sheppard, 2016)

Table 4.1 Respondent's Profile

Demographic Characteristic	Options	Count	Sample
Age	<16 years old	1	1.60%
	16-20 years old	28	44.40%
	21-25 years old	28	44.40%
	26-30 years old	3	4.80%
	31-35 years old	0	0%
	>35 years old	3	4.80%
Gender	Male	39	61.90%
	Female	24	38.10%
Occupation	Student	53	84.10%
	Employee	3	4.80%
	Government Employee	3	4.80%
	Professional	1	1.60%
	Other	3	4.80%
Monthly Allowance	<Rp1.000.000	18	28.60%
	Rp 1.000.000 - Rp 5.000.000	31	49.20%
	Rp 5.000.001 - Rp 10.000.000	11	17.50%
	Rp 10.000.001 - Rp 15.000.000	3	4.80%
	Rp 15.000.001 - Rp 20.000.000	0	0%
	> Rp 20.000.000	0	0%

Table 4.2 Product Quality Descriptive Analysis

Product Quality Descriptive Analysis		
	Mean	Std. Deviation
PQ1	4.57	1.16
PQ2	4.41	1.28
PQ3	4.57	1.01
PQ5	4.49	1.35

Table 4.3 Promotion Descriptive Analysis

Promotion Descriptive Analysis		
	Mean	Std. Deviation
PR1	4.54	1.24
PR2	4.46	1.20
PR3	4.32	1.40
PR4	4.70	1.25
PR5	4.54	1.45

Table 4.4 Price Descriptive Analysis

Price Descriptive Analysis		
	Mean	Std. Deviation
PC1	5.13	0.85
PC2	5.22	0.91

Table 4.5 Brand Image Descriptive Analysis

Brand Image Descriptive Analysis		
	Mean	Std. Deviation
BI1	4.38	1.33
BI2	4.48	1.19
BI3	4.27	1.36
BI4	4.05	1.41
BI5	4.83	1.10

Table 4.6 Purchase Decision Descriptive Analysis

Purchase Decision Descriptive Analysis		
	Mean	Std. Deviation
PD2	4.48	1.41
PD3	4.60	1.26
PD4	3.71	1.73
PD5	4.65	1.42

Table 4.7 Raw Normality Test

Name	Excess kurtosis	Skewness
PQ1	1.387	-1.011
PQ2	0.71	-0.972
PQ3	1.629	-0.877
PQ4	2.803	-1.277
PQ5	0.545	-1.008
PR1	-0.111	-0.667
PR2	-0.008	-0.622
PR3	-0.265	-0.666
PR4	0.828	-1.028
PR5	-0.025	-0.891
PC1	0.445	-0.897
PC2	1.731	-1.268
PC3	4.208	-1.786
PC4	3.359	-1.663
PC5	2.909	-1.5
BI1	0.727	-0.916
BI2	0.128	-0.654
BI3	0.29	-0.83
BI4	-0.177	-0.624
BI5	1.4	-1.067
PD1	3.489	-1.574
PD2	0.358	-0.943
PD3	1.394	-1.23
PD4	-1.131	-0.376
PD5	0.738	-1.109

Table 4.8 Filtered Normality Test

Name	Excess kurtosis	Skewness
PQ1	1.387	-1.011
PQ2	0.71	-0.972
PQ3	1.629	-0.877
PQ5	0.545	-1.008
PR1	-0.111	-0.667
PR2	-0.008	-0.622
PR3	-0.265	-0.666
PR4	0.828	-1.028
PR5	-0.025	-0.891
PC1	0.445	-0.897
PC2	1.731	-1.268
BI1	0.727	-0.916
BI2	0.128	-0.654
BI3	0.29	-0.83
BI4	-0.177	-0.624
BI5	1.4	-1.067
PD2	0.358	-0.943
PD3	1.394	-1.23
PD4	-1.131	-0.376
PD5	0.738	-1.109

Table 4.8 Validity and Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.920	0.923	0.940	0.760
PC	0.634	0.852	0.831	0.714
PD	0.854	0.856	0.902	0.698
PQ	0.867	0.874	0.910	0.716
PR	0.909	0.917	0.932	0.732

Table 4.9 Discriminant Validity

	BI	PC	PD	PQ	PR
BI	0.872				
PC	0.461	0.845			
PD	0.789	0.459	0.835		
PQ	0.809	0.390	0.641	0.846	
PR	0.815	0.405	0.659	0.782	0.856

Table 4.10 Goodness of Fit Testing

	Saturated model	Estimated model
SRMR	0.094	0.094
d_ULS	1.850	1.872
d_G	1.170	1.180
Chi-square	385.444	386.356
NFI	0.685	0.685

Table 4.11 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> PD	0.789	0.788	0.068	11.566	0.000
PC -> BI	0.119	0.124	0.082	1.454	0.146
PQ -> BI	0.418	0.423	0.123	3.404	0.001
PR -> BI	0.440	0.431	0.102	4.319	0.000

Table 4.12 R-Square

	R-square	R-square adjusted
BI	0.752	0.739
PD	0.622	0.616

APPENDICES

Appendix 1 Questionnaire

1. Research Title

The Role of Brand Image in Mediating the Influence of Product Quality, Price, and Promotion on Purchase Decision: A Case Study of a Local Fashion Brand

2. Introduction

Hello! My name is Degus and I'm a Business Administration student at President University. Currently, I'm conducting research with the title "The Role of Brand Image in Mediating the Relationship of Product Quality, Price, and Promotion on Purchase Decision: A Case Study of a Local Fashion Brand". Here I'm inviting you to help me by filling out the questionnaire below for the data of my research study. It takes approximately 5 minutes, and I would be really thankful if you could spare some of your time and effort to fill this out. Thank you!

Do you know about an apparel brand called x?	Have you ever bought the brand's product?	Gender	Age	Occupation	Monthly Allowance
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000

Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	> 35 years old	Other (Lainnya)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	26 - 30 years old	Employee (Karyawan)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	< 16 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Employee (Karyawan)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	> 35 years old	Other (Lainnya)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	> 35 years old	Professional (Teacher/Doctor/Lawyer)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	26 - 30 years old	Employee (Karyawan)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000

Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Government Employee (PNS)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000

Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 10.000.001 - Rp 15.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 10.000.001 - Rp 15.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	26 - 30 years old	Government Employee (PNS)	Rp 10.000.001 - Rp 15.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 5.000.001 - Rp 10.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000

Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Government Employee (PNS)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	16 - 20 years old	Other (Lainnya)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Female (Perempuan)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	16 - 20 years old	Student (Pelajar/Mahasiswa)	< Rp 1.000.000
Yes (Ya)	Yes (Ya)	Male (Laki - Laki)	21 - 25 years old	Student (Pelajar/Mahasiswa)	Rp 1.000.000 - Rp 5.000.000

The brand has good esthetics in terms of their designs	The brand products have an attractive form of packaging	The brand products have extended product durability	The brand products have advantages over other products	The brand products have a distinctive design style
5	4	5	4	4
3	2	5	5	4

4	5	5	4	4
5	4	5	4	6
6	5	5	5	5
5	5	5	5	6
5	5	4	5	4
6	5	5	5	6
4	5	5	4	3
3	6	4	4	4
1	1	2	2	1
5	5	4	4	5
4	4	4	4	4
5	5	4	5	5
5	4	6	5	5
5	5	5	5	5
5	5	5	5	6
5	5	5	5	6
4	4	4	4	4
5	4	5	5	4
5	6	6	5	5
4	4	5	4	2
4	4	4	4	4
4	4	3	6	5
4	3	3	4	2
5	5	5	5	5
6	6	6	6	6
4	5	4	5	4
4	3	4	4	4
4	4	4	4	5
4	2	5	2	2
5	4	5	5	5
6	6	6	6	6
1	1	1	1	1
5	5	5	5	5
4	3	5	4	5
4	3	4	4	2
5	5	5	5	5
5	6	4	5	6
6	6	6	6	6
6	6	6	6	6
4	5	4	6	6
4	4	5	5	6
5	5	4	3	3
3	3	4	4	4
5	5	5	6	5
3	4	4	5	4

5	5	6	4	3
6	5	5	5	5
6	6	5	5	6
2	3	3	4	1
3	3	4	4	3
6	5	6	5	5
4	4	3	4	5
5	5	5	4	5
6	1	6	1	6
5	6	5	6	5
6	6	4	4	5
5	5	6	5	6
6	5	4	4	4
5	5	5	5	5
3	3	3	4	4
6	6	4	5	5

The advertisement on social media offered me something new about the brand	The advertisement on social media gives me useful information about the brand	The advertisements about the brand on social media are different from that of competing for clothing brands	The advertisements on social media helped me in forming an opinion about the brand	I am persuaded by advertising campaigns of the brand on social media
5	4	5	4	6
5	6	5	6	5
6	6	4	6	6
5	4	5	3	6
5	5	5	5	5
5	5	6	5	5
3	3	3	3	3
5	6	5	6	6
3	3	3	5	5
6	6	6	6	6
2	2	1	1	1
4	5	4	5	4
3	3	4	4	3
2	4	5	5	5
5	4	6	6	6
6	6	6	6	6
4	5	5	5	5

4	5	5	5	5
3	3	3	3	3
6	6	4	6	4
5	5	6	5	6
3	2	3	4	3
4	4	5	4	4
5	5	4	6	5
4	2	2	3	2
5	5	5	5	5
6	5	6	6	6
4	5	4	5	4
4	4	4	3	4
6	5	3	2	1
2	3	2	3	5
4	4	4	5	4
6	6	6	6	6
1	1	1	1	1
5	5	5	5	5
4	4	5	5	5
3	4	2	5	5
4	4	4	4	4
4	3	5	4	5
6	6	6	6	6
6	6	6	6	6
5	5	5	6	4
4	4	3	4	3
5	5	5	6	4
4	3	3	4	2
5	5	5	6	6
4	4	5	5	5
5	3	2	4	2
6	6	6	6	5
6	5	6	5	6
3	5	3	5	3
3	4	3	3	2
6	6	5	5	6
6	6	4	5	6
5	5	4	4	4
6	6	1	6	6
5	5	4	6	4
6	4	6	6	6
6	5	6	5	6
5	4	4	4	6
5	5	5	5	5
3	3	3	3	3

5	4	6	5	5
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The price charged by the brand is appropriate as compared to the other brand	The price of the brand products is affordable and suits my buying power	The price of the brand products suits the market price	The price of the brand products is more efficient than other similar clothing brand	The price of the brand products meets the product quality
5	5	5	6	6
5	5	6	6	5
6	6	6	6	6
5	6	5	6	5
5	5	5	5	5
6	6	6	6	5
6	6	6	6	6
6	6	6	6	6
5	6	6	5	5
5	6	6	4	6
3	6	6	6	3
6	5	5	5	5
6	6	6	6	6
5	5	5	6	5
5	5	6	6	4
5	6	6	4	5
6	6	6	6	5
5	6	5	5	5
6	6	6	6	6
5	6	5	5	6
5	5	6	5	6
5	5	6	5	5
4	4	4	4	4
5	5	6	6	4
3	5	2	2	2
5	5	5	5	5
6	6	6	6	6
6	6	6	6	5
3	4	4	3	4
4	3	4	3	4
5	5	5	5	3
6	6	5	5	5
6	6	6	6	6
6	6	6	6	6
5	2	5	5	5

6	6	5	6	6
5	5	5	5	5
5	5	5	5	5
4	5	4	5	4
6	6	6	6	6
6	6	6	6	6
5	6	6	6	5
4	5	4	5	4
4	4	6	4	5
4	4	3	4	5
6	6	6	6	5
5	4	5	5	5
6	3	4	1	5
6	6	6	6	6
6	5	5	6	6
5	5	6	6	3
3	4	4	4	6
5	5	5	4	5
5	6	6	6	5
5	5	5	5	5
6	6	1	6	1
5	6	6	6	5
6	6	6	6	6
6	5	5	6	6
5	4	4	4	5
5	5	5	5	5
4	5	4	5	3
5	4	6	4	6

I feel the brand gives me a sense of pride when I use their products	the brand has a good image as a famous clothing brand	I wear the brand products because of the qualified brand	I like wearing the brand products for my special occasion	The brand brand has a good reputation
5	5	5	3	5
5	4	5	3	5
4	5	4	1	6
4	5	4	5	4
6	5	5	5	6
5	6	5	5	6
3	3	3	4	5
6	6	6	6	6

5	5	6	5	6
4	5	4	5	5
1	3	1	1	4
5	6	5	4	5
4	5	5	3	6
5	5	4	4	5
6	4	5	5	6
4	5	4	4	5
5	5	6	4	5
4	5	4	4	5
4	4	4	5	4
4	4	4	4	4
6	5	5	3	6
3	3	4	2	4
3	3	4	4	4
5	5	6	5	6
1	2	2	1	3
5	5	5	5	5
6	6	6	6	5
4	4	4	4	5
4	4	3	4	4
1	2	1	1	3
3	3	3	2	5
4	4	4	3	6
6	6	6	6	6
1	1	1	1	1
5	5	5	5	5
3	4	3	3	3
3	3	3	2	4
5	5	5	4	5
5	4	6	5	6
6	6	6	6	6
6	6	6	6	6
4	4	4	4	6
4	4	4	3	4
4	5	4	3	4
4	4	4	4	4
5	6	5	5	6
5	4	5	5	4
4	2	2	5	3
6	6	6	6	6
6	6	5	6	6
2	4	2	2	5
4	3	3	4	2
4	5	5	5	5

5	4	5	4	5
5	5	5	4	4
6	6	1	6	5
4	4	4	4	5
6	6	6	5	6
5	6	5	4	5
5	5	4	4	5
5	5	5	5	5
3	3	3	3	3
6	4	5	6	5

I bought the brand products because of my desire	Friends/family recommended me to purchase clothing products at the brand	The brand has its own attractiveness which convinces me to purchase it	I avoid shopping from those brands which do not have any image similar like the brand	I make my purchase decision based on earlier shopping experience with the brand
5	5	5	5	5
5	6	5	1	6
6	6	6	1	5
6	5	4	2	4
5	5	5	4	4
6	5	6	5	6
6	6	5	3	5
6	6	6	4	6
5	6	5	2	5
6	5	6	6	6
6	4	6	3	6
5	5	5	5	5
5	4	5	3	4
6	5	5	5	6
3	4	3	6	5
5	3	4	4	6
6	6	5	3	4
5	4	5	5	5
5	5	5	5	4
5	4	5	3	3
5	4	6	6	6
5	3	3	2	5
4	4	4	4	4
5	5	5	4	5
4	2	2	1	3
5	5	5	5	5

6	6	6	6	6
4	5	5	4	4
4	1	3	1	3
1	1	1	1	1
4	1	4	1	2
6	4	4	1	4
6	6	6	6	6
1	1	1	1	1
5	5	5	5	5
5	5	5	2	4
5	3	4	5	4
5	5	5	5	5
4	4	4	5	6
6	6	6	6	6
6	6	6	6	6
5	6	5	1	4
5	3	3	1	6
4	2	3	2	4
4	4	3	3	4
5	6	5	4	5
4	5	5	4	5
4	5	4	5	3
6	6	6	6	6
5	6	6	5	6
5	3	4	1	1
3	3	4	4	3
6	6	5	4	6
6	4	6	4	6
5	4	5	4	5
6	6	1	1	1
6	5	5	4	6
5	6	6	6	6
6	5	5	6	6
4	3	5	4	5
5	5	5	5	5
3	4	3	3	3
6	4	5	5	6

Appendix 2 Excel Raw Data

PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PR 1	PR 2	PR 3	PR 4	PR 5	PC 1	PC 2	PC 3	PC 4
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5	4	5	4	4	5	4	5	4	6	5	5	5	6
3	2	5	5	4	5	6	5	6	5	5	5	6	6
4	5	5	4	4	6	6	4	6	6	6	6	6	6
5	4	5	4	6	5	4	5	3	6	5	6	5	6
6	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	6	5	5	6	5	5	6	6	6	6
5	5	4	5	4	3	3	3	3	3	6	6	6	6
6	5	5	5	6	5	6	5	6	6	6	6	6	6
4	5	5	4	3	3	3	3	5	5	5	6	6	5
3	6	4	4	4	6	6	6	6	6	5	6	6	4
1	1	2	2	1	2	2	1	1	1	3	6	6	6
5	5	4	4	5	4	5	4	5	4	6	5	5	5
4	4	4	4	4	3	3	4	4	3	6	6	6	6
5	5	4	5	5	2	4	5	5	5	5	5	5	6
5	4	6	5	5	5	4	6	6	6	5	5	6	6
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4	4	4	4	4	3	3	3	3	3	6	6	6	6
5	4	5	5	4	6	6	4	6	4	5	6	5	5
5	6	6	5	5	5	5	6	5	6	5	5	6	5
4	4	5	4	2	3	2	3	4	3	5	5	6	5
4	4	4	4	4	4	4	5	4	4	4	4	4	4
4	4	3	6	5	5	5	4	6	5	5	5	6	6
4	3	3	4	2	4	2	2	3	2	3	5	2	2
5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	5	6	6	6	6	6	6	6
4	5	4	5	4	4	5	4	5	4	6	6	6	6
4	3	4	4	4	4	4	4	3	4	3	4	4	3
4	4	4	4	5	6	5	3	2	1	4	3	4	3
4	2	5	2	2	2	3	2	3	5	5	5	5	5
5	4	5	5	5	4	4	4	5	4	6	6	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6
1	1	1	1	1	1	1	1	1	1	6	6	6	6
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4	3	5	4	5	4	4	5	5	5	6	6	5	6
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5	5	5	5	5	4	4	4	4	4	5	5	5	5
5	6	4	5	6	4	3	5	4	5	4	5	4	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6
6	6	6	6	6	6	6	6	6	6	6	6	6	6
4	5	4	6	6	5	5	5	6	4	5	6	6	6
4	4	5	5	6	4	4	3	4	3	4	5	4	5
5	5	4	3	3	5	5	5	6	4	4	4	6	4
3	3	4	4	4	4	3	3	4	2	4	4	3	4

5	5	5	6	5	5	5	5	6	6	6	6	6	6
3	4	4	5	4	4	4	5	5	5	5	4	5	5
5	5	6	4	3	5	3	2	4	2	6	3	4	1
6	5	5	5	5	6	6	6	6	5	6	6	6	6
6	6	5	5	6	6	5	6	5	6	6	5	5	6
2	3	3	4	1	3	5	3	5	3	5	5	6	6
3	3	4	4	3	3	4	3	3	2	3	4	4	4
6	5	6	5	5	6	6	5	5	6	5	5	5	4
4	4	3	4	5	6	6	4	5	6	5	6	6	6
5	5	5	4	5	5	5	4	4	4	5	5	5	5
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PC5	BI1	BI2	BI3	BI4	BI5	PD1	PD2	PD3	PD4	PD5
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6	4	5	4	1	6	6	6	6	1	5
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6	6	4	5	6	5	6	4	5	5	6

Appendix 3 Path Model

