



The effect of product innovation, product quality, and advertising on product purchase decisions

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ABSTRACT

Purpose: This study aims to analyze the influence of product innovation, product quality, and advertising on purchasing decisions at a convenience store in Jakarta.

Design/methodology/approach: This research uses a quantitative, descriptive design with a purposive sample of 100 convenience store customers in Jakarta. Data were analyzed using multiple linear regression in SPSS 26.0, with hypothesis testing conducted using t-tests and F-tests.

Findings: The results indicate that product innovation does not have a significant effect on purchasing decisions. However, product quality and advertising significantly influence purchasing decisions both partially and simultaneously. Furthermore, product innovation, product quality, and advertising together have a significant simultaneous effect on purchasing decisions.

Originality/value: This study provides empirical insights into the factors influencing consumer purchasing decisions in the convenience store sector, particularly in the Indonesian context, and offers practical implications for marketing strategy development.

Keywords: *Product Innovation, Product Quality, Advertising, Purchasing Decision*

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ABSTRAK

Tujuan: Penelitian ini bertujuan untuk menganalisis pengaruh inovasi produk, kualitas produk, dan periklanan terhadap keputusan pembelian di minimarket di Jakarta.

Desain/metodologi/pendekatan: Penelitian ini menggunakan desain kuantitatif deskriptif dengan sampel purposif sebanyak 100 pelanggan minimarket di Jakarta. Data dianalisis menggunakan regresi linier berganda di SPSS 26.0, dengan pengujian hipotesis dilakukan menggunakan uji-t dan uji-F.

Temuan: Hasil penelitian menunjukkan bahwa inovasi produk tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Namun, kualitas produk dan periklanan secara signifikan memengaruhi keputusan pembelian baik secara parsial maupun simultan. Lebih lanjut, inovasi produk, kualitas produk, dan periklanan bersama-sama memiliki pengaruh simultan yang signifikan terhadap keputusan pembelian.

Orisinalitas/nilai: Penelitian ini memberikan wawasan empiris tentang faktor-faktor yang memengaruhi keputusan pembelian konsumen di sektor minimarket, khususnya dalam konteks Indonesia, dan menawarkan implikasi praktis untuk pengembangan strategi pemasaran.

Kata kunci: Inovasi Produk, Kualitas Produk, Periklanan, Keputusan Pembelian

1. Introduction

Globalization has accelerated the penetration of foreign cultural influences into Indonesia, particularly through digital media and internet connectivity. Data from the Indonesian Internet Service Providers Association (APJII) indicates that internet users in Indonesia reached 210 million out of a total population of 272 million during the 2021–2022 period (Bayu, 2022). This digital transformation has reshaped consumer behavior, including the growing acceptance and demand for international retail formats and food products. One notable phenomenon is the rapid expansion of convenience stores offering ready-to-eat Japanese food, which began gaining traction in Indonesia during the 1980s alongside the proliferation of shopping centers and continues to grow as urban lifestyles evolve.

Previous studies have extensively examined the factors influencing purchasing decisions in the retail sector. First, product innovation has been identified as a critical driver of consumer attraction and retention, as novel and differentiated products meet evolving consumer preferences and create competitive advantage (Abril et al., 2017; Dubesh Sai & Salve, 2025). Consumers often perceive innovative products as higher quality and more valuable, which positively influences their purchase intentions and loyalty (Fu & Elliott, 2013; Lee, 2012; Wang & Ma, 2010). Second, product quality, encompassing attributes such as taste, freshness, packaging, and safety, has consistently been shown to affect consumer satisfaction and repeat purchase intentions directly. High product quality enhances perceived trust and value, which in turn boosts customer satisfaction and loyalty (Hsu et al., 2020). This relationship underscores the importance of maintaining high standards in product quality to foster long-term consumer relationships. Attributes like taste, freshness, and packaging not only affect initial purchase decisions but also play a crucial role in repeat purchase intentions. Consumers are more likely to repurchase products that consistently meet their quality expectations (Li et al., 2024; Mohd Pauzi et al., 2024).

Third, advertising, as a promotional tool, plays a significant role in shaping consumer awareness, perceptions, and attitudes toward brands and products (Nan, 2015). Advertising is a major determinant of brand attitudes and purchase intentions. Positive attitudes toward advertising

in general can lead to favorable attitudes toward specific brands and higher purchase intentions (Dutta, 2009; Nan, 2015). The Integrated Information Response Model suggests that advertising affects product trial purchases and post-trial advertising can lead to repeat purchases by enhancing information acceptance (Dutta, 2009).

While product innovation, quality, and advertising have been extensively studied in marketing literature, most existing research has focused on general retail contexts or large-scale supermarkets. Consequently, a significant gap remains in understanding how these factors specifically influence purchasing decisions within the convenience store segment, particularly those offering specialized international product categories such as Japanese ready-to-eat foods. Moreover, limited studies have examined the simultaneous effects of product innovation, product quality, and advertising within a single analytical framework in the Indonesian convenience store context.

This study aims to address this research gap by analyzing the influence of product innovation, product quality, and advertising on consumer purchasing decisions at LGN. Specifically, the research seeks to examine the extent to which each factor contributes to purchasing decisions, both partially and simultaneously. The findings are expected to provide empirical insights into the determinants of purchasing decisions in the convenience store sector, particularly within the Indonesian context. By addressing existing research gaps, this study offers theoretical contributions to the marketing literature and provides practical implications for retail managers and practitioners. Based on the background described above, this research investigates the effects of product innovation, product quality, and advertising on purchasing decisions at LGN.

2. Theory and Hypothesis

This study is grounded in consumer behavior theory, which explains how individuals make decisions about selecting, purchasing, and consuming products and services. According to the Stimulus-Organism-Response (SOR) model, external stimuli, such as product attributes and marketing communications, influence consumers' internal states, which, in turn, shape their behavioral responses (Mehrabian & Russell, 1974). In the context of retail purchasing decisions, product innovation, product quality, and advertising serve as stimuli that shape consumers' cognitive and affective evaluations, ultimately influencing purchase intentions and actual purchasing behavior. Furthermore, this research draws upon the Theory of Reasoned Action (TRA), which posits that behavioral intentions are determined by attitudes toward the behavior and subjective norms (Ajzen, 1991). Consumers' attitudes toward a product are shaped by their beliefs about product attributes, including innovativeness, quality, and exposure to advertising messages. These attitudes subsequently influence their purchasing decisions. The integration of SOR and TRA provides a comprehensive framework for understanding how product innovation, quality, and advertising jointly affect consumer purchasing behavior in the convenience store sector.

Product Innovation and Purchasing Decisions

Product innovation refers to the development and introduction of new or significantly improved products that offer enhanced features, benefits, or experiences to consumers (Kotler & Armstrong, 2018). In the retail industry, innovation serves as a key differentiator that attracts consumer attention and stimulates purchase interest. Innovative products create novelty and excitement, which can trigger curiosity and trial behavior among consumers. Product innovation plays a pivotal role in shaping consumer purchase decisions through multiple interrelated mechanisms. At its core, innovation materializes a company's value proposition by combining tangible and intangible elements that collectively attract customers (Biazzo &

Filippini, 2021). Consumers' perception of a product's innovativeness directly influences their purchase intention, as products perceived as more innovative tend to strengthen the relationship between consumer attitudes and actual purchase behavior (Fu & Elliott, 2013). Strategic decisions regarding customization further moderate this relationship, where aligning specific customization modes with the degree of product innovativeness—such as pairing incremental innovations with appropriate customization strategies—can significantly enhance purchase intentions (Xu et al., 2026). The positive impact of product innovation on purchasing decisions subsequently extends to consumer loyalty, as evidenced across diverse sectors including body care products and smartphones (Putri et al., 2025). From a competitive standpoint, product innovation is a more effective strategy for preventing consumers from switching to store brands than price promotions or general price management tactics (Abril et al., 2017). Finally, in sector-specific contexts such as the coffee shop industry, product innovation has been shown to significantly boost customer satisfaction, with purchasing decisions acting as a mediating variable in this relationship (Laely & Lidiawawan, 2024). Based on this theoretical reasoning, the first hypothesis is proposed:

H1: Product innovation has a positive and significant effect on purchasing decisions.

Product Quality and Purchasing Decisions

Product quality encompasses the overall characteristics and features of a product that bear on its ability to satisfy stated or implied consumer needs. In the context of food and beverage retail, quality dimensions include taste, freshness, packaging, safety, and consistency (Parasuraman et al., 2002). Consumers perceive quality through both intrinsic cues (product attributes) and extrinsic cues (brand reputation, price). High product quality enhances consumer satisfaction, builds trust, and reduces perceived risk, thereby increasing the likelihood of purchase (Zeithaml, V.A. & Bitner, 2000). High product quality enhances consumer satisfaction, builds brand trust, and reduces perceived risk, all of which increase the likelihood of purchase. Empirical evidence consistently demonstrates that product quality positively influences purchasing decisions across various retail settings, as it builds brand trust (Ligery et al., 2019; Waluya et al., 2019), directly impacts customer satisfaction which mediates the relationship between quality and purchase decisions [8], and enhances consumers' perceived value of the product [3][9]. Companies that prioritize maintaining high product quality gain competitive advantage, making their offerings more attractive to consumers (Robecca et al., 2025; Zhou & Sun, 2019). Consumers evaluate multiple dimensions of product quality—including physical characteristics, design quality, and service quality—before making purchase decisions (Paramita et al., 2024). Based on this theoretical and empirical foundation, the following hypothesis is proposed:

H2: Product quality has a positive and significant effect on purchasing decisions.

Advertising and Purchasing Decisions

Advertising, as a form of paid communication sponsored by an identifiable source and disseminated through various media channels, serves to promote goods, services, or ideas to target audiences with the ultimate goal of persuading receivers to take action, most commonly purchasing a product or service (Ambler, 2008; Kacen, 2010; Laninhun, 2025). As a pervasive element in contemporary society, advertising shapes consumer culture and social identities while simultaneously functioning as both a creative and informative tool that enhances persuasion and builds consumer trust (Dyer, 2008; Flores, 2017; Sinclair, 2015). The influence of advertising on purchasing decisions operates through several mechanisms. Primarily, advertising increases consumer awareness of products and services, making them more likely to consider these options during their shopping process, a phenomenon particularly evident in

industries such as banking, where advertising shifts consumer awareness and encourages exploration of more options (Honka et al., 2017). Furthermore, the effectiveness of advertising in influencing purchase decisions is mediated by customer trust; in the context of online advertising, for instance, advertising affects purchase decisions by enhancing customer trust and perceived usefulness of the advertised product or service (Gutierrez-Aguilar et al., 2025). Based on this theoretical and empirical foundation, the following hypothesis is proposed: Therefore, the third hypothesis is proposed:

H3: Advertising has a positive and significant effect on purchasing decisions.

3. Methodology

Research Design

This study employs a causal-associative research design to examine the relationships between independent variables and the dependent variable. Specifically, this research aims to analyze the influence of product innovation, product quality, and advertising on purchasing decisions. This research is classified as quantitative research, as it produces findings obtained through statistical procedures and measurement methods to identify causal relationships between independent and dependent variables (Hendryadi et al., 2019, 2025).

Population refers to the entire general area consisting of objects or subjects with specific characteristics, as determined by researchers, to be studied, from which conclusions are drawn (Hendryadi et al., 2019). The population of this study comprises consumers who have made purchases at LGN. The sample was selected using non-probability purposive sampling. According to Hendryadi et al. (2019), purposive sampling is a technique for determining samples based on specific considerations. The considerations applied in this study include: respondents aged 15-80 years, respondents domiciled in the DKI Jakarta area, and respondents who have purchased products from LGN at least twice. The respondents in this study were consumers who had made direct purchases at LGN outlets. Demographic characteristics including age, gender, occupation, monthly income, and purchase frequency were collected and are summarized in Table 1.

The respondent profile shows that the majority of LGN customers are female (68%), aged between 15-25 years (55%), employed as employees (48%), with monthly income between Rp 1,000,000 to Rp 3,000,000 (48%), and have made purchases at least twice (57%).

Measurement and Data Collection

The questionnaire was distributed over two weeks from January 1 to January 14, 2024, using Google Forms, direct distribution at the research location, and dissemination through various social media platforms, including Instagram, WhatsApp, and Telegram. After collecting respondents' responses, the researcher conducted data tabulation and subsequent processing in accordance with the analytical methods employed in this study. All constructs were measured using multi-item scales adapted from previous research to ensure validity and reliability. Product innovation was measured using items developed that capture consumers' perceptions of innovation in retail settings, including novelty, variety, and the up-to-dateness of products offered (Chen, 2020). Product quality was assessed using scales adapted from Božek et al. (2021) that encompassed dimensions such as product durability, reliability, conformity to specifications, and overall quality perception. Advertising effectiveness was measured using

items adapted from established advertising scales that reflect respondents' attitudes toward advertisements, including ad likeability, message clarity, and persuasiveness. Purchasing decisions were measured using items adapted from prior research on consumer purchase intention and behavior, capturing respondents' likelihood of purchase, actual purchase behavior, and repeat-purchase intentions.

Table 1. Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
Male	32	32%
Female	68	68%
Total	100	100%
Age		
15 – 25 years	55	55%
26 – 36 years	41	41%
> 37 years	4	4%
Total	100	100%
Occupation		
Student	26	26%
Employee	48	48%
Self-employed	15	15%
Other	11	11%
Total	100	100%
Monthly Income		
< Rp 1,000,000	26	26%
Rp 1,000,000 – Rp 3,000,000	48	48%
Rp 3,000,000 – Rp 5,000,000	15	15%
Rp 5,000,000 – Rp 8,000,000	11	11%
Total	100	100%
Purchase Frequency		
2 times	57	57%
3 times	28	28%
> 3 times	15	15%
Total	100	100%

Source: Primary data processed, 2024

Data Analysis

Data analysis involves systematically searching for and organizing data obtained from questionnaires, field notes, and documentation (Hendryadi et al., 2019; 2025). In this study, data processing was conducted using SPSS Version 26.0 software to facilitate accurate data analysis and obtain reliable results. Data tabulation was performed to facilitate data assessment, understanding, and systematic presentation. Tabulation involves calculating the collected data for each category and arranging the results in an easily comprehensible table format. Following data processing and selection, the data were subjected to statistical analyses appropriate to the research objectives, including multiple linear regression, t-tests for partial hypothesis testing, and F-tests for simultaneous hypothesis testing.

4. Results and discussion

Reliability Test

Reliability testing was conducted using Cronbach's alpha coefficient, with a minimum acceptable value of 0.6 as recommended by Ghozali (2018). Table 2 presents the reliability test results for each variable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard Value	Conclusion
Product Innovation	0.819	0.6	Reliable
Product Quality	0.939	0.6	Reliable
Advertising	0.879	0.6	Reliable
Purchase Decision	0.914	0.6	Reliable

Source: Primary data processed, 2024

The reliability test results show that all variables have Cronbach's alpha values exceeding the 0.6 threshold, indicating that all measurement instruments are reliable and internally consistent.

Regression Results

Multiple linear regression analysis was conducted to examine the influence of product innovation, product quality, and advertising on purchase decisions. Table 3 presents the regression coefficients, significance levels, and model summary statistics.

Table 3. Regression Results

Variable	B	SE	β	t	Sig.
(Constant)	.052	1.024		.051	.960
Product Innovation	-.002	.225	-.001	-.008	.994
Product Quality	.233	.084	.362	2.769	.007
Advertising	.876	.186	.547	4.717	.000
Adjusted R Square	.779				

Source: SPSS 26.0 output processed, 2024

The regression results reveal several important findings regarding the factors influencing purchase decisions at LGN. Product innovation demonstrates a significance value of 0.994 which exceeds the 0.05 threshold, and a calculated t-value of -0.008 which is lower than the t-table value of 1.984. These results indicate that product innovation does not have a significant effect on purchase decisions, leading to the rejection of the first hypothesis. In contrast, product quality shows a significance value of 0.007 which is below 0.05, and a calculated t-value of 2.769 which exceeds the t-table value of 1.984, indicating that product quality has a significant positive effect on purchase decisions with a standardized coefficient of 0.362. Therefore, the second hypothesis is accepted, confirming that higher product quality leads to increased purchase decisions. Similarly, advertising demonstrates a significance value of 0.000 which is below 0.05, and a calculated t-value of 4.717 which exceeds the t-table value of 1.984, indicating that advertising has a significant positive effect on purchase decisions with the strongest standardized coefficient among the three variables at 0.547. Thus, the third hypothesis is accepted, confirming that effective advertising significantly influences consumer purchase

decisions. The model summary shows an Adjusted R Square value of 0.779, which means that 77.9% of the variation in purchase decisions is explained by the three independent variables: product innovation, product quality, and advertising, while the remaining 22.1% is explained by other variables not included in this research model.

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Discussion

This study aimed to analyze the influence of product innovation, product quality, and advertising on purchasing decisions at LGN. The findings provide several important insights into consumer behavior in the convenience store sector, particularly regarding how these marketing mix elements differentially affect purchase decisions.

The results indicate that product innovation does not have a significant effect on purchasing decisions, leading to the rejection of the first hypothesis. This finding contradicts several previous studies that have established positive relationships between product innovation and purchase intentions. For instance, Biazzo and Filippini (2021) emphasized that innovation materializes a company's value proposition by combining tangible and intangible elements that attract customers. Similarly, Fu and Elliott (2013) found that consumers' perception of product innovativeness directly influences their purchase intention, as innovative products strengthen the relationship between consumer attitudes and actual purchase behavior. Furthermore, Xu et al. (2026) demonstrated that strategic customization aligned with product innovativeness can significantly enhance purchase intentions, while Putri et al. (2025) provided evidence across diverse sectors including body care products and smartphones showing that product innovation positively impacts purchasing decisions and extends to consumer loyalty.

The non-significant finding in this study suggests that context-specific factors may moderate the relationship between innovation and purchase decisions in the convenience store sector. Several possible explanations emerge. First, consumers at LGN may prioritize other attributes such as taste, freshness, convenience, and price over novelty when making purchase decisions, consistent with Abril et al. (2017) who noted that product innovation is more effective for preventing consumer switching than price promotions, but only when consumers actually value innovation. Second, the product innovations offered at LGN may not be sufficiently differentiated or compelling enough to influence consumer choice, potentially lacking the perceived value necessary to trigger the innovation-purchase relationship described by Biazzo and Filippini (2021). Third, in the specific context of Japanese ready-to-eat foods, consumers may have established preferences for traditional, authentic offerings rather than seeking innovative variants, which aligns with Laely and Lidiawawan (2024) who found that in the coffee shop industry, innovation effects can vary based on consumer expectations and product category. This finding suggests that for convenience stores like LGN, innovation alone may not be a primary driver of purchase decisions, and resources allocated to innovation should be carefully evaluated against other marketing investments that yield more direct impacts on consumer behavior.

In contrast, product quality was found to have a significant positive effect on purchasing decisions, supporting the second hypothesis. This finding aligns with extensive marketing literature emphasizing the critical role of quality in consumer choice. Parasuraman et al. (2002) established that in food and beverage retail, quality dimensions including taste, freshness, packaging, safety, and consistency are fundamental to consumer evaluation. Zeithaml and Bitner (2000) demonstrated that high product quality enhances consumer satisfaction, builds

trust, and reduces perceived risk, thereby increasing purchase likelihood. The finding is consistent with empirical evidence from Ligery et al. (2019) and Waluya et al. (2019), who confirmed that product quality builds brand trust and positively influences purchasing decisions across various retail settings. Rebecca et al. (2025) and Zhou and Sun (2019) further emphasized that companies prioritizing high product quality gain competitive advantage, making their offerings more attractive to consumers.

The strength of this relationship ($\beta = 0.362$) indicates that quality is a substantial predictor of purchase decisions at LGN. Consumers evaluate product quality through multiple dimensions including taste, freshness, packaging, appearance, and consistency, as noted by Paramita et al. (2024) who found that consumers assess physical characteristics, design quality, and service quality before making purchase decisions. For LGN, maintaining consistent product quality appears essential for attracting and retaining customers. This finding suggests that investments in quality control, supplier selection, product handling procedures, and regular quality audits should remain priorities for management, as quality directly and substantially influences consumer purchase behavior.

Advertising also demonstrated a significant positive effect on purchasing decisions, with the strongest standardized coefficient among the three variables ($\beta = 0.547$), supporting the third hypothesis. This finding confirms the importance of promotional communication in shaping consumer awareness, attitudes, and purchase intentions, consistent with foundational advertising literature. Ambler (2008), Kacen (2010), and Laninhun (2025) established that advertising, as paid communication through various media channels, serves to persuade receivers to take action, most commonly purchasing products or services. Dyer (2008), Flores (2017), and Sinclair (2015) further emphasized that advertising shapes consumer culture and social identities while functioning as both creative and informative tools that enhance persuasion and build consumer trust.

The influence of advertising on purchasing decisions operates through several mechanisms supported by prior research. Honka et al. (2017) demonstrated that advertising increases consumer awareness of products and services, making them more likely to consider these options during their shopping process, particularly evident in industries where advertising shifts consumer awareness and encourages exploration of more options. Furthermore, Gutierrez-Aguilar et al. (2025) found that the effectiveness of advertising in influencing purchase decisions is mediated by customer trust; in online advertising contexts, advertising affects purchase decisions by enhancing customer trust and perceived usefulness of advertised products or services.

For LGN, effective advertising campaigns that reach target audiences—primarily young urban consumers—and convey compelling messages about product offerings, quality, and convenience contribute significantly to driving purchase decisions. The strong effect of advertising suggests that continued investment in promotional activities, including digital and social media marketing, is warranted. The standardized coefficient of 0.547 indicates that advertising is the most influential factor among the three variables studied, highlighting its strategic importance in the marketing mix for convenience stores.

The simultaneous positive effect of product innovation, product quality, and advertising on purchasing decisions supports the fourth hypothesis and underscores the importance of an integrated marketing approach. While innovation alone may not significantly influence decisions, when combined with quality products and effective advertising, it contributes to overall marketing effectiveness. The high adjusted R-square value of 77.9% indicates that these three factors collectively explain most of the variance in purchase decisions, highlighting their strategic importance. This finding supports the theoretical framework that multiple marketing

mix elements work synergistically to influence consumer behavior, consistent with integrated marketing communications theory and the broader marketing literature.

The study contributes to marketing theory by demonstrating the differential effects of marketing mix elements in the convenience store context. The non-significant effect of innovation contrasts with findings in other retail sectors, suggesting that context-specific factors moderate the innovation-purchase relationship. This finding extends the work of Abril et al. (2017) who noted that innovation effectiveness varies across contexts, and Laely and Lidiawawan (2024) who found sector-specific variations in innovation impacts. The significant effects of quality and advertising, however, confirm their universal importance across retail settings, supporting the foundational work of Parasuraman et al. (2002), Zeithaml and Bitner (2000), and the advertising scholars cited throughout this discussion.

Implications for Retail Managers

These findings have several implications for retail managers. First, investments in product quality should remain a priority, as quality directly and substantially influences purchase decisions. Regular quality audits, supplier evaluations, and customer feedback mechanisms should be implemented to maintain and enhance quality standards, consistent with the quality management principles advocated by Parasuraman et al. (2002) and Paramita et al. (2024). Second, advertising campaigns should be strategically designed to effectively communicate product attributes and build brand awareness among target segments. The strong effect of advertising, consistent with Honka et al. (2017) and Gutierrez-Aguilar et al. (2025), suggests that creative and well-targeted campaigns can yield significant returns. Third, while product innovation may not directly drive purchases, it remains important as part of a comprehensive marketing strategy and may influence other outcomes such as brand image, customer loyalty, and word-of-mouth recommendations, as noted by Putri et al. (2025) and Xu et al. (2026). Therefore, innovation efforts should be evaluated not solely on direct sales impact but on broader strategic contributions to brand equity and competitive positioning.

Limitations and Future Research

The study has several limitations that suggest directions for future research. First, the research was conducted at a single convenience store location, which may limit generalizability to other contexts. Future research should examine multiple locations and retail formats. Second, the cross-sectional design captures consumer perceptions at a single point in time; longitudinal studies could examine whether the effects of innovation become more pronounced over time as consumers become more familiar with new offerings. Third, future research should explore potential moderating variables such as product category, consumer involvement, and cultural factors that may explain the non-significant innovation effect, building on the work of Abril et al. (2017) and Laely and Lidiawawan (2024). Additionally, investigating mediating mechanisms such as brand trust, perceived value, and customer satisfaction could provide deeper understanding of the processes through which these marketing mix elements influence purchase decisions.

5. Conclusion

Product quality and advertising are key drivers of purchasing decisions in the convenience store sector, whereas product innovation does not exert a direct significant influence on consumer choice. Consumers prioritize tangible attributes such as taste, freshness, and consistency, alongside the persuasive impact of advertising in shaping awareness and purchase intentions. Although innovation alone may not directly drive purchases, its integration within a broader marketing strategy that emphasizes quality and effective promotion contributes to overall

marketing performance. These findings highlight the strategic importance of maintaining rigorous quality standards and investing in targeted advertising campaigns, while recognizing that innovation supports long-term brand perception and customer loyalty rather than immediate purchase decisions.

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