



THE MEDIATING ROLE OF PURCHASE INTENTION BETWEEN PRODUCT DISPLAY, PRICE PERCEPTION, AND PURCHASING DECISIONS IN RETAIL PHARMACIES

Wa Ode Mirawanti*, Ruslin, Asriullah Jabar, Henny Kasmawati, Fery Indradewi Armadany, Adryan Fristiohady

Universitas Halu Oleo, Kampus Hijau Bumi Tridharma, Anduonohu, Kambu, Kendari, Sulawesi Tenggara 93232, Indonesia

*waode.mirawanty24@gmail.com

ABSTRACT

The transformation of retail pharmacies into modern retail environments has intensified competition, making marketing strategies such as product display and pricing increasingly important in influencing consumer purchasing behavior. Objective: This study aims to analyze the effect of product display and price perception on purchasing decisions through purchase intention in modern retail pharmacies. This quantitative study employed a cross-sectional design involving 180 respondents from a modern retail pharmacy (Apotek A) in Kendari City. Data were collected using structured questionnaires selected using purposive sampling from a modern retail pharmacy (Apotek A) in Kendari City. Data were collected through structured questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). Measurement model (outer model) and structural model (inner model) evaluations were conducted to assess validity, reliability, and hypothesis testing. The results indicate that product display and price perception have significant positive effects on purchase intention. Purchase intention, in turn, significantly influences purchasing decisions and mediates the relationship between product display, price perception, and purchasing decisions. All constructs demonstrated adequate validity and reliability. Effective product display and favorable price perception enhance consumers’ purchase intentions, leading to higher purchasing decisions in retail pharmacies. These findings highlight the strategic importance of retail-oriented management practices in modern pharmacies.

Keywords: PLS-SEM; price perception; product display; purchase intention; purchasing decision; retail pharmac

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INTRODUCTION

Modern retail pharmacies have evolved from being merely medication dispensers into multifaceted retail environments driven by competitive marketing strategies. This transformation has shifted the focus of pharmacies from purely healthcare services toward consumer-oriented approaches that integrate branding, customer experience, and strategic marketing to influence purchasing behavior. Previous studies highlight that strong brand reputation significantly enhances customer loyalty, which is essential for sustaining competitiveness in retail pharmacy markets (Jader Pereira et al., 2021). Customer satisfaction further strengthens loyalty, particularly when pharmacies deliver high-quality services and effective medication management (Televani Pasacito & Ariyanti, 2024). In addition, experiential marketing plays a crucial role in shaping positive brand image and consumer evaluation, as engaging retail experiences foster emotional connections between consumers and pharmacy brands (Cuong et al., 2020). With the increasing role of digital platforms, pharmacies are also required to leverage digital marketing and social media to provide accessible information, influence price perceptions, and support purchasing decisions in real time (Antczak, 2024). Collectively, these developments position modern retail pharmacies as dynamic retail actors operating beyond traditional healthcare functions.

Effective product display is a critical element in retail environments as it enhances product visibility, shopping convenience, and emotional engagement, all of which significantly influence

consumers' purchase intentions. Prior research emphasizes that store atmosphere, including lighting, color schemes, and visual merchandising, plays a vital role in capturing consumer attention and encouraging purchasing behavior (Arfah Nasution & Praditina Nasution, 2023). Visually appealing displays such as window displays, in-store posters, and well-arranged shelves can stimulate consumer interest and encourage unplanned purchases (Mondol et al., 2021). Aesthetic coherence within retail spaces further enhances emotional engagement, leading consumers to associate attractive displays with higher product quality and perceived value (Londoño & de Maya, 2022). Moreover, well-organized product layouts facilitate easier navigation and decision-making, increasing the likelihood of purchase. These findings indicate that strategic product display serves not only as a functional tool but also as a psychological stimulus that strengthens purchase intention in retail settings.

Price perception plays a crucial role in shaping purchase intention, particularly in price-sensitive retail environments such as pharmacies. Consumers with high price sensitivity tend to closely evaluate price changes, discounts, and promotional offers, which significantly influence their purchasing decisions (Religia et al., 2024). Beyond price levels, perceived price fairness strongly affects consumer trust and willingness to buy, especially when pricing strategies are transparent and justifiable (Bürgin & Wilken, 2021). In retail pharmacies, where consumers often seek essential health products, perceptions of fairness and affordability become increasingly important. Furthermore, perceived value for money acts as a mediating factor between price perception and purchase intention, as consumers are more inclined to purchase products they believe offer acceptable quality relative to price (Othman et al., 2022). These findings suggest that pricing strategies emphasizing fairness, transparency, and value are essential for strengthening purchase intentions in retail pharmacies.

Purchase intention represents a key psychological mechanism that links marketing stimuli to actual purchasing behavior. It reflects the likelihood of consumers engaging in purchase actions based on their attitudes, subjective norms, and perceived behavioral control (Zaki Fuadi et al., 2022). Previous studies confirm that purchase intention is a strong predictor of actual buying behavior, although its influence may vary across demographic groups and social contexts (Andika et al., 2023). The marketing mix, including product attributes, pricing strategies, and promotional activities, significantly shapes purchase intention by influencing consumers' cognitive and emotional responses (Ali Suyanto & Dewi, 2023). Additionally, external factors such as social norms, perceived control, and situational changes further moderate the strength of purchase intention in translating marketing efforts into real purchases (S. Ong et al., 2021). These findings highlight the importance of purchase intention as a mediating construct in retail marketing research.

Despite extensive research on retail marketing, empirical studies examining the mediating role of purchase intention in modern retail pharmacies remain limited, particularly in developing regions. Previous findings suggest that customer satisfaction alone may not directly translate into strong purchase intention unless supported by other mediating factors (Menidjel & Bilgihan, 2022). Moreover, digital factors such as website quality and online trust further influence purchase intention, particularly in the context of e-pharmacies (Alit & Mazouzi, 2023). Corporate social responsibility and brand attitude also contribute to strengthening purchase intention by fostering positive consumer perceptions (Maduranga Arachchi & Samarasinghe, 2023). These findings indicate a clear need for empirical investigation that integrates product display, price perception, and purchase intention within the retail pharmacy context.

Kendari City provides a relevant context for examining consumer behavior in modern retail pharmacies due to the growing adoption of retail-oriented pharmacy concepts. The expansion of retail pharmacy practices in urban areas has been shown to influence consumer engagement, purchasing preferences, and buying patterns (Srivastava & Raina, 2020). Studies indicate that

factors such as safety, competitive pricing, loyalty, and satisfaction significantly shape purchase intention in pharmacy settings (Singtan, 2024). Social media has also emerged as an effective tool for influencing consumer attitudes and purchase intention, particularly among younger and digitally active consumers (Setiawan & Hamdi, 2022). Furthermore, perceived price fairness remains critical in establishing trust and sustaining consumer loyalty in competitive retail environments (Shane et al., 2023). These conditions position Kendari City as an appropriate setting to empirically examine the relationships between product display, price perception, purchase intention, and purchasing decisions in modern retail pharmacies, with the objective of providing empirical evidence to support retail-oriented management strategies in pharmacy practice. pharmacies.

METHOD

Study Design and Setting

This study employed a quantitative, cross-sectional research design. The research was conducted in a modern retail pharmacy (Apotek A) located in Kendari City, Indonesia.

Population and Sample

The study population consisted of consumers who had made purchases at Apotek A. A total of 180 respondents were selected using purposive sampling, based on the criteria that respondents had prior shopping experience in the pharmacy. The sample size met the minimum requirement for Partial Least Squares–Structural Equation Modeling (PLS-SEM).

Data Collection Instrument

Data were collected using a structured questionnaire. Measurement items for product display, price perception, purchase intention, and purchasing decisions were adapted from previous validated studies and assessed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Construct validity was evaluated through outer loadings, Average Variance Extracted (AVE), and discriminant validity, while reliability was assessed using Cronbach's alpha and composite reliability. All constructs met the recommended threshold values, indicating adequate validity and reliability.

Data Analysis

Data analysis was performed using PLS-SEM with SmartPLS software. The evaluation included assessment of the measurement model (outer model) through validity and reliability testing, followed by evaluation of the structural model (inner model) to test the proposed hypotheses and the mediating role of purchase intention.

RESULT

Descriptive analysis of respondents

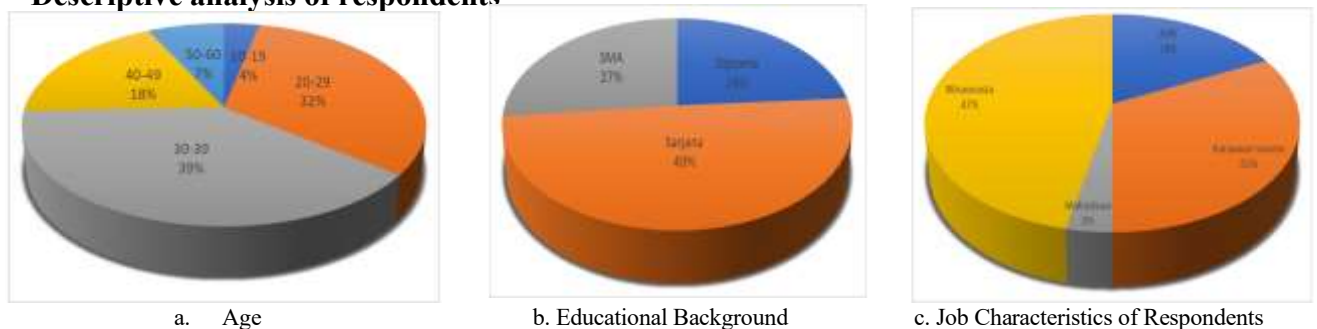


Figure 1. Respondent Characteristics by Age Group, Educational Background, and Occupation

Measurement Model (Outer Model) Evaluation

The measurement model was evaluated to assess the validity and reliability of the research instruments. This evaluation focused on indicator reliability, internal consistency reliability, and convergent validity, as reflected by outer loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). An indicator is considered reliable when its outer loading exceeds the recommended threshold, while constructs are deemed reliable and valid when Cronbach's alpha and CR values are above 0.70 and AVE values exceed 0.50. The results of the measurement model assessment are presented in Table 1.

Table 1.
Outer Model

Variabel	Item	Indikator	Cronbach Alpha	CR	AVE	Hasil
Display Produk	D1	0.778	0.944	0.952	0.666	Valid & Reliabel
	D2	0.760				
	D3	0.830				
	D4	0.818				
	D5	0.850				
	D6	0.831				
	D7	0.766				
	D8	0.785				
	D9	0.877				
	D10	0.857				
Persepsi Harga	H1	0.769	0.933	0.944	0.681	Valid & Reliabel
	H2	0.855				
	H3	0.847				
	H4	0.831				
	H5	0.74				
	H6	0.765				
	H7	0.888				
	H8	0.891				
Keputusan Pembelian	KP1	0.722	0.933	0.943	0.626	Valid & Reliabel
	KP2	0.797				
	KP3	0.72				
	KP4	0.808				
	KP5	0.823				
	KP6	0.786				
	KP7	0.888				
	KP8	0.842				
	KP9	0.725				
	KP10	0.785				
Minat Beli	MB1	0.681	0.882	0.907	0.549	Valid & Reliabel
	MB2	0.775				
	MB3	0.777				
	MB4	0.752				
	MB5	0.763				
	MB6	0.71				
	MB7	0.68				
	MB8	0.78				

Discriminant Validity Assessment Using HTMT Criterion

Table 2.
Heterotrait Monotrait Ratio

Variables	Product Display (D)	Purchase Decision (KP)	Purchase Intention (MB)	Price Perception (PH)
Product Display (PD)				
Purchase Decision (KP)	0.721			
Purchase Intention (MB)	0.768	0.792		
Price Perception (PH)	0.695	0.751	0.701	

Coefficient of Determination (R-square) Analysis

The coefficient of determination (R-square) was examined to assess the explanatory power of the structural model in explaining endogenous constructs within the research framework.

Table 3.
R Square

Variabel	R-square	R-square adjusted	Kategori
Purchase Decision (KP)	0.646	0.64	Sedang
Purchase Intention (MB)	0.569	0.564	Sedang

Effect Size (f²) Analysis of Structural Relationships

To assess the substantive impact of each exogenous construct on the endogenous variables, this study evaluates the effect size (f²) of the structural relationships in the PLS-SEM model.

Table 4.
Effect Size (f²) of Structural Model Relationships

Relationship	f ² Value	Effect Size Category
Product Display → Purchase Decision	0.048	Small
Product Display → Purchase Intention	0.309	Medium
Purchase Intention → Purchase Decision	0.159	Medium
Price Perception → Purchase Decision	0.163	Medium
Price Perception → Purchase Intention	0.146	Small–Medium

Structural Model and Hypothesis Testing Results

To examine the proposed relationships among product display, price perception, purchase intention, and purchase decision in modern retail pharmacies, hypothesis testing was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The significance of each direct and indirect relationship was evaluated based on path coefficients (original sample), *t*-statistics, and *p*-values obtained through bootstrapping analysis. The results of the hypothesis testing are presented in Table 5.

Table 5.
Hypothesis Testing Results

Path Relationship	Original Sample (β)	T-Statistics	P-Values	Result
Product Display → Purchase Decision	0.200	2.495	0.013	Supported
Product Display → Purchase Intention	0.488	7.971	0.000	Supported
Price Perception → Purchase Decision	0.343	3.544	0.000	Supported
Price Perception → Purchase Intention	0.336	5.433	0.000	Supported
Purchase Intention → Purchase Decision	0.361	3.669	0.000	Supported
Product Display → Purchase Intention → Purchase Decision	0.176	3.380	0.001	Supported
Price Perception → Purchase Intention → Purchase Decision	0.121	2.729	0.006	Supported

DISCUSSION

This study presents the results of the structural equation modeling using Partial Least Squares (PLS-SEM) based on data collected from respondents at Apotek A in Kendari City. The analysis focuses on evaluating the measurement model (outer model) to assess construct validity and reliability, followed by the structural model (inner model) to examine the hypothesized relationships among product display, price perception, purchase intention, and purchasing decisions. The results provide empirical evidence on the role of purchase intention as a mediating variable in modern retail pharmacy settings.

Descriptive analysis of respondents

This section presents the descriptive characteristics of the respondents involved in the study. The analysis aims to provide an overview of the demographic profile of respondents, including age, gender, education level, and visit frequency, which are essential for understanding the context of consumer behavior in modern retail pharmacies. This data helps understand the background of respondents who participated in the study (Hair et al., 2019).

The age distribution of respondents indicates that the majority of consumers fall within the productive age group, particularly 30–39 years (39%) and 20–29 years (32%). This suggests that modern retail pharmacies are predominantly utilized by economically active individuals who tend to make rational purchasing decisions based on product display, price perception, and perceived value. Consumers in this age range are generally more responsive to retail-oriented strategies, such as attractive product layouts and competitive pricing, which aligns with the focus of this study. Meanwhile, the smaller proportion of older consumers (40 years and above) indicates a potential opportunity for retail pharmacies to further tailor marketing strategies to meet the needs of mature customer segments.

The descriptive analysis shows that the majority of respondents have a bachelor's degree (49%), followed by senior high school graduates (27%) and diploma holders (24%). This distribution indicates that consumers of modern retail pharmacies in Kendari City are predominantly well-educated, which may influence their ability to evaluate product displays, price fairness, and value propositions more critically. Higher educational attainment is often associated with better access to information and stronger cognitive processing in purchasing decisions, suggesting that retail pharmacy strategies should emphasize clear product information, transparent pricing, and structured displays to effectively engage this consumer segment.

The distribution of respondents by occupation shows that the majority are self-employed (47%), followed by private-sector employees (32%), civil servants (18%), and students (3%). This composition indicates that most respondents are economically active individuals with direct purchasing power and routine consumption needs. The dominance of self-employed and private employees suggests a consumer segment that is likely sensitive to product display and price perception when making purchasing decisions, particularly in modern retail pharmacies where efficiency, accessibility, and perceived value play crucial roles in shaping purchase intention and actual buying behaviour.

Measurement Model (Outer Model) Evaluation

The measurement model evaluation demonstrates that all constructs in this study meet the criteria for validity and reliability. The outer loading values of all indicators exceed the recommended threshold of 0.60, indicating strong indicator reliability. In addition, the Average Variance Extracted (AVE) values for Product Display (0.666), Price Perception (0.681), Purchasing Decision (0.626), and Purchase Intention (0.549) are above the minimum criterion of 0.50, confirming adequate convergent validity. These results indicate that the indicators effectively represent their respective latent constructs.

Furthermore, internal consistency reliability is well established, as reflected by high Cronbach's alpha and composite reliability (CR) values across all variables. Cronbach's alpha values range from 0.882 to 0.944, while composite reliability values range from 0.907 to 0.952, exceeding the recommended threshold of 0.70. This confirms that the measurement instruments used in this study are reliable and consistent. Overall, the results suggest that the measurement model is robust and suitable for further structural model analysis.

Discriminant Validity Assessment Using HTMT Criterion

The HTMT results indicate that all values are below the recommended threshold of 0.85, confirming adequate discriminant validity among the constructs. This finding suggests that product display, price perception, purchase intention, and purchase decision represent conceptually distinct variables in the research model. Therefore, each construct measures a unique aspect of consumer behavior in modern retail pharmacies, supporting the robustness of the measurement model.

Coefficient of Determination (R-square) Analysis

The results show that the R-square value for Purchase Decision (KP) is 0.646, indicating that product display, price perception, and purchase intention jointly explain 64.6% of the variance in purchasing decisions, which is categorised as a moderate explanatory power. Meanwhile, Purchase Intention (MB) demonstrates an R-square value of 0.569, meaning that 56.9% of its variance is explained by product display and price perception. These findings suggest that the proposed structural model has adequate predictive capability and that the selected exogenous variables play a substantial role in shaping consumer purchase intention and purchasing decisions in modern retail pharmacies.

Effect Size (f^2) Analysis of Structural Relationships

The f^2 analysis indicates varying magnitudes of influence among the structural relationships. Product display shows a medium effect on purchase intention ($f^2 = 0.309$), suggesting that visual merchandising plays a substantial role in stimulating consumers' buying interest. Purchase intention also demonstrates a medium effect on purchase decision ($f^2 = 0.159$), confirming its mediating importance in the model. Price perception exhibits small-to-medium effects on both purchase intention and purchase decision, indicating its supportive yet meaningful role in shaping consumer behaviour. Meanwhile, the direct effect of product display on purchase decision is relatively small, implying that its influence is more effectively channelled through purchase intention rather than acting directly.

Structural Model and Hypothesis Testing Results

The result of the hypothesis testing demonstrate that product display and price perception play significant roles in shaping consumer behaviour in modern retail pharmacies, both directly and indirectly through purchase intention. First, product display has a significant positive effect on purchase decision ($\beta = 0.200$; $p = 0.013$). This finding indicates that well-organised product layouts, attractive visual merchandising, and clear product placement enhance consumers' confidence and convenience during shopping, ultimately encouraging purchasing decisions. This result supports retail marketing theories that emphasise the importance of in-store stimuli in influencing consumer decision-making, particularly in modern retail environments.

Second, product display significantly influences purchase intention ($\beta = 0.488$; $p < 0.001$), with a relatively strong effect size. This suggests that effective product presentation not only attracts consumer attention but also stimulates psychological interest and desire to purchase. In retail pharmacies, where consumers often seek efficiency and clarity, visually appealing and accessible displays can substantially increase purchase intention. Third, price perception has a significant positive effect on purchase decision ($\beta = 0.343$; $p < 0.001$). This finding confirms that consumers are more likely to make purchasing decisions when prices are perceived as fair, transparent, and

aligned with product value. In the context of retail pharmacies, price fairness is particularly crucial due to the price-sensitive nature of pharmaceutical and health-related products.

Fourth, price perception also significantly affects purchase intention ($\beta = 0.336$; $p < 0.001$). This result indicates that favourable price evaluations strengthen consumers' intention to buy, reinforcing the notion that perceived value for money plays a central role in pre-purchase evaluation.

Fifth, purchase intention significantly influences purchase decision ($\beta = 0.361$; $p < 0.001$), confirming its role as a strong predictor of actual buying behaviour. This finding aligns with consumer behaviour theories that position purchase intention as a key psychological mechanism translating marketing stimuli into real purchasing actions.

Importantly, the mediation analysis reveals that purchase intention partially mediates the relationship between product display and purchase decision ($\beta = 0.176$; $p = 0.001$), as well as between price perception and purchase decision ($\beta = 0.121$; $p = 0.006$). These results indicate that while product display and price perception directly affect purchasing decisions, their effects are also channelled through consumers' purchase intentions. This highlights the strategic importance of fostering purchase intention to maximise the impact of retail marketing efforts.

Overall, the findings confirm that product display and price perception are critical determinants of purchasing decisions in modern retail pharmacies, with purchase intention serving as an essential mediating variable. These results provide empirical support for retail-oriented pharmacy management strategies that integrate visual merchandising and fair pricing to enhance consumer engagement and purchasing behaviour. This study demonstrates that product display and price perception play significant roles in shaping purchase decisions in modern retail pharmacies, both directly and indirectly through purchase intention. The findings confirm that attractive and well-organized product displays enhance consumers' purchase intentions, which subsequently lead to higher purchasing decisions. This result supports previous studies suggesting that visual merchandising improves consumer engagement and stimulates buying behavior.

Price perception also shows a significant positive influence on both purchase intention and purchasing decisions. When consumers perceive prices as fair and reasonable, they are more likely to develop stronger intentions to purchase and finalize their buying decisions. Furthermore, purchase intention is proven to act as a significant mediating variable, indicating that marketing stimuli in retail pharmacies primarily influence purchasing decisions through psychological mechanisms related to intention formation. Overall, these findings highlight the importance of integrating retail-oriented display strategies and fair pricing policies to strengthen consumer purchase behavior in modern retail pharmacies.

CONCLUSION

This study examined the effect of product display and price perception on purchasing decisions through purchase intention in modern retail pharmacies. The findings demonstrate that both product display and price perception have significant positive effects on purchase intention and purchasing decisions. Purchase intention also plays a crucial mediating role, strengthening the indirect influence of product display and price perception on purchasing decisions. The structural model results indicate that purchase intention is a key psychological mechanism linking retail marketing strategies to actual consumer purchasing behavior. Effective product displays enhance product visibility and shopping convenience, while favourable price perceptions increase perceived value and fairness, ultimately encouraging consumers to make purchasing decisions. The model's explanatory power, reflected by moderate R-square values, confirms that the proposed variables adequately explain consumer behavior in the context of modern retail pharmacies. From a practical perspective, the findings suggest that pharmacy managers should prioritise retail-oriented strategies by optimising product layout and maintaining transparent and competitive pricing policies. These

strategies can enhance consumers' purchase intentions and lead to stronger purchasing decisions. This study contributes to the retail pharmacy literature by providing empirical evidence from a developing urban context and highlights the strategic importance of integrating retail management principles into modern pharmacy practice.

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