



The effect of price, promotion, and product quality on the purchase decision of Rinso detergent in Surabaya

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Abstract

Purpose – This study aims to analyze the influence of Price, Promotion, and Product Quality on Purchase Decision for Rinso detergent in Surabaya.

Design/methodology/approach – The research employs a quantitative, explanatory research design. A total of 330 respondents, active consumers of Rinso detergent, were selected through purposive sampling based on criteria such as regular purchase behavior and experience with the variables studied. Data were collected using a structured questionnaire and analyzed using multiple linear regression to evaluate both simultaneous and partial effects of Price, Promotion, and Product Quality on Purchase Decision.

Findings – The results indicate that Price, Promotion, and Product Quality all have a significant effect on Purchase Decision. Price is the most dominant factor, followed by Promotion and product quality.

Research limitations – This study is limited to consumers in Surabaya and focuses only on three elements of the marketing mix. Future research could expand the geographic scope, include additional marketing variables such as distribution or brand image, and adopt longitudinal designs to capture changes in consumer behavior over time.

Implications – The findings suggest that companies should develop integrated marketing strategies that consider Price, Promotion, and Product Quality simultaneously to enhance consumer value, loyalty, and brand competitiveness. These insights are particularly useful for detergent manufacturers targeting urban markets like Surabaya.

Originality – This study combines Marketing Mix theory and Consumer Behavior theory to examine Purchase Decision from both consumer and business perspectives, offering a dual-perspective approach to understanding and applying marketing strategies.

Keywords: Price, Promotion, Product Quality, Purchase Decision

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INTRODUCTION

The current growth of the consumer goods industry is not only a pillar of the national economy but also a battleground for major brands vying for the attention of increasingly savvy consumers. This presents a new challenge for companies operating in urban areas such as Surabaya (Bijmolt et al., 2021). Increasingly fierce competition in the Fast-Moving Consumer Goods (FMCG) sector requires companies to continuously innovate their marketing strategies to maintain market share and customer loyalty (Framinan et al., 2024). In a saturated market, consumers have become more selective in their choices, particularly for essential household products such as detergents

(Buchmüller et al., 2022). Surabaya, as one of Indonesia's largest commercial hubs with a growing population, represents a highly competitive and dynamic market for companies to test the effectiveness of their marketing strategies amidst an ever-shifting urban consumer base (Ferdiansyah, 2025). This reflects the behavior of urban consumers who have high access to information and constantly shifting expectations (Zohdi et al., 2022). Significant economic growth in the city's trade and service sectors offers great potential to influence consumer preferences for various products (Wibowo et al., 2023). Therefore, the integration of competitive pricing, attractive promotions, and reliable product quality is a crucial aspect for brands like Rinso to win the competition in this strategic market (Zahroh & Chasanah, 2023).

Efforts to understand market outcomes in a dynamic environment require an in-depth analysis of the theoretical foundations of consumer behavior and relevant marketing variables (Theodorakopoulos & Theodoropoulou, 2024). Purchase decisions in this context are understood as a series of mental processes and the culmination of cognitive evaluations of market stimuli in consumers before they ultimately decide to choose a specific product (Skwara, 2023). This refers to the extent of a consumer's intensity in making an actual purchase, which is often viewed as a problem-solving activity where consumers take strategic steps to address specific needs (Blakeman, 2023; Xu et al., 2024). From this perspective, a purchase decision is not merely a final transaction but the culmination of cognitive evaluation of market stimuli. The level of an individual's involvement in acquiring a company's product directly determines the strength of that decision. Thus, a comprehensive understanding of this decision-making model is essential for companies in formulating strategies aligned with increasingly complex market expectations (Park et al., 2022).

This study adopts a mixed-methods framework by strategically integrating the Marketing Mix and Consumer Behavior concepts to comprehensively analyze the mechanisms underlying purchase decisions. In this model, price is positioned not merely as a cost variable, but as a strategic signaling instrument that serves as a concrete indicator for consumers in evaluating the utility and intrinsic value of a product (Hossain et al., 2024). The significance of price is reinforced by the effectiveness of promotions, which act as cognitive stimuli to reduce information uncertainty, while product quality serves as a crucial determinant in shaping satisfaction perceptions and optimizing production capacity planning (Goswami et al., 2025; Jabbour Al Maalouf et al., 2026). The synergy of these three variables collectively drives the internal processes of consumer behavior in making a purchase decision (Chun-Wei, 2024), where mental calculations regarding the producer's tactical stimuli systematically shape purchase decisions. By integrating the dimensions of managerial actions and psychological responses, this study establishes a holistic foundation for understanding the dynamics of interaction between market supply and consumer preferences.

Although many marketing studies have been widely recognized, the current literature still leaves a significant research gap, particularly in explaining phenomena in the Fast-Moving Consumer Goods (FMCG) sector within competitive urban environments (Vuong et al., 2024). Specifically, research investigating the impact of price, promotions, and product quality on purchasing decisions for low-involvement products in metropolitan markets such as Surabaya remains limited (Chatterjee et al., 2022). Empirically, a contradictory gap emerges in the form of inconsistent results, where some studies identify price as the most dominant determinant in the purchasing decision-making process (Medina et al., 2020). However, product quality is considered more decisive in building trust to inform consumer purchasing decisions (Gitama et al., 2023; C. Wang et al., 2023).

The debate surrounding the findings of previous studies suggests that the impact of the marketing mix is not universal and is highly dependent on geographical and demographic contexts. Furthermore, this gap is exacerbated by the limited scope of the population, given that most previous studies tend to focus on small urban areas such as Boyolali or specific segments such as Generation Z on digital platforms, resulting in a limited understanding of purchasing behavior in highly competitive and aggressive metropolitan markets (Vasan, 2023; Maharani & Wiyadi, 2024).

Furthermore, there is a fundamental knowledge gap regarding the simultaneous integration of Marketing Mix Theory and Consumer Behavior Theory, where decision-support models are often personalistic (Song et al., 2021), indicating that previous findings cannot be fully generalized to the complexity of competitive markets, particularly in comprehensively analyzing how the interaction of these three marketing instruments shapes purchase decisions for low-involvement products such as Rinso detergent amidst high urban dynamics (Della Irona & Triyani, 2022; Yoq et al., 2023).

This study aims to empirically demonstrate the synergy between price, promotion, and product quality on the purchase decision for Rinso detergent in the context of the urban market in Surabaya. By integrating the Marketing Mix Theory and Consumer Behavior Theory, this study will analyze how shifts in the consumption patterns of metropolitan consumers who are increasingly critical of a product's quality and value can influence their final decisions.

Therefore, this study aims to fill this gap by applying a simultaneous model that combines consumer and corporate cognitive perspectives to provide a more practical and in-depth understanding of modern marketing management literature in shaping comprehensive purchasing decisions amidst the dynamics of the urban market. Thus, it can make a significant contribution to marketing management literature regarding consumer behavior toward low-involvement products in a competitive market (Sa'ed, 2026). A more comprehensive validation of the theoretical model serves as a strategic reference for producers in formulating marketing policies that are more adaptive and responsive to the ever-evolving dynamics of the Indonesian market.

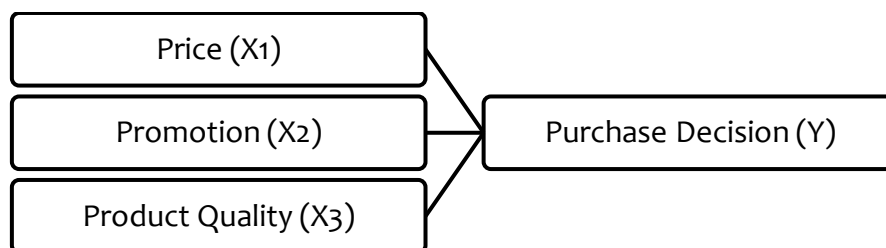


Figure 1. Conceptual Framework

Source: Primary Data Processed, 2026

Figure 1: The conceptual framework in this study is used to test each existing hypothesis, and the researcher aims to examine the impact of price, promotion, and product quality on consumer purchase decisions. The price variable (X_1) is considered the main factor influencing consumer decisions to purchase products, with the hypothesis H_1 stating that lower prices or prices that meet consumer expectations will increase purchase decisions. Promotion (X_2) is considered to play a significant role in shaping consumer purchase decisions, and H_2 posits that attractive promotional offers will encourage consumers to make purchases. In addition, product quality (X_3) is a very important factor, as stated in hypothesis H_3 , which posits that high-quality products will increase consumer trust and lead to higher purchase decisions.

METHODS

This study employs a quantitative approach with an explanatory research design aimed at elucidating the causal relationship between variables or phenomena (Haile, 2023). Therefore, the researcher seeks to empirically test the influence of the variables price (X_1), promotion (X_2), and product quality (X_3) on the purchase decision (Y) for Rinso detergent. The data used in this study are primary data obtained from a questionnaire, involving 330 respondents, and collected from Rinso detergent consumers in the city of Surabaya.

The collected data was then analyzed using multiple linear regression to determine the contribution of each independent variable in explaining the variation in consumer decisions simultaneously (Hesamian et al., 2024). Additionally, to ensure data quality, validity, and reliability,

tests were conducted during the initial stage of data processing (Emerson, 2024). These tests aim to prove that each item in the questionnaire is accurate and consistent in measuring respondents' perceptions of the various variables under study. In addition, classical assumption tests were conducted to demonstrate that the regression model used is unbiased and meets the Best Linear Unbiased Estimator criteria for further analysis.

In this study, the sampling technique used was purposive sampling (Tajik et al., 2025), which aims to ensure that the respondents involved have relevant experience and knowledge regarding the variables under study (Campbell et al., 2020). Respondents were selected based on the following criteria: (1) Respondents must reside in Surabaya, and (2) Respondents must have purchased a Rinso product at least once in the past six months. These criteria were verified through screener questions in the questionnaire before respondents completed the entire research instrument. Additionally, the research instrument used was a five-point Likert scale (McLeod, 2023), aimed at measuring respondents' perceptions regarding price performance, promotions, product quality, and purchasing decisions. The data analysis phase began with classical assumption tests, such as normality and multicollinearity tests, to ensure that the regression model met the criteria for accurate hypothesis testing (Bayman & Dexter, 2021). The analysis was conducted using SPSS version 26 to evaluate performance and to perform t-tests and F-tests to empirically verify the research hypotheses.

The coefficient of determination (R^2) test was used to measure the extent to which the variables of price (X_1), promotion (X_2), and product quality (X_3) can explain the variation in purchase decision (Y), as well as to examine the remaining variation explained by other factors outside the research model that are not yet fully understood (Rodríguez Sánchez et al., 2022).

Table 1 presents the operational variables measured in this study and serves as a direct guide for the primary data collection process via questionnaires. Using a five-point Likert scale, the study converts consumers' subjective opinions into quantifiable data points, ensuring a detailed assessment of each variable. The integration of diverse indicators, as proposed by Levrini and Jeffman Dos Santos, (2021), Qazi et al., (2021), and Wang et al. (2025), ensures that the measurement instruments are relevant to the detergent industry in Surabaya. These indicators provide an empirical basis for later phases of data analysis, in which multiple linear regression techniques are used to estimate the relationships among Price (X_1), Promotion (X_2), Product Quality (X_3), and Purchase Decision (Y).

Table 1. Definition of Variables

Variable	Definition	Indicator
Price (X_1)	Price is a concrete indicator that consumers use in making purchase decisions on products or services offered by a company (Kopalle et al., 2023)	<ol style="list-style-type: none"> 1. Price Awareness 2. Awareness of Values 3. Price Perception 4. The relationship between Price and quality
Promotion (X_2)	Promotion is a series of activities carried out by a company to introduce, communicate, and convince consumers to buy the products or services offered (Alhalalmeh et al., 2022)	<ol style="list-style-type: none"> 1. Price Discount 2. Premium Award 3. Promo Coupon 4. Product Samples
Product Quality (X_3)	Product Quality is a factor related to pricing and production, which influences the planning and management of production capacity and the company's pricing strategy (Goswami et al., 2025)	<ol style="list-style-type: none"> 1. Physical Quality 2. Reliability and durability 3. Alignment with standards 4. Customer satisfaction

Variable	Definition	Indicator
Purchase Decision (Y)	Purchase Decision is a series of mental processes and actions carried out by consumers before finally deciding to purchase a particular product or service (Skwara, 2023)	<ol style="list-style-type: none"> 1. Trust 2. Inspiration 3. Product Information 4. Efficient Reciprocal Relationship

RESULTS AND DISCUSSION

Table 2. Respondent Demographics

Category	Age	Income	Frequency	Percentage %
Man	17 - 25	< 2 million / month	20	6.06
Man	26 - 50	3-5 million / month	80	24.24
Women	17 - 25	< 2 million / month	120	36.36
Women	26 - 50	3-5 million / month	110	33.33
Total			330	100%

Table 2 presents demographic data revealing clear trends by gender and age based on a survey of 330 respondents in the Surabaya market, and the data shows significant differences. A total of 36.36% of all respondents were women aged 17–25, making them the largest group in this sample. This group demonstrated dominance in purchasing decisions, which may be due to their greater involvement in purchasing household products such as detergent. On the other hand, women aged 26–50 accounted for 33.33% of the total respondents, affirming their important role in purchasing decisions, although the figure is slightly lower than that of the younger women’s group. Meanwhile, men aged 26–50 accounted for 24.24% of the total respondents, indicating that the older male group is quite significant in influencing purchasing decisions. However, young men (aged 17–25) accounted for only 6.06% of the total respondents, suggesting that this group has a smaller share in household product purchases.

A total of 140 respondents (42.42%) fell into the income group of < 2 million per month, consisting of 20 men and 120 women. Meanwhile, the 3–5 million per month income group comprised 190 respondents (57.58%), consisting of 80 men and 110 women. These findings indicate that the majority of Rinso consumers in Surabaya fall within the middle-income bracket (3–5 million IDR/month), yet the product maintains strong penetration in the income segment of < 2 million IDR/month. This income variation suggests that Rinso’s marketing strategy must effectively balance price sensitivity for lower-income groups with the product’s functional value for middle-income groups. Overall, this data indicates that women, particularly those in the younger and older age groups, play a dominant role in purchasing decisions for Rinso detergent products in Surabaya, while men, especially younger men, are less involved in purchasing these products. These findings provide valuable insights for the company to design more targeted marketing strategies focused on young and adult women, while still paying attention to the older male segment.

Table 3. Descriptive Statistic Analysis Result

	Min	Max	Mean	Standard Deviation
Price (X1)	12	20	17.07	2,303
Promotion (X2)	12	20	16.87	2,474
Product Quality (X3)	12	20	17.15	2,21
Purchase Decision (Y)	12	20	16.77	2,347
Valid N	330			

Table 3 shows that all research variables have the same number of observations, ranging from 12 to 20. The price variable (X1) has a mean of 17.07 and a standard deviation of 2.303. The promotion variable (X2) has a mean of 16.87 and a standard deviation of 2.474. Meanwhile, the product quality variable (X3) recorded the highest mean value of 17.15 with a standard deviation of 2.210. Additionally, the dependent variable, purchase decision (Y), has a mean of 16.77 and a standard deviation of 2.347. The relatively high mean values for all variables indicate that, in general, respondents gave positive ratings regarding price, promotion, product quality, and interest in making a purchase.

Table 4. Results of the Validity and Reliability Tests

Variable	Indicator	r-value	Cronbach Alpha
Price (X1)	X1.1	0.831	0.822
	X1.2	0.837	
	X1.3	0.808	
	X1.4	0.760	
Promotion (X2)	X2.1	0.840	0.840
	X2.2	0.826	
	X2.3	0.846	
	X2.4	0.777	
Product Quality (X3)	X3.1	0.806	0.784
	X3.2	0.802	
	X3.3	0.781	
	X3.4	0.720	
Purchase Decision (Y)	Y.1	0.753	0.783
	Y.2	0.837	
	Y.3	0.736	
	Y.4	0.788	

Note: An item is considered valid if $r\text{-value} > r\text{-table}$ (0.113). A construct is considered reliable if Cronbach's Alpha > 0.60 .

Table 4 shows that all indicators for the variables of price, promotion, product quality, and purchase decision have calculated r-values that exceed the r-values in the table. For the price variable, the calculated r values range from 0.760 to 0.837. The promotion variable has a range of r values from 0.777 to 0.846, while the product quality variable has a range of calculated r values from 0.720 to 0.806. For the purchase decision variable, the calculated r values range from 0.736 to 0.837. These results indicate that all indicators for each variable in this study are valid, so the statement items in the research instrument can be used in further analysis. Additionally, Table 5 shows that all variables in this study have Cronbach's alpha values exceeding the minimum threshold (0.822, 0.840, 0.781, 0.783 > 0.600). Thus, all indicators within each variable demonstrate a high level of consistency, making the research instrument reliable and suitable for testing.

Table 5. Multicollinearity Test Result

	Tolerance	VIF
Price (X1)	0.695	1.439
Promotion (X2)	0.891	1.123
Product Quality (X3)	0.649	1.541

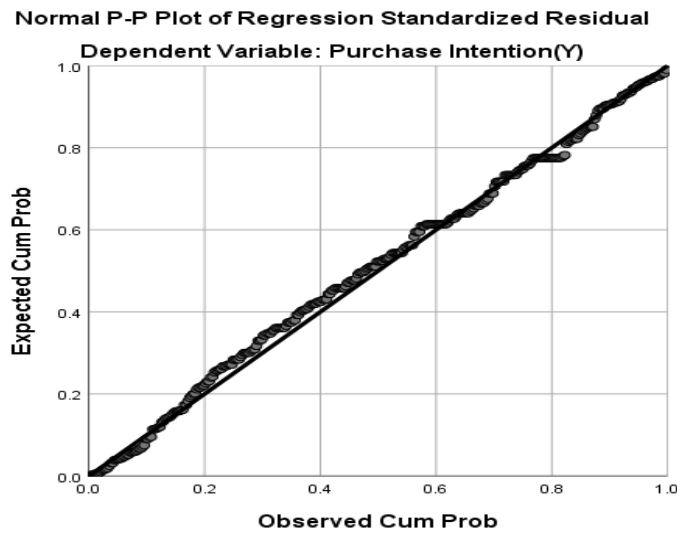


Figure 2. Normal P-P Plot of Residuals for Regression Normality Test

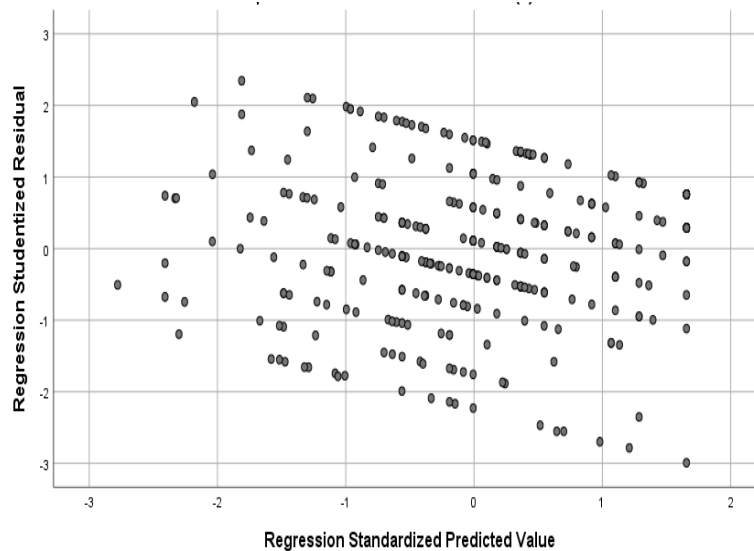


Figure 3. Scatterplot of Heteroscedasticity Test for Purchase Decision (Y)

In the classical assumption test, the Normal Probability Plot in Figure 2 shows that the residual points are scattered along the diagonal line and follow the trend of the residuals. Furthermore, Table 5 shows that all independent variables are free from multicollinearity, with Tolerance values exceeding the minimum threshold ($0.695, 0.891, 0.649 > 0.10$) and VIF values ($1.439, 1.123, 1.541 < 10$). Furthermore, Figure 3 shows that the data are randomly distributed above and below the zero axis, without any specific pattern, indicating that the regression model does not exhibit heteroscedasticity. Therefore, it can be concluded that the regression model applied in this study meets all classical assumptions and is suitable for further analysis.

Table 6. Result of Multiple Linear Regression Analysis and t-test (Partial)

Coefficients				
Variable	B	Beta	t-value	p-value
(Constant)	7.608		6.616	0.000
Price (X1)	0.285	0.280	4.628	0.000
Promotion (X2)	0.179	0.189	3.541	0.000
Product Quality (X3)	0.174	0.170	3.115	0.000

Note: Dependent Variable: Purchase Decision (Y). Significance level at 0.05.

Based on Table 6, the multiple linear regression analysis is expressed by the following equation: $Y = 7.608 + 0.285 X_1 + 0.179 X_2 + 0.174 X_3 + e$. The constant regression coefficient of 7.608 indicates the baseline value of consumer purchase decision obtained when all independent variables are considered to have no effect or a value of zero in the model. A one-unit increase in the coefficients for price (X_1), promotion (X_2), and product quality (X_3) will increase the purchase decision by 0.285, 0.179, and 0.174, respectively, assuming all other variables remain constant. All variables show a positive influence on the purchase decision, with the price variable (X_1) having the greatest contribution to the purchase decision compared to the other variables.

The results of the t-test in Table 6 show that all three variables have a positive and significant effect on the purchase decision. The price variable (X_1) has a calculated t-value of 4.628, promotion (X_2) of 3.541, and product quality (X_3) of 3.115, where all three values exceed the critical t-value (1.967) with a significance level of 0.000 ($p < 0.05$). This indicates that increases in price (X_1), promotion (X_2), and product quality (X_3) partially contribute to strengthening the purchase decision (Y) of Rinso consumers in Surabaya.

Table 7. Simultaneous Test Result

Anova			
	df	F-value	Sig Value
Regression	3	22.501	0.000
Residual	326		
Total	329		

a. Predictors: (Constant), Product Quality (X_3), Promotion (X_2), Price (X_1)

Simultaneously, the results of the F-test in Table 7 show a calculated F-value of 22.501 ($p = 0.000$), which exceeds the critical F-value (2.67). These results confirm that price (X_1), promotion (X_2), and product quality (X_3) collectively have a significant influence on purchase decision (Y), thereby validating the regression model used to explain the phenomenon under study.

Table 8. The Coefficient of Determination Test Results

Model	R-Square	Adjusted R-Square
1	0.872	0.871

a. Predictors: (Constant). Price (X_1). Promotion (X_2). Product Quality X_3)

b. Dependent Variable: Purchase Decision (Y).

Based on Table 8, the Adjusted R-Square value of 0.871 demonstrates the strength of the multiple linear regression model in analyzing the influence of price, promotion, and product quality on purchasing decisions. This high R^2 value substantially reflects the dominance of marketing mix attributes in the decision-making process for low-involvement Fast-Moving Consumer Goods (FMCG) products such as Rinso detergent, where consumers tend to make decisions based on rational evaluations of tactical stimuli in the market. A total of 87.1% of the variation in purchase decisions can be explained by these three variables, while the remaining 12.9% is influenced by factors outside the model. Furthermore, the internal consistency of the validated research instruments supports these findings and minimizes the possibility of systematic bias in data collection.

The findings of this study successfully demonstrate that the three independent variables, price, promotion, and product quality, have a significant influence on consumer purchasing decisions, both individually and simultaneously. These findings align with the Marketing Mix theory (Kumar & Kotler, 2024), which states that effective marketing strategies must consider key elements such as price, promotion, and product quality. This study confirms that price has the strongest influence on consumer purchasing decisions, illustrating the importance of perceived value in purchasing decisions.

This also reinforces the argument that price functions not only as a physical barrier in transactions but also as a signal of quality and perceived value to consumers.

These findings are consistent with consumer behavior theory, which states that consumers consider not only the absolute price of a product but also the value for money, the balance between the benefits received and the price paid (Schiffman & Wisenblit, 2019). In other words, a price perceived as fair and competitive will reinforce perceptions of quality and enhance consumers' purchasing decisions.

This is evident in this study, where the price variable showed the highest t-value (4.628) at a significance level of 0.000, exceeding the critical t-value (1.967), indicating a highly significant positive influence on purchase decision. This aligns with research by Medina et al. (2020), which shows that price can enhance brand recall and ultimately lead to purchases. Additionally, findings regarding promotions reinforce the literature stating that effective promotions not only increase product visibility but also build brand credibility and strengthen the emotional bond between consumers and the brand. This study shows that promotions have a t-value of 3.541 and a significance level of 0.000, indicating a significant positive influence on purchase decisions.

This study makes a theoretical contribution by introducing a simultaneous analytical framework that reveals how price, promotion, and product quality work synergistically to shape purchasing decisions in the Indonesian market. Furthermore, the practical implication for businesses is the importance of designing integrated marketing strategies. Companies cannot rely on just one element; instead, they must formulate value-based pricing, relevant promotions, and consistent quality to collectively meet consumer expectations. Companies are advised not only to focus on competitive pricing but also to ensure that prices reflect the product's transparent value. Promotions must shift from mere visibility toward building long-term, data-driven relationships, supported by consistent quality to create strong market differentiation.

Previous studies have tended to analyze these elements separately, but this study fills that gap by linking the three elements price, promotion, and product quality in a more comprehensive analysis. This opens up opportunities to develop a deeper understanding of the complex interactions among these elements in shaping consumer purchasing decisions. The findings indicate that price and promotion work synergistically to enhance purchasing decisions, while product quality serves as a reinforcing factor.

CONCLUSION

This study analyzes the influence of price, promotion, and product quality on consumers' purchasing decisions regarding Rinso detergent in the city of Surabaya. Based on the analysis results, it was found that all three variables have a significant influence on purchasing decisions. Among the three, price has the most dominant influence, followed by promotion and product quality. These findings indicate that marketing mix elements play a crucial role in shaping consumer behavior in competitive markets, particularly for Fast-Moving Consumer Goods (FMCG) with low involvement, such as Rinso detergent. In this context, consumers tend to make decisions based on a rational evaluation of available market stimuli, where price is not only perceived as a cost indicator but also as a signal of product quality and value that influences purchasing decisions.

Theoretical Implications

These findings reinforce the literature on Marketing Mix theory in the context of low-involvement products. This study demonstrates that the effects of price, promotion, and product quality can be explained simultaneously and measured. This contributes to the development of a more comprehensive model of consumer purchase decision-making. Furthermore, these results confirm that these elements are fundamental tactical instruments in modern consumer behavior. Thus, this research serves as a relevant reference for future marketing theory development.

Managerial Implications

For manufacturers and marketing practitioners, an integrated strategy is essential to winning the competition in urban markets. Companies are advised to combine value-based pricing with effective, communicative promotions. Furthermore, product quality consistency must be strictly maintained as the primary foundation for building consumer trust. This integrated strategy has proven capable of enhancing consumer loyalty and the company's competitiveness in the market. The implementation of these steps is expected to sustainably optimize purchasing decisions for Rinso detergent.

Research Limitations and Recommendations for Further Research

This study is limited in scope, with a sample of only 330 respondents in the Surabaya region. The research's narrow focus on the three primary elements of the Marketing Mix also resulted in other variables being overlooked. External factors such as the influence of social media or other demographic variables were not analyzed in depth in this study. Consequently, the findings of this research cannot yet be fully generalized to a national scale. Therefore, the interpretation of these findings must be approached with caution.

Future research is recommended to expand the geographic scope so that the sample results become more nationally representative. Subsequent researchers may include additional variables such as brand perception or the influence of social media, which is now highly dominant. Additionally, exploring other industrial sectors could provide new insights into broader market dynamics. The use of a longitudinal design is also highly recommended to evaluate changes in purchasing behavior patterns over time. Finally, studies on digital marketing based on influencers need to be conducted to understand contemporary consumer behavior.

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