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The effect of price and digital marketing on new balance shoe purchase decisions through consumer satisfaction as a mediation variable

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ABSTRACT

This study investigates how price and digital marketing influence New Balance shoe purchase decisions, with customer satisfaction serving as a mediating variable. Employing a quantitative approach grounded in positivist philosophy, data were collected via structured questionnaires from consumers who had previously purchased and used New Balance footwear. Responses were analyzed using SmartPLS, including tests for reliability, validity, regression, and mediation. Price was found to have a significant positive effect on both customer satisfaction and buying decisions, highlighting its central role in shaping consumer behavior. Digital marketing significantly enhanced satisfaction but did not exert a direct significant influence on purchase decisions. Customer satisfaction did not mediate the relationship between price or digital marketing and buying decisions, indicating that satisfaction alone does not guarantee actual purchases, which are also affected by trends, needs, and affordability. Overall, pricing emerged as the dominant factor influencing buying behavior, while digital marketing primarily reinforced perception and engagement. The study is limited by its focus on a single brand, a narrow set of variables, and reliance on online surveys. Practically, firms should maintain competitive pricing and optimize interactive marketing strategies, while future research could expand the range of variables and product categories.

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1. INTRODUCTION

Differences in the findings of prior studies have made price an intriguing variable to investigate, as numerous researchers have produced inconsistent conclusions(Harris & Soenhadji, 2022; Luh & Septyani, 2021; Ningrum & Isa, 2023; Prayoga & Tanjung, 2024; Tajudinnur et al., 2022; Utomo et al., 2023). Kesuma et al., (2021)reported a strong and statistically meaningful linkage between price and consumers' purchase decisions, a conclusion that aligns with the investigations of Muralidhar et al., (2019), Nugroho & Muslikh, (2023), Obada, (2019), Rosdiana et al., (2020), who likewise demonstrated that price exerts a positive and significant influence on purchasing behavior. Nevertheless, the literature does not move in a single direction; Mawarni et al., (2023) presented contrasting evidence, revealing that price may instead generate a negative and insignificant effect on purchase decisions. These contradictory findings suggest the presence of contextual moderators such as market segment characteristics, perceived brand value, or product category that may alter the role of price in shaping purchasing behavior, thereby establishing a scientific gap that warrants further empirical validation.

A substantial body of literature has long emphasized that pricing tends to reinforce customer satisfaction, with many empirical studies such as those conducted by Yan et al., (2024), Goyovi et al., (2023), Iyad, (2023), and Masito, (2023) demonstrating that higher price evaluations are consistently associated with enhanced consumer satisfaction levels. Despite this prevailing consensus, contrasting findings also exist; Soepatini, (2023), for instance, reported that price can instead reduce consumers' satisfaction. A similar pattern of mixed evidence appears in research on the role of digital marketing in shaping purchase decisions. While studies by Noviyanti et al., (2021), Kusnawan, (2022), and Rino, (2021) collectively affirm a strong and significant connection wherein digital marketing initiatives tend to stimulate consumers' buying intentions, Hidayat, (2022) reached an opposing conclusion, arguing that digital marketing exerts a negative and insignificant influence on purchase decisionsA substantial body of literature has long emphasized that pricing tends to reinforce customer satisfaction, with many empirical studies such as those conducted by Kuswahyuliana et al., (2023), Ningrum & Isa, (2023) , demonstrating that higher price evaluations are consistently associated with enhanced consumer satisfaction levels. Despite this prevailing consensus, contrasting findings also exist; Septyani, (2021), for instance, reported that price can instead reduce consumers' satisfaction. A similar pattern of mixed evidence appears in research on the role of digital marketing in shaping purchase decisions. While studies by Kesuma et al., (2021), and Nugroho & Muslikh, (2023) collectively affirm a strong and significant connection wherein digital marketing initiatives tend to stimulate consumers' buying intentions, Roa et al. (2019) reached an opposing conclusion, arguing that digital marketing exerts a negative and insignificant influence on purchase decisions. These inconsistencies highlight the absence of a unified model that explains how digital marketing interacts with consumer psychological responses particularly satisfaction to influence purchase behavior, indicating a theoretical space for model refinement.

Across the existing body of research, at least fifteen studies have examined similar variables, yet their conclusions remain fragmented and context dependent. To address this research gap, the present study contributes theoretically by integrating digital marketing into a modern consumer behavior framework that positions consumer satisfaction as a mediating construct. This integration aligns with contemporary perspectives that emphasize experiential value and digital engagement as core drivers of post-purchase evaluation and decision making, thereby expanding the explanatory power of existing marketing theories in digital-era purchasing contexts. To extend and enrich the marketing management literature, this research re-evaluates these relationships using a different empirical setting. New Balance footwear is selected as the research context due to its strong brand positioning in comfort, perceived quality, and lifestyle-based consumer loyalty. Based on these considerations, the study is entitled: "The Influence of Price and Digital Marketing on Purchase Decisions for New Balance Shoes with Consumer Satisfaction as a Mediating Variable."

2. RESEARCH METHOD

This study employs a quantitative approach to investigate the effects of pricing dynamics and digital marketing initiatives on consumers' purchase decisions of New Balance footwear, with consumer satisfaction serving as a mediating variable (Abdilah, 2015;

Ghozali, 2015). Empirical data were collected from 210 purposively selected respondents who had prior experience purchasing New Balance products, ensuring relevance and reducing potential respondent bias. The sample size was determined based on the 10-times rule for PLS-SEM, which requires a minimum of 10 times the maximum number of structural paths pointing at any construct (Hair et al., 2019), making 210 respondents sufficient to meet the statistical requirements of the model and improve the stability of bootstrapped estimates. Data were obtained via a structured questionnaire with five-point Likert scales covering indicators adapted from prior literature for the constructs of pricing, digital marketing, consumer satisfaction, and purchase decisions. The measurement model was assessed for convergent validity (loadings > 0.70, AVE > 0.50), discriminant validity (square root of AVE > cross-loadings), reliability (Cronbach's alpha > 0.60, composite reliability > 0.70), and multicollinearity (VIF < 5). The structural model was evaluated using R^2, f^2, and Q^2 to assess explanatory and predictive power, and hypothesis testing was conducted via 5,000-bootstrapped path estimates, with significance determined at $p < 0.05$ and $t > 1.96$. Mediation effects of consumer satisfaction were examined through specific indirect pathways to confirm its role in transmitting the influence of pricing and marketing strategies on purchase decisions.

3. RESULTS AND DISCUSSION

3.1 Respondent Description

This research is directed toward exploring how pricing dynamics and digital marketing initiatives contribute to consumers' decisions to purchase New Balance footwear, with consumer satisfaction positioned as an intervening factor that bridges these influences. In addition, the study provides a profile of the participants involved, outlining the essential demographic and characteristic attributes of the individuals who completed the survey instrument:

Table 1. Respondent Profile

Category	Subcategory	Frequency	Percentage
Gender	Male	113	53.8%
	Female	97	46.2%
Age	<20 years	46	21.9%
	21–30 years	137	65.2%
	31–40 years	30	14.3%
Occupation	Student	119	56.7%
	Employee	27	12.9%
	Entrepreneur	51	24.3%
	Others	17	8.1%
Total		210	100%

Source: Processed Primary Data, 2025

The sample consists of 210 respondents, with a slightly higher proportion of males (53.8%) than females (46.2%). The majority of respondents fall within the 21–30 age range (65.2%), while younger respondents under 20 constitute 21.9%, and those aged 31–40 represent 14.3%. Regarding occupational distribution, most participants are students (56.7%), followed by entrepreneurs (24.3%), employees (12.9%), and other professions (8.1%), indicating a diverse respondent pool with a predominant young and student demographic.

3.2 Data Analysis Results

In this study, hypothesis testing uses the PLS data analysis technique with the Smart PLS 4.1.1.4 program. The following is a schematic of the PLS program model that was tested.:

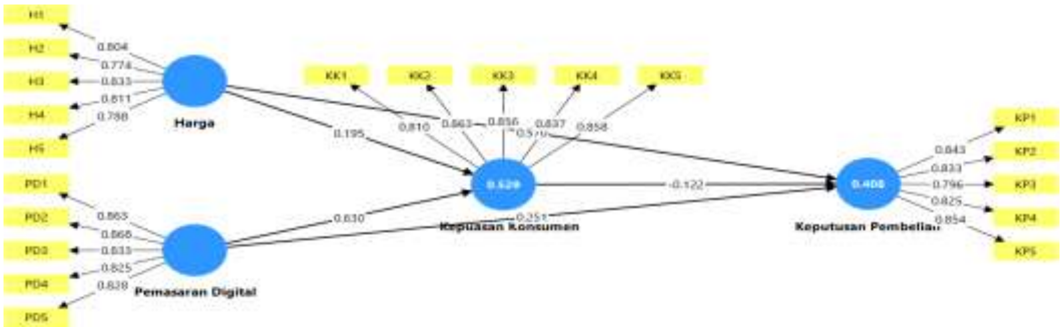

Figure 1. Outer Model Test Results
Source: Processed Primary Data, 2025

The outer model assesses the relationships between latent variables and their indicators, focusing on convergent validity, discriminant validity, reliability, and multicollinearity.

3.3 Outer Model Evaluation: Validity, Reliability, and Multicollinearity

The assessment of convergent validity revealed that all indicators exhibited strong outer loadings above the 0.70 threshold, with AVE values exceeding 0.50 across all constructs Price (0.644), Consumer Decisions (0.714), Buying Decision (0.690), and Digital Marketing (0.712). This confirms that the indicators effectively represent their respective latent variables. Discriminant validity, evaluated through cross-loadings, further demonstrated that each indicator loaded highest on its intended construct compared to other constructs, ensuring distinctiveness among variables. Reliability analysis indicated that all constructs achieved satisfactory consistency, with Composite Reliability scores ranging from 0.862 to 0.900 and Cronbach’s Alpha values from 0.869 to 0.911, surpassing the 0.70 benchmark and confirming the internal consistency of the measurement instruments.

Multicollinearity diagnostics using Variance Inflation Factor (VIF) values between 1.171 and 2.125 showed that all constructs were well below the critical threshold of 5.0, indicating no significant multicollinearity issues. Collectively, these findings affirm that the outer model is robust, with valid, reliable, and independent indicators, making it suitable for subsequent structural model analysis.

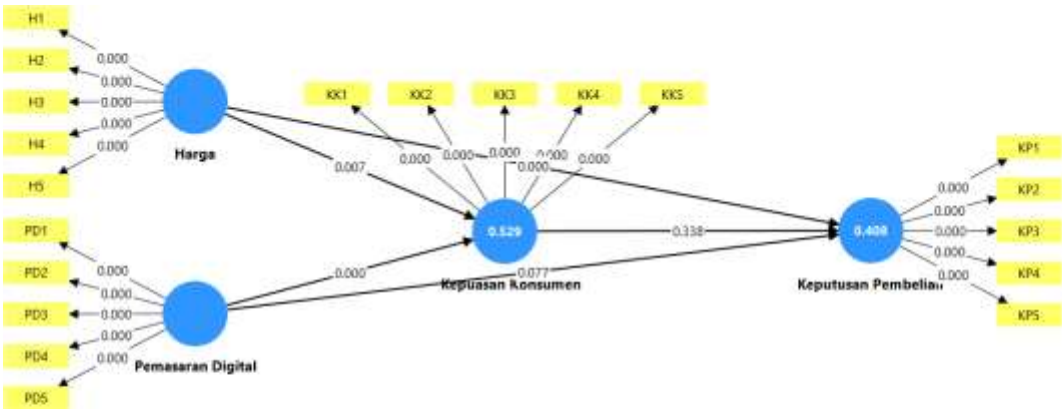

Figure 2. Inner Model
Source: Processed Primary Data, 2025

The inner model is used to test the influence between one latent variable and another latent variable. Testing the inner model can be done using three analyses, namely measuring the value.

3.4 R-Square Test

Table 3. R-Square Test

Variable	R-square	R-square adjusted
Customer Satisfaction	0.529	0.525
Buying decision	0.408	0.400

Source: Processed Primary Data, 2025

The analysis of the model's explanatory power reveals that Consumer Decisions is accounted for reasonably well by Price and Digital Marketing, as reflected in an R-Square value of 0.529 and an adjusted value of 0.525, implying that just over half of its variability is attributable to these two predictors, while the remaining portion arises from unobserved factors outside the framework. The R^2 value for Buying Decision of 0.408 indicates a moderate level of explanatory power, meaning that Price, Digital Marketing, and Customer Satisfaction collectively explain approximately 40.8% of the variance. This suggests that other factors outside the model also play a substantial role in influencing purchase decisions, highlighting the need for businesses to consider additional determinants beyond pricing and marketing efforts when predicting consumer behavior. To evaluate the proposed hypotheses, a bootstrap procedure employing 500 subsamples was implemented, a choice aligned with the directional (one-tailed) testing strategy adopted in this research. Relationships among the constructs were deemed statistically meaningful when their p-values fell below the 0.05 threshold. The resulting table of direct effects outlines the magnitude and directionality of each linkage, offering insight into how strongly each predictor contributes to the dependent variables and enabling a deeper understanding of the structural dynamics shaping the model.

Table 4. Hypothesis Testing

Effect Test	Original Sample	T statistics	P values	Description
Price -> Customer Satisfaction	0.195	2.687	0.007	Received
Digital Marketing -> Customer Satisfaction	0.630	9.091	0.000	Received
Price -> Buying decision	0.570	6.384	0.000	Received
Digital Marketing -> Buying decision	0.251	1.766	0.077	Not Received

Source: Processed Primary Data, 2025

The statistical output indicates several key relationships among the studied variables. The analysis reveals that price meaningfully contributes to customer satisfaction, as reflected by its t-value of 2.687, effect magnitude of 0.195, and a p-value far below the 0.05 threshold, confirming the acceptance of the first hypothesis. Digital marketing also demonstrates a strong and significant influence on customer satisfaction, supported by a high t-statistic of 9.091, a notable coefficient of 0.630, and a p-value of 0.000, thereby validating the second hypothesis. Furthermore, price is shown to substantially shape buying decisions, with a t-value of 6.384, an effect size of 0.570, and statistical significance at the 5% level, leading to the acceptance of the third hypothesis. In contrast, Digital Marketing does not directly trigger Buying Decisions ($t = 1.766$; $p = 0.077$), suggesting that its strategic role lies more in enhancing consumer perception, engagement, and brand experience rather than immediately prompting purchases.

3.5 Specific Indirect Model

Table 5. Results of the Specific Indirect Model

Indirect Effect	Original sample	T statistics	t	Description
Price -> Customer Satisfaction-> Buying decision	-0.024	0.886	0.376	Not Accepted
Digital Marketing -> Customer Satisfaction -> Buying decision	-0.077	0.909	0.364	Not Accepted

Source: Processed Primary Data, 2025

The fifth hypothesis examined whether Customer Satisfaction serves as an intermediary mechanism linking Price and Digital Marketing to Buying Decision. However, the statistical evidence does not support this assumption. The non-significant mediation highlights that while Digital Marketing strengthens perceptions and engagement, these effects do not automatically convert into purchase behavior, emphasizing that marketing strategies should focus not only on awareness but also on other behavioral triggers to drive actual purchases.

3.6 Discussion

a. The Effect of Price on Customer Satisfaction

The analysis indicates that pricing exerts a meaningful and positive influence on customers' overall satisfaction, as reflected in a t-statistic of 2.687 and a p-value of 0.007. This outcome suggests that when buyers perceive the price of a product to be proportionate to the benefits and performance it delivers, their satisfaction increases accordingly. These findings reinforce the conclusions of Luh and Septyani (2021) as well as Ningrum and Isa (2023), who emphasize that fair, reasonable pricing fosters stronger satisfaction levels. In the case of New Balance footwear, consumers tend to interpret the listed price as an accurate reflection of the shoes' durability, comfort, and build quality, which ultimately strengthens their sense of fulfillment after purchase and encourages repeat buying behavior.

b. The Influence of Digital Marketing on Customer Satisfaction

The analysis reveals that digital marketing practices substantially enhance customer satisfaction, as indicated by a strong statistical effect (t-statistic 9.091; p-value 0.000). In essence, when a company executes its digital marketing initiatives more effectively, customers tend to experience greater satisfaction with the products offered. This finding is consistent with insights reported by Utomo et al. (2023) and Tajudinnur et al. (2022), who argue that well-designed digital channels strengthen firm–customer relationships by delivering precise information, enabling interactive engagement, and facilitating seamless two-way communication. Through these platforms, consumers can effortlessly obtain details about New Balance products ranging from specifications and pricing to user reviews which ultimately reinforces their trust in the brand. Consequently, the more proactive and informative a company becomes in utilizing digital media, the more likely customers are to feel that their informational needs are fulfilled promptly and meaningfully, thereby elevating overall satisfaction.

c. The Influence of Price on Buying Decisions

The hypothesis testing results reveal that price considerations play a decisive role in shaping consumers' purchasing choices, as indicated by the substantial t-value of 6.384 and a p-value of 0.000. These statistical findings imply that when buyers perceive a product's price as fair, reasonable, and aligned with market expectations, their inclination to proceed with a purchase becomes stronger. Similar conclusions were reached by Kesuma et al. (2021) and Prayoga & Tanjung (2024), who emphasized price as a major determinant within the consumer decision-making process. In the context of New

Balance footwear, buyers tend to evaluate whether the listed price corresponds with the product's perceived quality and utility before committing to a transaction. Consequently, the closer the price aligns with consumers' purchasing power and their perceived value of the item, the higher the probability that they will ultimately decide to buy it.

d. The Influence of Digital Marketing on Buying Decisions

The analysis indicates that Digital Marketing does not exert a statistically significant effect on purchasing decisions, despite showing a positive directional influence, as reflected in its t-value of 1.766 and p-value of 0.077. This outcome suggests that digital promotional efforts may succeed in stimulating consumer interest and enhancing familiarity with a product, yet these stimuli are not sufficiently strong to translate into an immediate decision to buy. Contrary to the findings reported by Setiawan & Hidayat (2022) and Utomo et al. (2023), which affirmed a significant relationship between Digital Marketing and Buying Decision, the present results imply that consumers in this context appear to rely more heavily on pragmatic considerations such as price, product quality, and past usage experiences than on online promotional exposure. Consequently, Digital Marketing seems to function primarily as a mechanism for reinforcing brand visibility and consumer trust rather than as a direct trigger of purchase behavior. Strengthening the persuasive and interactive dimensions of digital content may therefore be necessary if firms aim to convert initial interest into actual purchasing decisions.

e. The Influence of Customer Satisfaction as a Mediating Variable

The specific indirect effect test demonstrates that Customer Satisfaction does not function as a mediating variable between Price or Digital Marketing and consumers' Buying Decisions, as the resulting p-values exceed the 0.05 significance level. In practical terms, although both Price and Digital Marketing can shape customers' satisfaction levels, this satisfaction does not translate into a stronger linkage with their final purchase decisions. This outcome suggests that satisfied consumers do not automatically proceed to repeat purchases, since their buying behavior is simultaneously shaped by broader considerations such as personal needs, prevailing trends, purchasing power, and comparisons with competing brands. These findings contrast with the conclusions of Masito (2023) and Ningrum & Isa (2023), who reported that Customer Satisfaction successfully mediates the influence of Price and promotional activities on purchasing behavior. Within the context of New Balance footwear, however, satisfaction appears to contribute more to cultivating favorable brand perceptions rather than acting as a decisive driver of subsequent buying actions.

4. CONCLUSION

The study on New Balance customers' purchasing decisions reveals that price, when aligned with perceived value, strongly enhances customer satisfaction and directly influences buying behavior, whereas digital marketing improves satisfaction but has no significant direct effect on purchases. Customer satisfaction did not mediate the impact of price or digital marketing in this study; however, further research should revalidate the role of satisfaction as a mediator across broader fashion and footwear contexts, considering diverse brands, product types, and market segments. Practically, firms should prioritize competitive pricing while designing digital marketing strategies that reinforce brand engagement without overestimating their direct influence on purchases, striking a balance between value-driven pricing and interactive marketing initiatives. Limitations of the study include its focus on a single brand, a narrow set of variables, and reliance on online surveys, suggesting that future research could expand the scope to better understand the interplay between price, digital marketing, and customer satisfaction in shaping buying decisions in the fashion and footwear industry.

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