An Investigation in Understanding the Influence of Brand Preferences on Purchase Intention: Examples of Indonesian Women’s Apparel Brand

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ABSTRACT:
This study aims to investigate the factors influencing brand preferences in the purchase intention of Indonesian women’s apparel brands. The data were collected through a questionnaire distribution of 422 respondents from Indonesian women’s apparel brand consumers and processed with the Structural Equation Model - Partial Least Square (SEM-PLS). Brand preferences in selecting and purchasing women's apparel are influenced by satisfaction, extrinsic cues, and brand trust. On the contrary, intrinsic cues do not affect brand preferences in purchase intention because extrinsic cues can dominate more, consumers desire to save more time, and there are rapidly fast fashion trends. Moreover, brand preferences have a greater impact on purchase intention. Women’s apparel brands can shape the brand preferences of their consumers based on the influencing factors to dominate the market competition. This study contributes to the literature on brand preferences in choosing women's fashion behavior. This is one of the pioneering studies to empirically examine the influence of cues and brands in the context of the desire of the Z generation to purchase women's apparel in an emerging market such as Indonesia.

Keywords:
Product Cues, Extrinsic Cues, Intrinsic Cues, Brand Preferences, Apparel Brand
1. **INTRODUCTION**

While the Indonesian economy was frail due to the COVID-19 pandemic, some industrial sectors such as fashion, gaming, applications, culinary, and crafts are still sustaining their performance, even going to increase (CNN Indonesia, 2021). One of the specific fashions is apparel products (Kaiser, 2013) and the increased revenues number of the apparel industry happened during the pandemic from 2020 until recent times (Statista, 2021). Indonesian revenues from the women's apparel industry in 2020 were about US$1.373, which increased by about US$2.226 in 2021 and US$2.259 in 2022 (Statista, 2022). The supporting data is from (Statista, 2021), which shows that Indonesian women's apparel market volume in 2022 reached about 708 million units. Based on the data above, the women's apparel industry market is highly competitive. Therefore, a women’s apparel brand must comprehend brand preferences in order to be the brand that customers choose in the market competition (Charton-Vachet et al., 2020).

In the case of understanding customer brand choice, customer brand preference has a function to define it (Liu & Shankar, 2015). Customer brand preferences help them to choose a favorite option when provided by various alternative brands (Kim et al., 2020; J. Wang & Fung, 2015). Many customers consider brand preferences when selecting apparel products since defining their self-image (Choi et al., 2010). From the previous literature above, this research aims to understand the factors that influence or shape brand preferences when women select and purchase apparel brands.

The measurement of this research is across some variables that possibly affect brand preferences toward purchase intention. Extrinsic cues (brand name) and intrinsic cues (fabric, design, color, durability) have an essential role in affecting customer purchase decisions (Bizuneh et al., 2021; Hines & Swinker, 2001; Rahman et al., 2017). This research also measured satisfaction and brand trust. A satisfied customer will prefer to use a product for longer (Singh et al., 2017). Furthermore, brand preference is predicted across brand trust (Afsar, 2014; Chinomona et al., 2013).

In light of the proliferation of women's apparel brands in Indonesia, this research offers critical insights that can serve as the foundation for the development and success of a brand in this highly competitive industry. The study's uniqueness provides a detailed understanding of the factors influencing brand preferences amid the crowded market. Thus, it becomes a strategic guide for companies aiming to establish and strengthen their brand presence in this rapidly evolving market. The research underscores the importance of comprehending consumer dynamics, emphasizing the need for differentiation through both extrinsic factors like a strong brand name and intrinsic elements such as unique designs, colors, fabrics, and product durability. Additionally, the study highlights the significance of building consumer trust and ensuring satisfaction, crucial elements for brand success in a fiercely competitive landscape. Ultimately, the research serves as a valuable resource for women’s apparel brands seeking to distinguish themselves and thrive in a market characterized by abundant choices.

2. **LITERATURE REVIEW**

2.1 Satisfaction

Consumer satisfaction is the meeting of buyers’ expectations with the perception of product performance (Kotler & Amstrong, 2012). A good or bad feeling after the consumers
compare the perception of product performance with their expectations is consumer satisfaction (Saleem et al., 2015). This is also defined as a brand evaluation from the stimuli consumers receive to give a positive or negative assessment to feel satisfied or not (Davis & Heineke, 1998; Rivera et al., 2016). Therefore, the appropriateness of consumer expectations toward a women’s apparel brand will emerge the consumer satisfaction with women’s apparel brands.

Consumers will feel satisfied when having a good personal experience with the company and they have a good satisfaction level when they are willing to pay a worthy value without considering how much they pay off (Mohaydin et al., 2017). Positive word of mouth and repeat buying that are conducted by the consumers are also formed as consumer satisfaction (Awwad, 2012). Accordingly, the consumers of women’s apparel brands will feel satisfied when they have a good personal experience, conduct positive word of mouth, and repeat buying.

Once the company can capture consumer satisfaction, as a result, the company can take advantage such as being the brand of choice that will be recommended to others (Mainardes & Sousa, 2022). The other advantage is the consumers will have a preference to choose the company when consumers are satisfied (Singh et al., 2017). This also has relevance with the previous study (Alamro & Rowley, 2011; Chand et al., 2022) which shows that consumer satisfaction is the one of key factors in shaping brand preferences. This is also supported by another previous study (Chinomona et al., 2013), that consumer satisfaction positively affected consumer brand preferences. Consequently, at times consumers feel satisfied with a women’s apparel brand. Therefore, they will maintain a preference to choose this women’s apparel brand even in the competitive market. Depending on the explanation, the researcher constructs a hypothesis:

\[ H_1 \]: Satisfaction affects brand preferences.

2.2 Product Cues

Product cues are a signal that represents the context also attributes of products and collected information about those products (Wang et al., 2022). Cues are also a high-level assessment when consumers evaluate and select a product or brand (Akdeniz et al., 2013). Product cues are divided into two aspects: external or extrinsic cues, and internal/intrinsic cues. Both play an important role in evaluating and selecting a brand (Collins & George, 2017; Rahman et al., 2017). Therefore, when consumers evaluate and select a women’s apparel brand, they will predict the quality and performance of the product through product cues or a collection of signals and information; extrinsic cues and intrinsic cues.

2.3 Extrinsic Cues

Extrinsic cues are attributes that are related to something which can be changed from this product itself without changing its structure or its appearance, such as a brand name (Hines & Swinker, 2001; Wang et al., 2022). Extrinsic cues are known as non-physical cues and intangible (Spielmann, 2015). Extrinsic cues are widely also applicable cues for various products (Bruwer et al., 2017) and one of them is apparel products. Because of that, the extrinsic cue of women’s apparel products in this study is the brand name.

Consumers will evaluate extrinsic cues they have seen and will follow that becomes a consumer preference in consumer brand choice (Méndez et al., 2011). This is also supported by previous studies (Bizuneh et al., 2021; Bockholdt et al., 2020; Méndez et al., 2011) which show that extrinsic cues have a positive effect on brand preferences. Brand preferences also become more predictive across extrinsic cues (Diamantopoulos et al., 2017). Henceforward,
brand preferences in selecting apparel brand choice can be measured across extrinsic cues that focus on the brand name. As a deduction, this study builds a hypothesis: 

H₂. Extrinsic cues affect brand preferences.

2.4 Intrinsic Cues

Intrinsic cues are inherent characteristics of the products themselves that cannot be changed from the external side (Wang et al., 2022). Intrinsic cues are the physical composition of the product that if changed or modified will affect its physical appearance (Hines & Swinker, 2001; Rahman et al., 2017). Intrinsic cues consist of design, fabric, color, and durability (Bizuneh et al., 2021; Rahman et al., 2017). Consequently, intrinsic cues are attributes attached to apparel products physically such as design, fabric, color, and durability.

Consumers use product cues including intrinsic cues to evaluate an apparel product quality in their preferences when purchasing apparel products (Aakko & Niinimäki, 2022). The identification process of consumer preferences toward apparel products can also be conducted through intrinsic (Wilfling et al., 2021). Additionally, previous studies found that in product cues investigation, intrinsic cues of apparel products affect consumer brand preferences (Bezuidenhout et al., 2016; Castelo & Cabral, 2018; Fiore & Damhorst, 1992; Shukla et al., 2022). Along with extrinsic cues, intrinsic cues have an important role in product evaluation to shape consumer brand preferences (Semaan et al., 2019). By reason that it always coincides with extrinsic cues, intrinsic cues can be considered by consumers objectively, but can also be overtaken by extrinsic cues if extrinsic cues have a major influence on the shaping of brand preferences (Méndez et al., 2011). Subsequently, intrinsic cues of women’s apparel products are physical signals like design, fabric, color, and durability which are considered together with extrinsic cues in shaping brand preferences when buying apparel products. In consideration of that, the researcher formulated a hypothesis: 

H₃. Intrinsic cues affect brand preferences.

2.5 Brand Trust

Brand trust is a consumer expectation about what they will get, and a consumer belief that a brand can give a competent, transparent, and consistent (Delgado-Ballester & Munuera-Alemán, 2005; Tong & Su, 2018). Building brand trust is also an effort to create a long-term relationship with the consumers (Hegner & Jevons, 2016). Henceforth, brand trust in women’s apparel brands is a consumer willingness to set a belief that women’s apparel brands can provide apparel products that meet the consumer’s needs, wants, and expectations.

On the point that consumers experience the brands they trust to meet their expectations, they will also feel satisfied (Tong & Su, 2018). Company honesty and integrity become a value for consumers to believe in a brand, thus building consumer trust can be transparency and integrity from the company to its consumers in the forefront (Mansouri et al., 2022).

Brand trust has an important role in a company to increase sales (Frasquet et al., 2017) because consumer trust becomes a preference in consumer brand choice (Aren & Hamamci, 2022). This is also supported by previous studies (M. Chen et al., 2019; Erkmen & Hancer, 2019; Skandrani et al., 2011) that brand trust has an important role and also affects consumer brand preferences. More studies also show the results that consumer brand preference is positively affected by consumer brand trust. Accordingly, when consumers have trust in a women’s apparel brand, thus that consumers will have a preference to choose the brand. Therefore, the researcher formulated a relevant hypothesis: 

H₄. Brand trust has effects on brand preferences.
2.6 Brand Preferences

Brand preference is a consumer’s tendency toward a particular brand and becomes a sign that shows consumers’ evaluation of what they like (Cuong, 2020; Nørgaard et al., 2014). Therefore, preferences represent how far consumers are more likely to prefer one choice rather than the other alternative when being in consideration (Ye et al., 2022). Brand preference is essential for a company because it creates the consumer to be the consumer choice between the competition (Charton-Vachet et al., 2020). Consumers will prefer to use a product when they feel satisfied (Singh et al., 2017) and have trust in a brand (Chinomona et al., 2013). Brand preferences in purchase intention also can be shaped by the company toward its consumers across product cues (Méndez et al., 2011; Zebal & Jackson, 2019). Furthermore, brand preferences also can be measured through consumer evaluation of product quality across products (Korfiatis et al., 2012; Rahman et al., 2017). For that cause, consumer brand preferences of women’s apparel brand choices can be measured across consumer satisfaction, brand trust, and product cues.

Consumer brand preferences for brand lead to purchase intention (Nørgaard et al., 2014). Following the previous study (Gidlöf et al., 2017), it has been evidenced that preference is not only about a selected product but also about predicting buying intention which is stated as purchasing. Hence, it can be concluded that brand preferences have a positive effect on purchase intention (C. F. Chen & Chang, 2008; Cuong, 2020; Ebrahim et al., 2016; Emor & Pangemanan, 2015; Pool et al., 2018). As a consequence, the consumer brand preferences of women’s apparel brands can cause the consumer to choose that brand from other brands in the market competition. Correspondingly, the researcher constructed a hypothesis:

H₅. Brand preference affects purchase intention.

2.7 Purchase Intention

Purchase intention is the chance that consumers will carry on product purchasing (Gudigantala et al., 2016). Purchase intention can be formed across expected price, expected product benefits, and expected income (Kotler & Amstrong, 2018). Purchase intention is also the result of consumer experience and engagement with the brand (Joshi & Srivastava, 2020). Therefore, the purchase intention of women’s apparel brands is a consumer’s chance to purchase an apparel product after recognizing the experience and engagement with that brand.

One of the purchase intention measurements can be done through consumer brand preferences. That is because the research problem of this study can be answered through consumer brand preferences. When recognizing purchase intention, consumer brand preferences have an important role in estimating this (Solomon et al., 2013). Purchase intention is also affected by consumer brand preferences (Lin et al., 2021). This is also supported by previous studies (Charton-Vachet et al., 2020; Cuong, 2020; Ebrahim et al., 2016) which show that purchase intention can be determined by consumer brand preferences. Under those circumstances, the end of this study is purchase intention which is measured across consumer brand preferences.
3. METHOD

3.1 Sampling and Data Collection

The choice of purposive sampling in this research is deliberate and stems from the specific objectives and characteristics of the study population. Purposive sampling is a non-probability sampling technique where participants are selected based on predetermined criteria relevant to the research objectives (Rai & Thapa, 2015). In the context of this study, the population consists of consumers of online women's apparel brands who are above 18 years old. The use of purposive sampling is justified by the need to target a specific group of consumers who have engaged in at least one-time purchasing, ensuring that the selected participants possess firsthand experience and insights into the process of choosing and buying women's apparel online.

Purposive sampling is particularly suitable when the researcher aims to explore in-depth insights from a specific group that possesses unique characteristics or experiences relevant to the research questions. In this case, by focusing on consumers who have made at least one purchase, the research aims to capture the perspectives and preferences of individuals with practical experience in the online women's apparel market. The survey instrument, a questionnaire administered to 422 respondents, serves as a systematic and structured means of collecting data from this targeted group. Through purposive sampling, the research endeavors to provide valuable and context-specific insights into the factors influencing brand preferences and purchase intentions in the online women's apparel industry, ensuring the relevance and applicability of the findings to the chosen population.

3.2 Research Instrument and Measurement

Questionnaire items were measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). These items are modified from previous literature and will be distributed to a sample of respondents via Google Forms. The satisfaction variable has five items (Chinomona et al., 2013), extrinsic cues four items, and intrinsic cues seven items (Bizuneh et al., 2021; Rahman et al., 2017). Brand trust and brand preferences variable each with four items (Chinomona et al., 2013). Also, the purchase intention has four items (Cuong, 2020).

![Figure 1. Research Model](image)
3.3 Data Analysis

This study employed the PLS-SEM analysis method because it is a comprehensive multivariate statistical method that is capable of testing all relationships between constructs in the theoretical framework, including measurements and structural components (Hair et al., 2019). In the measurement model, the data can be interpreted as valid data when the outer loading value is more significant than 0.7, the Average Variance Extracted (AVE) value is more significant than 0.5, Cronbach’s alpha and Composite Reliability (CR) must be greater than 0.7, also Heterotrait-Monotrait Ratio (HTMT) is analyzed to ensure that indicators that have been made in this study are accurate (Hair et al., 2019). The structural model is measured from $R^2$, GoF, $Q^2$, $f^2$, and path analysis (Hair et al., 2017).

4. RESULTS AND DISCUSSION

The demographic results show that all the respondents are female with 96% from Z generation (aged <27 years old). Based on occupation is dominated by students (84%) and monthly income is below IDR2,000,000 (71.8%). They purchase apparel products 1-3 times per month (26.3%), 4-6 times per month (61.8%), and >6 times per month (11.9%).

4.1 Measurement Model

The results of the measurement model analysis in this study are shown in Table 3 above which displays the values of outer loading, Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The variables and indicators in this study will be valid and reliable if they have outer loading and Cronbach’s Alpha values of >0.7, and have an Average Variant Extracted value of >0.5 (Hair 2018). All indicator items in this study have an outer loading value of >0.7, Cronbach’s Alpha value of >0.7, Composite Reliability >0.7, and AVE value of >0.5. Therefore, it can be said that the indicator items of this study are valid and reliable (See Table 1). The measurement of discriminant validity is carried out by analyzing the results of the Heterotrait-Monotrait Ratio (HTMT) (Henseler, 2021) and Table 2 shows that all HTMT values from the construct are <0.90, for that reason the indicators that have been made in this study are accurate.

4.2 Structural Model

The value of $R^2$ indicates how much the influence of the independent variable on the dependent variable. In Table 3 attached that the brand preferences variable has an $R^2$ value of 0.611 which means that 61.1% of brand preferences are influenced by satisfaction, extrinsic cues, intrinsic cues, and trust, while the other 38.9% are influenced by other factors that were not carried out in this study. Then purchase intention has an $R^2$ value of 0.591 which means that 59.1% of purchase intention is influenced by the variables satisfaction, extrinsic cues, intrinsic cues, trust, and brand preferences. Based on Hair (2017), the $R^2$ value of this study is a moderate influence. In addition, this study has predictive power because it has predictive relevance ($Q^2$) calculation results of more than 0, it is 0.411 and 0.376.

Path analysis is carried out to test the hypotheses that have been developed in this study and test the relationship between variables. A variable or hypothesis relationship will be significant when it has a t-value of >1.96 and a p-value of <0.05 with a 5% significance level (Hair et al., 2017). The path analysis results show that 4 hypotheses are accepted and 1 hypothesis is rejected (See Table 4). Satisfaction (S) has a significant influence on brand preferences (BP) ($b=0.231$, $t=4.237$, $p=0.000$) and has a positive direction, so H1 is accepted. Extrinsic cues (EC) also positively and significantly affect brand preferences (BP) ($b=0.092$, $t=2.163$, $p=0.035$), thus H2 is accepted. However, H3 is rejected since intrinsic cues (IC) do not
have a significant effect on brand preferences (BP) \( (b=0.040, t=0.929, p=0.358) \). Furthermore, the trust variable \((T)\) has a significant effect on brand preferences \((BP)\) \( (=0.522, t=11.006, p=0.000)\), and the brand preferences \((BP)\) variable also has a significant influence on purchase intention \((PI)\) \( (b=0.769, t=32.979, p=0.000)\). Both variables also have a positive direction, so it can be concluded that H4 and H5 are accepted.

Table 1. Outer Loading, Cronbach’s Alpha, CR, and AVE

<table>
<thead>
<tr>
<th>CONSTRUCT</th>
<th>Outer Loading</th>
<th>Cronbach’s Alpha</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I love the apparel brand that makes me satisfied.</td>
<td>0.792</td>
<td>0.747</td>
<td>0.733</td>
<td></td>
</tr>
<tr>
<td>Purchasing apparel products from satisfying brands is the right choice.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer women’s apparel brands that satisfy me more than other brands.</td>
<td>0.823</td>
<td>0.815</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would be a loyal consumer of the brands that satisfy me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A satisfying brand will be my favorite and I’m interested in repurchasing.</td>
<td>0.815</td>
<td>0.841*</td>
<td>0.887</td>
<td>0.612*</td>
</tr>
<tr>
<td>Extrinsic Cues</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EC1 (Brand Name)</td>
<td>0.774</td>
<td>0.760*</td>
<td>0.776</td>
<td>0.582*</td>
</tr>
<tr>
<td>EC2 (Brand Name)</td>
<td>0.779</td>
<td>0.782</td>
<td>0.713</td>
<td></td>
</tr>
<tr>
<td>EC3 (Brand Name)</td>
<td>0.782</td>
<td>0.760*</td>
<td>0.776</td>
<td>0.582*</td>
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<tr>
<td>EC4 (Brand Name)</td>
<td>0.713</td>
<td>0.782</td>
<td>0.713</td>
<td></td>
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<tr>
<td>Intrinsic Cues</td>
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</tr>
<tr>
<td>IC1 (Design)</td>
<td>0.743</td>
<td>0.846*</td>
<td>0.883</td>
<td>0.520*</td>
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<tr>
<td>IC2 (Design)</td>
<td>0.715</td>
<td>0.883</td>
<td>0.883</td>
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<tr>
<td>IC3 (Fabric)</td>
<td>0.703</td>
<td>0.702</td>
<td>0.702</td>
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<tr>
<td>IC4 (Color)</td>
<td>0.714</td>
<td>0.746</td>
<td>0.746</td>
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<tr>
<td>IC5 (Color)</td>
<td>0.710</td>
<td>0.710</td>
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<tr>
<td>IC6 (Durability)</td>
<td>0.710</td>
<td>0.725</td>
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<tr>
<td>IC7 (Durability)</td>
<td>0.725</td>
<td>0.725</td>
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</tr>
<tr>
<td>Trust</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T1</td>
<td>0.868</td>
<td>0.881</td>
<td>0.881</td>
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<tr>
<td>T2</td>
<td>0.819</td>
<td>0.880</td>
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<td>T3</td>
<td>0.866</td>
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<td>T4</td>
<td>0.866</td>
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<tr>
<td>Brand Preferences</td>
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<td></td>
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<tr>
<td>BP1</td>
<td>0.804</td>
<td>0.855*</td>
<td>0.902</td>
<td>0.698*</td>
</tr>
<tr>
<td>BP2</td>
<td>0.805</td>
<td>0.855*</td>
<td>0.902</td>
<td>0.698*</td>
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<tr>
<td>BP3</td>
<td>0.848</td>
<td>0.855*</td>
<td>0.902</td>
<td>0.698*</td>
</tr>
<tr>
<td>BP4</td>
<td>0.881</td>
<td>0.855*</td>
<td>0.902</td>
<td>0.698*</td>
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<tr>
<td>Purchase Intention</td>
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<tr>
<td>PI1</td>
<td>0.791</td>
<td>0.865*</td>
<td>0.903</td>
<td>0.652*</td>
</tr>
<tr>
<td>PI2</td>
<td>0.762</td>
<td>0.865*</td>
<td>0.903</td>
<td>0.652*</td>
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<tr>
<td>PI3</td>
<td>0.887</td>
<td>0.865*</td>
<td>0.903</td>
<td>0.652*</td>
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<tr>
<td>PI4</td>
<td>0.871</td>
<td>0.865*</td>
<td>0.903</td>
<td>0.652*</td>
</tr>
<tr>
<td>PI5</td>
<td>0.712</td>
<td>0.865*</td>
<td>0.903</td>
<td>0.652*</td>
</tr>
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</table>

Note: *All significant
Table 2. Discriminant Validity

<table>
<thead>
<tr>
<th>Construct</th>
<th>Extrinsic Cues</th>
<th>Intrinsic Cues</th>
<th>Purchase Intention</th>
<th>Satisfaction</th>
<th>Brand Trust</th>
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<tbody>
<tr>
<td>Brand Preferences</td>
<td>0.627</td>
<td></td>
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<tr>
<td>Extrinsic Cues</td>
<td>0.537</td>
<td>0.476</td>
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<tr>
<td>Intrinsic Cues</td>
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<td>0.588</td>
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<tr>
<td>Purchase Intention</td>
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<td></td>
<td>0.777</td>
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<tr>
<td>Satisfaction</td>
<td></td>
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<td></td>
<td>0.822</td>
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<tr>
<td>Trust</td>
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<td></td>
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<td>0.799</td>
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Table 3. Goodness of Fit

<table>
<thead>
<tr>
<th>Construct</th>
<th>AVE</th>
<th>R²</th>
<th>Q²</th>
</tr>
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<tbody>
<tr>
<td>Satisfaction</td>
<td>0.612</td>
<td></td>
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</tr>
<tr>
<td>Extrinsic Cues</td>
<td>0.582</td>
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<tr>
<td>Intrinsic Cues</td>
<td>0.520</td>
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<tr>
<td>Trust</td>
<td>0.737</td>
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<tr>
<td>Brand Preferences</td>
<td>0.698</td>
<td>0.611</td>
<td>0.411</td>
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<tr>
<td>Purchase Intention</td>
<td>0.652</td>
<td>0.591</td>
<td>0.376</td>
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<tr>
<td>Average</td>
<td>0.634</td>
<td>0.601</td>
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</tr>
<tr>
<td>AVE x R²</td>
<td>0.381</td>
<td></td>
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</tr>
<tr>
<td>GoF Ö(AVE x R²)</td>
<td>0.617</td>
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Table 4. Hypothesis Testing

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>b</th>
<th>t-value</th>
<th>p-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Satisfaction-&gt;Brand Preferences</td>
<td>0.231</td>
<td>4.237</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2 Extrinsic Cues-&gt;Brand Preferences</td>
<td>0.092</td>
<td>2.163</td>
<td>0.035</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3 Intrinsic Cues-&gt;Brand Preferences</td>
<td>0.040</td>
<td>0.929</td>
<td>0.358</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4 Brand Trust-&gt;Brand Preferences</td>
<td>0.522</td>
<td>11.006</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5 Brand Preferences-&gt;Purchase Intention</td>
<td>0.769</td>
<td>32.979</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Figure 2. Result Model
5. DISCUSSION

This study aims to find out what factors influence brand preferences in choosing and buying apparel from online women’s apparel brands. The analysis was conducted with several factors or variables, namely satisfaction, brand trust, and product cues consisting of extrinsic cues and intrinsic cues. Extrinsic cues in this study focus on brand names, and intrinsic cues are design, color, fabric, and durability. The correlation between brand preferences and purchase intention is also investigated in this study.

First, the results of this study found that satisfaction has a significant influence on brand preferences, supporting hypothesis 1 that has been made in this study. This indicates that satisfied consumers will choose the women's apparel brand when purchasing clothing. This is consistent with the findings of Mainardes & Sousa (2022), according to whom consumer satisfaction determines a person's preference when recommending a brand to others who will purchase the product. When deciding which clothing brand to purchase, consumer satisfaction is a major factor, according to additional research (Naami et al., 2017). Therefore, consumers will remember and consider the satisfaction they have felt when choosing a brand that they will buy.

Second, the finding of this study is the positive influence of extrinsic cues on brand preferences, which means hypothesis 2 is accepted. Extrinsic cues in this study focused on brand names. Thus, signals from strong extrinsic cues can make consumers choose and buy the brand apparel they like the most. In other words, consumers prefer well-known and well-liked brands over unfamiliar ones. The findings of Méndez et al., (2011) are also in line with the results of this study, namely, consumers will evaluate extrinsic cues to determine their brand preferences and will follow these preferences when making choices in purchase intention. In addition, it is also supported by the findings of Ardeshiri & Rose (2018) which revealed that extrinsic cues in the form of brand names are always considered by consumers when choosing the product they will buy. Therefore, this finding reveals that consumers always consider extrinsic cues in the form of brand names in their brand preferences when buying an apparel product.

Third, this research shows that intrinsic cues do not have a significant influence on brand preferences. This finding is quite interesting since it indicates that consumers pay bare attention to intrinsic cues such as clothing design, color, fabric, and durability when selecting a women’s apparel brand. According to (Méndez et al., 2011), when the influence of extrinsic cues on brand preferences is large, it can overpower or substitute the influence of intrinsic cues, even though the two are not closely related. This result is relevant because the intrinsic cues variable in this study is also accompanied by extrinsic cues. In addition, considering intrinsic cues will require more information that must be considered by consumers (Insch & Jackson, 2014) because it consists of clothing design, shirt color, fabric, and durability, while according to Daroch et al. (2021), consumers always want to save time in choosing the brand to buy. Furthermore, this finding is also very interesting if it is connected with various phenomena that occur in the current era, considering that respondents from this study are 96% dominated by Generation Z. Generation Z is more interested in fast fashion trends as a result of the release of new products introducing new trends. Fast fashion has prompted consumers to try to keep up with the most recent fashion trends on the market, even if the apparel they already own is in excellent condition (Philip et al., 2020), while fashion trends on the market only last approximately one month and will soon be replaced by the newest trends, consumers are triggered to purchase new apparel products (Diantari, 2021). Therefore, it can be concluded that intrinsic cues do not affect brand preferences in purchase.
Fourth, brand trust has a significant influence on brand preferences. It can be interpreted that consumers who feel trust in a women’s apparel brand, then she will choose the brand when buying apparel products. This result is similar to research from Hansopaheluwakana et al. (2020) which found that brand trust has a significant effect on brand preferences. Likewise, two previous research (Cuong, 2020; Sambath & Jeng, 2014) also found that brand trust has a direct effect on brand preferences. Therefore, a women’s apparel brand that gets a high level of consumer trust will find it easier to compete in the market, as consumers might consider it to be preferable to other brands.

Fifth, it was found that brand preferences have a significant influence on purchase intention. Consequently, consumers prefer to purchase apparel from brands that have become their preferred brands. Consumers choose a women’s apparel brand based on their brand preferences, as there are numerous women’s apparel brands in a highly competitive marketplace. This result is consistent with (Ye et al., 2022) that brand preferences characterize a consumer selection from a variety of alternative clothing brands. When there is a multitude of women's apparel brand options on the market, brand preferences also indicate consumer selections (Charton-Vachet et al., 2020). Several previous studies agree (Ebrahim et al., 2016; Emor & Pangemanan, 2015; Pool et al., 2018), as their findings indicate that brand preferences have a significant effect on purchase intention. Thus, brand preferences of women’s apparel brands are consumers’ choice between competing brands in the market.

6. MANAGERIAL IMPLICATION

The managerial implications drawn from the study’s conclusions carry valuable insights for companies navigating the competitive landscape of online women's apparel brands. Firstly, the study underscores the paramount importance of prioritizing customer satisfaction. Management teams should recognize that satisfied consumers are more inclined to choose a particular women’s apparel brand when making purchasing decisions. Therefore, the efforts should be directed towards enhancing customer experiences and satisfaction to increase brand preferences. Secondly, the study highlights the pivotal role of extrinsic cues, especially brand names, in influencing brand preferences. The positive correlation between extrinsic cues and brand preferences suggests that consumers are more likely to choose and purchase apparel from well-known and favored brands. This emphasizes the need for strategic marketing and brand-building initiatives to elevate brand awareness and cultivate positive perceptions among consumers.

Additionally, the findings regarding the limited influence of intrinsic cues, such as design, color, fabric, and durability, bring attention to the need for a nuanced marketing approach. While intrinsic cues may not significantly impact brand preferences, management should know that consumers may not prioritize these aspects when selecting women's apparel brands. Consequently, marketing strategies should place greater emphasis on external or extrinsic cues. Furthermore, the study emphasizes the critical role of brand trust in shaping brand preferences. Brands should prioritize building and maintaining consumer trust, as it directly influences the likelihood of consumers choosing a particular women’s apparel brand over others in the market. Ultimately, these managerial implications offer actionable insights.
for companies seeking to enhance their positioning and competitiveness in the online women's apparel industry.

7. REFERENCES


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