

Minimalism Meets Luxury: Analyzing Uniqlo's Strategy in Enhancing Willingness to Pay and Brand Attachment

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ABSTRACT

This study investigates the impact of luxury brands, design, and brand awareness on willingness to spend and brand loyalty. This study takes a quantitative approach, including data gathered from a survey of Uniqlo customers. 220 respondents were gathered by accidental sampling, which involved purchasers who chance to meet the researcher. The questionnaires were distributed using Google Forms in November 2024 at different Uniqlo outlets in Jakarta and Bekasi. The findings of this study indicate that luxury brands have a considerable influence on willingness to pay and brand attachment, with design serving as the primary mediator. Brand awareness was also discovered to be an essential factor in developing brand connection, which boosts the desire to spend. However, the direct impact of design on willingness to spend is greater than that of premium brands and brand recognition. The outcomes of this study add to the body of theory by deepening our understanding of the interaction between branding aspects in the context of affordable luxury. In practice, this research provides insights for brands such as Uniqlo on how to prioritise innovative design and strong brand awareness strategies in improving consumer value.

Keywords: *Brand Luxury, Design, Brand Awareness, Willingness to Pay, Brand Attachment, Affordable Luxury*

A. INTRODUCTION

The development of world fashion trends in the current era makes the fashion industry a very competitive business opportunity in competing. Various types and types of clothing models created by designers are warmly and enthusiastically welcomed by fashion lovers around the world. This makes Indonesia one of the countries with marketing goals for foreign companies engaged in fashion, where the development of Indonesian fashion is influenced by European and Asian culture. Fashion becomes an integral part of most people's lives, not only

because it is worn, but also because they often see and are influenced by widely circulated fashion images. According to Kim et al. (2011), the constant and cyclical nature of fashion shows that many individuals are driven to follow current style trends. This also influences some people to place great importance on their appearance and clothing choice. The large number of consumer interests in this field makes fashion no longer a primary need for society, but also a symbol of a person's reputation to express themselves. In meeting the ever-changing desires of society, business actors are required to create a large-scale brand that is more innovative and creative to capture the attention of consumers, who are increasingly interested in something considered exclusive, and can adjust to their lifestyle needs. One of the brands that entered the fashion industry in Indonesia is Uniqlo.

Uniqlo is a Japanese clothing brand known as a global clothing brand. Uniqlo rank among the top three leading fast fashion brands globally, with 48,7% of its total revenue coming from international markets (Mao, 2023). Its presence in the local market has now made this brand grow and adapt to changing fashion trends. People's interest in current fashion trends prefers clothing with a good level of comfort and functional value that can be used on various occasions, both formal and casual events. This brand is here to answer all consumer needs in terms of quality fashion. This can be seen from the willingness of consumers to pay more for the products they like.

A brand can set a premium price if the number of consumers willing to pay more for its product is greater than the number of consumers choosing similar products from competing brands (Porral et al., 2013). This refers to the highest cost a consumer is willing to accept when purchasing a product. Consumer interest and emotional connection to a product can enhance long-term sales performance. An emotional attachment to a product typically signifies increased perceived value, leading consumers to accept higher prices. The concept of brand attachment highlights the process by which a brand becomes connected to and integrated into the consumer's personal identity (Shimul & Phau, 2022). Emotional attachment to a brand increases consumer acceptance and support for new product launches associated with that brand. Research by Simangunsong and Hariandja (2020) indicates that consumers with a brand attachment to satisfy emotional or psychological needs, encourage consumers to make purchases and pay a premium price.

One aspect influencing consumer readiness to pay for a product is the consumer's view of a brand's luxury linked with the item. Luxury consumers seek products that represent their

social status, intending to frequently purchase high-priced items (Jain & Mishra, 2020). Luxury involves the process of turning something that was not originally considered art into something with artistic value (Scheuerle et al., 2023). Luxury refers to exclusive products that provide pleasure and high quality, where the price does not correspond to their primary function (Kooli, 2024). Ownership of luxury brand products is associated with an increased sense of satisfaction regarding one's lifestyle among consumers. Consumers are inclined to invest in products that offer enhanced value rather than merely standard functional items. Previous research supports this opinion, indicating that brand luxury significantly influences consumers' ability to pay for products deemed trendy (Li et al., 2012).

The design of clothing products developed by a brand significantly affects consumers' willingness to pay. In the process of developing a product design, the main focus is on the characteristics or properties of the materials used (Pascoal-Faria et al., 2023). Product design is the most critical strategy for achieving sales success. This is one of the factors that influence the evaluation of consumer readiness to spend the greatest price for a product with the finest design quality. Individuals possess distinct preferences when evaluating product design. Consumers seek not only fashionable designs but also those that reflect their personality and taste. Designs tailored to individual needs can enhance a person's confidence in their attire. Research conducted by Chitturi (2018) indicates that design influences consumers' willingness to pay for a product.

Consumer desire to pay can also be influenced by brand recognition. Zeqiri et al., (2024) stated that the success of a brand is marked by a high level of consumer awareness; therefore, consumers perception of this brand awareness influences their evaluation of the brand and ultimately increases their intention to purchase. Brand awareness is the strength inherent in a brand, quantifiable by the consumer's capacity to recall specific brands. When consumers are familiar with a well-known brand, they are more likely to spend their money on that product and feel more confident in it than they would in rival goods. Previous research by Anselmsson et al. (2014) claimed that brand knowledge significantly influences customers' willingness to pay for a product.

Uniqlo often collaborates with famous designers to create unique collections. However, the effect of this design collaboration on brand attachment and willingness to pay has not been studied in depth. The study aims to determine the extent of the influence luxury brands, design, and brand awareness influence willingness to pay and brand attachment.

Numerous studies have examined how individual elements like design, brand awareness, and luxury perception affect customer behaviour; however, little is known about how these elements interact holistically with brand attachment and willingness to pay. This study will provide a theoretical contribution by combining these factors into a single research model, yielding new insights for marketing and consumer psychology research. Furthermore, consumer behaviour is evolving, particularly with an increased emphasis on emotional value, personalisation, and identity in fashion products. This study can assist in elucidating how contemporary customers assess products according to brand awareness, design, and brand.

B. LITERATURE REVIEW

Luxury Brand

The understanding of luxury has undergone many changes, with its meaning varying according to cultural backgrounds and evolving perspectives (Balabanis & Karpova, 2025). Luxury brand is a brand that can be distinguished based on the value of exclusivity in a product that can provide an additional emotional level for consumers (Chevalier & Mazzalovo, 2012). Consumers tend to seek something special and use luxury brands to assert their identity as different from others (Srivastava et al., 2020). According to Tam & Lung (2025) luxury brands are characterized by high quality, high prices, and limited availability. The brand not only offers visual appeal but also creates exclusive value that goes beyond aesthetics. Moreover, luxury brands function as social status symbols, build strong emotional connections with consumers, and provide an exceptional in-store shopping experience. Luxury brand is a form of a prestigious brand, and there are levels of high class, premium, and luxury contained in a product that can be consumed by the public to indicate wealth. A luxury item will always be associated with wealth, exclusivity, and has been identified in fulfilling needs that are not to be needed. De Barnier et al., (2012) a luxury brand offers high-quality products, primarily providing consumers with a sense of satisfaction or pleasure, and is capable of establishing a deep emotional connection with its customers. Luxury brands function as a perceptual market that differentiates between products perceived as ordinary and those perceived as luxurious. Meanwhile, according to Auguste & Gutsatz (2013) luxury brand can be interpreted as a bond between a designer and his creation. Luxury brand marketers must develop and implement effective marketing strategies to enhance customer equity and customer lifetime value, especially among young consumers (Kim et al., 2011). The luxury obtained needs to provide elements of satisfaction and pleasure; without these elements, luxury is just an arrogance that

will be done by sharing ways to get what is desired. According to Kapferer (1996) Several indicators can measure a luxury brand, namely: quality, beauty, sensuality, exclusivity, history, high price, and uniqueness. On this matter, it is important to evaluate the extent to which consumers financially value luxury-branded products compared to regular-branded products. The more prominent the luxurious image of a product, the higher the consumer's drive to pay more, because it is seen as the added value in exclusivity that cannot be found in other brands.

According to Kimenju & Groote (2005), Willingness to pay is the amount of price that consumers are prepared to pay for a new product or service with maximum value. Consumers' willingness to pay for a luxury product illustrates their purchasing desire. Willingness to pay is the same as consumers' ability to pay the highest cost for the product they want to obtain. It proves that consumers intend to continue using the product because they feel the value is profitable. The relationship between luxury brands and willingness to pay is supported by research conducted by Miller & Mills (2011), which states that luxury brands directly affect willingness to pay because this is part of the consequences of luxury itself. Based on the explanation above, the following hypothesis can be formulated:

H1: There is an influence of luxury brands on willingness to pay.

Design

Design is something related to creativity and innovation that is influenced by various conditions and artistic decisions, such as the selection of colors, shapes, and materials (Bürdek, 2005). The purpose of creating a product design is to design and produce a product or service with extraordinary quality and value that will be obtained from customers (Heizer & Render, 2012). Product design is the main focus for luxury brands (Hemonnet-Goujot & Valette-Florence, 2022). However, design in a broad sense is not only a style of dress but also a view in seeing a person's social level. Sinclair (2015) explains that the indicators contained in a design are described in several main elements, namely shape/silhouette, proportion, colour, fabrics and trimmings, details, styling, prints, and motifs. Busch (2008) also explains that design is about something related to change, how to direct an undesirable situation into a more desirable situation. For this reason, consumers are ready to shoulder the added cost to purchase the product.

Willingness to pay is the willingness of buyers to pay for a desired product or service at an agreed price (Kalish & Nelson, 1991). Good design is not something that is made by chance,

but something that is made with a pattern of thought that is poured into creation and produces a work that is appreciated. One of the factors that makes a company successful is if it can create a good product design according to what consumers need. Based on prior research findings by Chitturi (2018), which elaborates on how design influences consumers payment willingness. Consequently, this leads to the formulation of the following hypothesis:

H2: There is an influence of design on willingness to pay.

Brand Awareness

Sharifi (2014) to put forward that brand awareness is an intermediary factor, which has an indirect impact on future purchasing intentions. Brand awareness is the percentage or portion of consumers involved in assessing certain brands (Yadin, 2002). Brand awareness is the intensity of a brand in memory related to the consumer's ability to identify that they have seen or heard the name or logo of the brand before (Keller & Swaminathan, 2020). This concept also explains that brand awareness and sales are two main objectives that are interrelated in product placement (Allen, 2007). The indicators used in determining brand awareness, according to Laurent et al., (1995) are 1). Spontaneous awareness: spontaneous awareness of a brand that is known to consumers without being given instructions such as a name, logo, or brand symbol, 2). Top-of-mind awareness: consumer awareness of brand recognition among competing brands, 3). Aided awareness: consumer awareness in recognizing a brand after being given instructions. An effective product or service launch requires careful positioning to ensure market alignment in order to see how much consumer awareness of the brand and how familiar the brand name is in the minds of consumers. This is one way to attract consumers' attention, to encourage consumers to allocate their financial resources to the product in question.

Willingness to pay is the willingness of customers to spend money on a product that they perceive as a better choice compared to other brands offering the same or lower value (Netemeyer et al., 2004). Well-known brands usually have higher consumer confidence in the brand's inherent value, thus encouraging consumers to feel confident in spending money on a product. Findings from earlier studies suggest that brand awareness significantly affects on willingness to pay because consumer assessments tend to choose products that are already known and have a good reputation for their product brands (Husaen & Bernarto, 2021; Munir et al., 2017). From the above explanation, the following hypothesis can be derived:

H3: There is an influence of brand awareness on willingness to pay.

Willingness to Pay

The concept of willingness to pay is the degree to which consumers are prepared to spend money on a product or service that fulfills their expectations. If the price paid by the consumer is lower than the actual price, the consumer will gain a profit or consumer surplus (Diller & Herrmann, 2003). It can be said that economic factors can determine a consumer's willingness to pay for a product or service. The highest amount consumers are prepared to pay can also be seen from how useful and how much functional value consumers can feel about the product itself. Gilal et al., (2018) define willingness to pay as a determination of how high a price is considered reasonable by consumers in buying a particular product. As stated by Kotler & Keller (2012), the main indicators of willingness to pay are perceptions of quality, value expectations, and product uniqueness compared to competing products. Consumers' willingness to pay more may increase as their emotional connection to a brand becomes stronger because the brand is perceived as important or has values they hold dear.

Schmitt (2012) explains that brand attachment reflects the extent to which consumers express their emotional and personal relationship with a brand. Consumer interest in a product allows them to think less to ensure whether the product is needed or suitable for them. That way, consumers will agree to pay more if the brand they like experiences a price increase. Previous research was conducted by Bahri-Ammari et al., (2016) which explained the influence of brand attachment on willingness to pay, if consumers are increasingly interested in a brand, the greater their emotional bond and desire to pay for it. Therefore, the hypothesis below is presented:

H4: There is an influence of willingness to pay on brand attachment

Brand Attachment

Rakhmawati & Tuti (2023) stated that brand attachment is the consumer's willingness to always maintain a relationship with a brand, which is felt to be one of the influences of the emotional connection created with a brand. Meanwhile, according to Park et al. (2010), suggests that brand attachment describes the close relationship formed between a person and a brand. Hakola (2023) argues that brand attachment with consumers is reciprocal and influenced by how consumers see themselves, including the extent to which the brand reflects their identity or the person they aspire to be in the future. Brand attachment is a strong foundation in building

a relationship involving a brand and consumers, which has a crucial meaning in achieving a competitive advantage in addressing the company's sustainability efforts (Liu et al., 2020). Brand attachment refers to a close emotional tie experienced by a person with a brand that is considered an inseparable part of their identity and self-concept. Emotional attachment to a particular brand serves as a source of psychological comfort for consumers, leading them to unconsciously overlook or downplay the brands shortcomings in order to preserve their own emotional well-being (C. L. Park & Nunes, 2025).

There are three dimensions used in determining brand attachment as proposed by Thomson et al., (2005) These dimensions include affection, passion, and connection. When consumers feel attached, they not only see a product from its functional value, but consumers will also feel positive things to appreciate the brand.

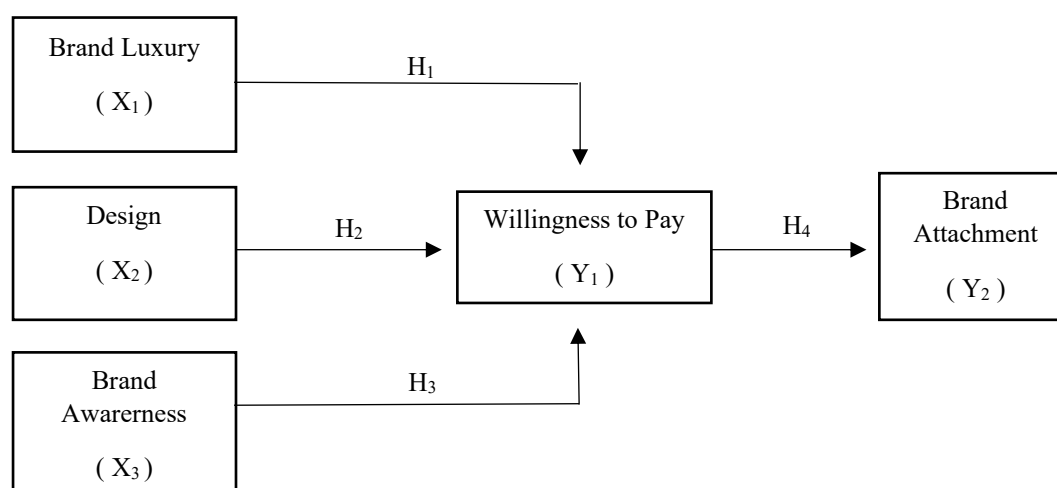


Figure 1. Thinking framework

C. RESEARCH METHOD

Data collection using a questionnaire to determine responses to the statements submitted. This study was conducted at the Uniqlo store in the Jabodetabek area in November 2024. Uniqlo customers served as the population for this research, with data obtained from 220 respondents through a structured questionnaire, containing 31 structured statements. This study applied the accidental sampling technique. The accidental sampling is a method based on chance, allowing researchers to gather samples from individuals encountered unexpectedly and without pre-planning. This technique is included in the non-probability sampling group, namely, the sampling technique carried out in quantitative research.

The questionnaire was disseminated via Google Forms, comprising 5 variables and a total of 31 statements. The factors are Brand Luxury (7 statements), Design (7 statements), Brand Awareness (6 statements), Willingness to Pay (5 comments), and Brand Attachment (6 statements).

Data analysis was conducted using SEM (Structural Equation Model), aided by the SmartPLS (Partial Least Squares). This aims to determine how much influence each independent variable has on the dependent variable being studied. This study measures each characteristic using a Likert scale (1-5) with point 1 (strongly disagree), point 2 (disagree), point 3 (neutral), point 4 (agree), and point 5 (strongly agree). By conducting an assessment of the validity and reliability of the model, then the discriminant validity test, multicollinearity, R test, F test, and Q2 test are carried out and continued with hypothesis testing carried out to evaluate the effect on variables related to brand luxury, design, brand awareness, willingness to pay and brand attachment.

D. RESULTS AND DISCUSSION

This respondent profile was developed to identify the diverse characteristics of those who completed the questionnaire in this study. Several main questions that are the focus of the study are summarized in the following table:

Table I: Respondent Characteristics

Demographic Variables	Frequency	Percentage (%)
Gender		
Man	117	53.2
Woman	103	46.8
Age		
< 20 Years	42	19.1
21-30 Years	161	73.2
31-40 Years	15	6.8
41-50 Years	2	0.9
Have you ever heard of this brand?		
Yes, often	171	77.7
Yes, several times	47	21.4
Never	2	0.9
How often do you buy products?		
Each month	21	9.5
Every 3 months	50	22.7
Every 6 months	43	19.5
Other	106	48.2
What products do you often buy?		
Shirt	127	57.7
Trousers	22	10.0
Jacket	28	12.7

Other	43	19.5
In which store do you usually buy the product?		
Store Jakarta	75	34.1
Store Bekasi	72	32.7
Other Stores	73	33.2
Does the product suit your style or taste?		
Yes	211	95.9
No	9	4.1
TOTAL	220	100

Source: Data Processing, 2024

As indicated by the table above, it is evident from the respondent profiles that 53.2% are male respondents, while 46.8% are female respondents. This reveals that both types of respondents are considering purchasing a Uniqlo product. The age group is 21-30 years old, with a percentage of 73.2%. Where the number of respondents who admitted to often hearing about the Uniqlo brand was 77.7%, this indicates that most Uniqlo product users are in the 21-30-year age group. It is known that 48.2% of respondents have purchased Uniqlo products in the past 6 months, with the number of products purchased being t-shirts, with many respondents of 57.7%. In addition, in terms of shopping places, 34.1% of respondents have chosen the Jakarta store as the main place to buy Uniqlo products. From the results of this questionnaire, a percentage value of 95.9% of respondents was obtained, which shows how much Uniqlo products match the style and tastes of the respondents.

Structural Model

In the present study, luxury brand, design, and brand awareness function as independent variables that affect the dependent variable, where the dependent variables here are willingness to pay and brand attachment. The convergent validity used can be ensured by using outside loading, which can also be known as the loading factor. An indicator is considered to satisfy the criteria for excellent convergent validity and is deemed acceptable if the value of its loading factor is greater than 0.5. As seen in Figure 2, all variable indicators are suitable for use in further research. The results of the analysis indicate that there is no loading factory value below 0.5.

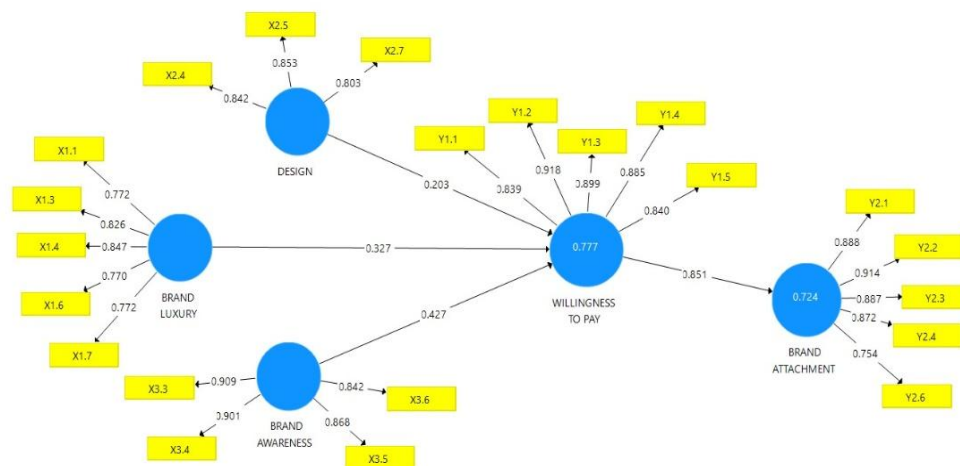


Figure 2. Structural Model

The results obtained from the research demonstrated that each loading factor has convergent validity, with a value of more than 0.700 as seen in the image above. This proves that the data used has met the established validity and reliability criteria. In addition, the calculation of Cronbach's alpha value in the Partial Least Squares (PLS) method is used to determine Composite Reliability (CR). CR is an important measure in evaluating internal consistency between constructs in a research model. Validity and reliability are considered fulfilled if the CR value is above 0.7. Within the framework of this research model, it can be said to meet the criteria needed to support the accuracy and validity of the data produced.

Table II: Measurement Model

Variable	Indicator	Items	Loading Factor	Reliability	AVE
Luxury Brand	1. Quality	X1.1	0.772	0.897	0.637
	2. Beauty	X1.3	0.826		
	3. Sensuality	X1.4	0.847		
	4. Exclusivity	X1.6	0.770		
	5. History	X1.7	0.772		
	6. High Price				
	7. Uniqueness (Kapferer, 1996)				
Design	1. Shape/Silhouette	X2.4	0.842	0.872	0.694
	2. Proportion	X2.5	0.853		
	3. Color	X2.7	0.803		
	4. Fabrics and Trimmings				
	5. Detail				
	6. Styling				
	7. Prints and Motifs				

(Sinclair, 2015)						
Brand Awareness	1. Spontaneous awareness	X3.3	0.909			
	2. Top of mind awareness	X3.4	0.901	0.932	0.775	
	3. Aided awareness	X3.5	0.868			
	(Laurent et al., 1995)	X3.6	0.842			
Willingness to Pay	1. Perception of quality	Y1.1	0.839			
	2. Expected value	Y1.2	0.918			
	3. Uniqueness of the product	Y1.3	0.899	0.943	0.769	
	(Kotler & Keller, 2012)	Y1.4	0.885			
		Y1.5	0.840			
Brand Attachment	1. Affection	Y2.1	0.888			
	2. Passion	Y2.2	0.914			
	3. Connection	Y2.3	0.887	0.937	0.748	
	(Thomson et al., 2005)	Y2.4	0.872			
		Y2.6	0.754			

Source: Data Processing, 2024

The Average Variance Extracted (AVE) of each indicator can also be used to measure discriminant validity. To ensure a suitable statistical model, the AVE value should exceed 0.05 to indicate adequate convergent validity. Based on the AVE data in table II, the AVE values for the variables brand luxury (X1), design (X2), brand awareness (X3), willingness to pay (Y1), and brand attachment (Y2) have values greater than 0.05, indicating that each variable has a high level of discriminant validity.

Table III Discriminant Validity-Fornell Lacker

	Brand Attachment	Brand Awareness	Luxury Brand	Design	Willingness to Pay
Brand Attachment	0.865				
Brand Awareness	0.823	0.881			
Luxury Brand	0.770	0.790	0.798		
Design	0.742	0.690	0.806	0.833	
Willingness to Pay	0.851	0.825	0.828	0.761	0.877

Source: Data Processing, 2024

According to Fornell & Larcker (1981) explains that discriminant validity is declared valid if each statement shows a loading factor value that is more correlated than other constructs. As indicated by the data in the above table, the value of the discriminant validity table is declared valid, where the values obtained show that the brand attachment variable has a value of (0.865), brand awareness (0.881), brand luxury (0.798), design (0.833), and

willingness to pay (0.877), this shows that the correlation of each variable is met because it has a higher value than the value of other variables.

Table IV R Square

	R Square
Brand Attachment	0.724
Willingness to Pay	0.777

Source: Data Processing, 2024

To find out the amount of influence of external variables on other variables, it can be measured using R-squared (R²). Based on table IV, the R² value on the brand attachment variable is 0.724, and the willingness to pay is 0.777, the results suggest that the brand attachment variable and the willingness to pay variable are influenced by the brand luxury, design and brand awareness factors, respectively, by 72.4% and 77.7% of the total cases.

Table V Data f Square

Variable	F Square
Brand Luxury (X ₁) → Willingness to Pay (Y ₁)	0.118
Design (X ₂) → Willingness to Pay (Y ₁)	0.063
Brand Awareness (X ₃) → Willingness to Pay (Y ₁)	0.302
Willingness to Pay (Y ₁) → Brand Attachment (Y ₂)	2,619

Source: Data Processing, 2024

The F-square test evaluates the strength of the association among the independent variable and the dependent variable. According to the measuring standard, an F-square value beyond 0.02 signifies a minor effect, a value surpassing 0.15 denotes a moderate effect, and a value larger than 0.35 indicates a substantial effect. If the F-square has a value below 0.02, it indicates that there is no significant influence (Sarstedt et al., 2017). According to the data presented in Table V, the luxury brand variable demonstrates a minor impact on willingness to pay, indicated by an F-square value of 0.118. Similarly, the design variable also exhibits a slight effect on willingness to pay, with an F-square value of 0.063. In contrast, the brand awareness variable shows a moderate influence on willingness to pay, reflected by an F-square value of 0.302. Notably, the relationship between willingness to pay and the brand attachment variable reveals a significant influence, as evidenced by an F-square value of 2.619.

Table VI Multicollinearity Results – Inner VIF Value

Brand Attachment	Brand Awareness	Luxury Brand	Design	Willingness to Pay
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Brand Attachment	
Brand Awareness	2,715
Luxury Brand	4,070
Design	2.923
Willingness to Pay	1,000

Source: Data Processing, 2024

Based on the VIF value, it can be seen that there is multicollinearity between constructs. As shown in table VI, the VIF values observed in this study range from 1,000 to 4,070, and none of these values exceed 5.0. This shows that multicollinearity is not a significant problem, so further research on this matter can still be done.

Table VII: Prediction Accuracy Test (Q2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Attachment	1,100,000	514,077	0.533
Brand Awareness	880,000	880,000	
Luxury Brand	1,100,000	1,100,000	
Design	660,000	660,000	
Willingness to Pay	1,100,000	451,314	0.590

Source: Data Processing, 2024

In predicting the accuracy of a model, the Q2 value can be used. If the Q2 value exceeds zero, it demonstrates that the model possesses acceptable predictive relevance. However, if the Q2 value is below zero, it implies that the model fails to predict the data accurately. The table above indicates that all variables in this model have a exhibit strong predictive accuracy, namely with a Q2 value between 0.533 and 0.590.

Table VIII Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Value	Results
Luxury Brands → Willingness to Pay	0.327	3.984	0.000	Accepted
Design → Willingness to Pay	0.203	2,980	0.003	Accepted
Brand Awareness → Willingness to Pay	0.427	6,999	0.000	Accepted
Willingness to Pay → Brand Attachments	0.851	31,373	0.000	Accepted

Source: Data Processing, 2024

The hypothesis test findings can be accepted if the P value is below 0.05 and the T statistic exceeds 1.96 in the path coefficient table. The results of table VIII above show how luxury brands influence willingness to pay, which has a T statistic value of 3.984 (> 1.96) and a P value of 0.000 (< 0.05), the relationship between design and willingness to pay with a T

statistic value of 2.980 (> 1.96) and a P value of 0.003 (< 0.05), and the relationship between brand awareness and willingness to pay, which has a T statistic value of 6.999 (> 1.96) and a P value of 0.000 (< 0.05), followed by the Thus, these data indicate that the hypothesis results are acceptable because the data results displayed meet the criteria of the appropriate measurement standards.

DISCUSSION

The notion of luxury is subjective; what one social group perceives as sumptuous may not be regarded similarly by another group (Mortelmans, 2005). This research indicates that customers familiar with luxury brands significantly impact the propensity to pay a higher price for fashion products. In addition to providing emotional experiences, such as self-confidence, luxury brand products also deliver an exclusive impression to consumers. This apparel brand appears exclusive and distinctive due to its limited product range. Kapferer and Bastien (2009) contend that luxury brands deliver not only superior products but also an emotional experience that differentiates their consumers.

Design is one feature that can persuade people to pay for the desired goods. Consumers are frequently willing to incur additional cost for products with creative design attributes and aesthetic value since it creates an appealing impression on the user. Uniqueness and comfort are beginning to play a significant role in garment design (Sinclair, 2015), which encourages consumers to purchase and are prepared to pay more for products with distinctive designs (Kinuthia et al., 2014). This research demonstrates that most consumers will pay attention to the features and fabric materials of the clothing products they want to buy, but a small percentage will also appraise clothing products based on their character design.

According to Kapferer (2012) The first stage in developing a brand is to ensure that everyone recognises it. Brand awareness can also be gained through appealing adverts on social media postings (Perkins, 2015), as well as the degree to which someone is influenced by the number of posts shared. In this study, the relationship among brand recognition and customer willingness to pay refers to consumers' ability to recognise the brand on Uniqlo apparel products. When a new product is introduced, the goal is for customers to be lured to the Uniqlo brand right away. Consumer knowledge of this apparel brand increases the possibility of consumers purchasing the goods because it is more familiar, and customers are willing to pay a higher price for the product.

This finding indicates that the variable willingness to pay significantly influences brand attachment. When consumers develop emotional bonds with a brand based on its perceived quality, convenience, and value, they are more loyal and prepared to pay a premium for the product. In contrast, if consumers buy a product simply because of its affordability or functional need, and do not feel emotionally attached to the brand, they are generally less likely to pay a premium. Park et al. (2006) contend that emotional bonding with a brand can be fostered when the brand generates feelings of happiness, confidence, and pride in the product the consumer purchases, in addition to providing consistent service.

E. CONCLUSION

The results of the study provide important insights into the relationship between branding elements in influencing consumer behaviour, where luxury brands, design, and brand awareness significantly affect consumers' willingness to pay. Uniqlo emphasises comfort, functionality, and new designs that reflect current lifestyles to suit consumer needs in a competitive fashion sector that is rapidly evolving worldwide fashion trends. This study emphasises the importance of knowing how brand awareness, luxury perception, and product design affect customer behaviour, specifically, willingness to spend and brand attachment. Previous study shows that emotional ties boost perceived value, leading consumers to accept higher pricing and build loyalty. In heterogeneous regions like Indonesia, where Asian and European cultures collide, these aspects are crucial to positioning Uniqlo. This research helps academia and the fashion industry understand how emotional, psychological, and functional factors influence consumer choices and a brand's long-term success.

RESEARCH IMPLICATIONS

This study highlights the importance of branding strategies that integrate minimalist luxury, innovative design, and brand awareness to increase consumer engagement and willingness to pay. Brands such as Uniqlo are advised to continue investing in high-quality design and marketing strategies that strengthen brand awareness while maintaining their identity as affordable luxury. In addition, the role of digitalization and personalization can be areas for further exploration to strengthen consumers' emotional connection with the brand. This study provides important contributions to the literature on affordable luxury as well as practical insights for brands seeking to compete in the global market by combining elements of luxury, design, and brand awareness strategies.

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