Analysis of the Effect of Up Selling and Cross Selling Sales Methods on the Brand Image of KFX UB Jaya I Pharmacy and its Impact on Purchasing Decisions

Hivzil Indra[1], Sahat Saragi[2], Lies Putriana[3]
[1,2,3]Pancasila University, Jakarta, Indonesia
Email: hivzilindra@gmail.com

Abstract

Data on drug sales reports at KFX UB Jaya I Pharmacy in the last 3 years shows a decrease in theNon-Prescription Drug category. One of the strategies to increase sales pursued by KFX UB Jaya I Pharmacy is by implementing the Up-selling and Cross-selling methods. The purpose of this study is to determine the effect of Up-selling and Cross-selling sales techniques for non-prescription drugs on consumer purchasing decisions, and how it impacts the brand image of KFX UB Jaya I. This study uses quantitative research methods and descriptive design with an approach using questionnaires as research instruments. Determination of the research sample using the random sampling method with the SEM model, which amounted to 134 customers of the KFX UB Jaya I Pharmacy as a community pharmacy. The results showed that there was a positive influence between Up-selling on brand image (t: 4.373 & p: 0.000) and on purchasing decisions (t: 2.464 & p: 0.014). Meanwhile, the Cross-selling sales method has a significant effect on brand image (t: 5.359 & p: 0.000) and on purchasing decisions (t: 3.561 & p: 0.000). The results also show that brand image has a significant effect on purchasing decisions (t: 5,763 & p: 0.000). Brand image can mediate the influence between Up-selling on purchasing decisions (t: 3,563 & p: 0.000) and between Cross-selling on purchasing decisions (t: 3,862 & p: 0.000). Based on the results obtained from research and literature studies, up-selling and cross-selling sales methods for non-prescription drugs have an effect on the brand image of the KFX UB Jaya I pharmacy which also has a significant impact on purchasing decisions.

***Keywords**: Non-Prescription Drugs, Up-selling and Cross-selling, Brand Image, Purchase Decision, Community Pharmacy.*

– – – – – – – – – – ◆ – – – – – – – – – –

A. INTRODUCTION

A healthy and clean environment is the dream of every living creature. One way to protect the environment is for humans to be responsible for waste. As the population increases, likely, the waste produced will also increase. Various methods are developed by business experts or practitioners. Customer relationship management (CRM) is the perfect concept to increase sales and pampercustomers.

Up-selling and cross-selling methods are CRM strategies that have the potential to increase sales turnover. These two CRM strategies have the same goal, which is to convince buyers to buy more products. One of the disparities in the origin of Up Selling and Cross-Selling tactics is that if the Cross- selling method focuses on selling additional products to customers who have agreed to buy, while in Up-Selling tactics the focus is on increasing the number of products that customers order to receive additionalproducts.

An increase in the company's revenue is the most tangible result. When a crossselling program is implemented, the company's main emphasis is no longer on how to receive potential new customers (prospecting customers), but how to sell more products to existing customers. The second benefit that can be obtained is increased customer loyalty. The last benefit that can be obtained is increased customer awareness.

PT. KFX UB Jaya I is a government-owned pharmaceutical retailer with the largest and leading pharmacy network in Indonesia. Apotek KFX UB Jaya I is a pharmacy that has a clinic and collaborates with doctor practices and also serves non- prescription, prescription and insurance such as BPJS, YKKBI, PRB, PLN, Mandiri Inhealth, Admedika, Pertamina, BNI life Insurance, and others.

Non-prescription services are services for patients that are carried out using self- medication or self-reliance, known as self- medication (Menkes RI, 2016). Non-prescription drugs are usually needed to treat *minor illnesses* that can be treated with over the-counter drugs (without a doctor's prescription). For example, vitamin and mineral supplements, liniments, some analgesics- antipyretics, and some antacids.

Based on the drug sales report at KFX UB Jaya I Pharmacy in the last 3 years, it shows a decrease in the Non-Prescription Drug group. This is based on several factors including:

1. The decline in service quality is evidenced by complaints from customers through social media.
2. The decline in the number of customer visits is evident from the decrease in turnover in the last 3 years.
3. Incomplete products sold so that customers' needs for transactions are not fulfilled.
4. The amount of availability as needed of non-prescription drugs that do not expire.

Figure 1. Comparison of Turnover in2020-2023

The phenomenon of declining sales ofnon-prescription drugs needs to be the focus of attention of Pharmacy Farma managers considering that non-prescription drugs contribute 37% of revenue. Various efforts have been made so that pharmacy turnover of non-prescription drugscontinues to be carried out, this certainlyrequires further analysis and studies to be carried out, so that later it can answer the problems faced by pharmacies related to decreased turnover in non-prescription drugs.

One of the solutions taken by Kimia Farma Pharmacy is to apply the Up Selling and Cross Selling methods. This method is applied to increase customer loyalty and form a good brand image for Kimia Farma Pharmacy. So far it is not known whether this method is relevant and can achieve the expected goals. Therefore, it is necessary to evaluate whether there is an effect of up selling and cross selling methods of non-prescription drugs on consumer buying decisions, and how it impacts the Kimia Farma Pharmacy brand.

B. LITERATURE REVIEW

Up Selling means a sales event used to show products that have complementary products with a higher value than the product in question and both have a 100% confidence-level (Tama, 2010).

The purpose of up selling is to increase total sales and to introduce customers to options that may better suit their needs. Up selling is often built into the discourse dialog of the customer's goals in buying the product and what they hope to achieve from moment to moment.

Up selling helps build a correlation using the customer by telling them what else is on offer, how they can receive more functionality for their money and up selling invests in the customer's needs and goals for their needs. Up selling is not always an exclusive process. While it is mandatory to demonstrate up selling at the time of purchase, it is also possible to use marketing techniques such as direct mail and email newsletters to keep customers aware of their options.

In every sale, of course, there is a target or indicator of success, the indicators of success are:

1. Easy access for customers to file complaints.
2. There is comfort in every service delivery.
3. Access and ease of transaction.

Cross-Selling is a sales method where the seller aims to encourage customers by suggesting to buy additional products that complement or are related to using the main product. Cross Selling is done according to customer interest as well as the purchase of one of the company's products. This method not only complements but also helps in getting maximum value out of the original purchase. The goal is to convince the customer to spend more by getting him to buy additional items than he decided to buy in the first place.

Some other terms that work together using this marketing technique include (Berry & Linoff, 2004):

1. Product affinity analysis, understanding what products and services are purchased together.
2. Propensity-to-buy analysis, estimates what products or services a particular customer will buy in the future.
3. Product bundling, choosing what products to sell together into a sales package.

4. Profitability analysis, understanding which customers are very important to keep.
5. Next sequential purchase, estimating what products or services will be purchased later.
6. Price elasticity modelling and dynamic pricing, finding the optimal price for a particular product and for a particular customer segment

The process of cross selling can be caused by two factors, namely:

1. Cross selling based on customer initiative
2. Cross selling on an initiative basis

Cross selling indicator:

1. Providing information to customers and building communication to create customer trust about the product.
2. Involvement of all personnel in setting goals and service quality.
3. Development of new ideas and providing motivation and education to improve the quality of service to customers.

Table 1. Difference between Up-Selling and Cross-Selling

Dimensions	***Up-Selling***	***Cross-Selling***
Definition	*Upselling* is convincing buyers to buy better product variations and those with higher specifications.	*Cross-selling* is a recommendation for additional products to be purchased in combination with the main product to existing customers.
What to do	Offering something of better quality or price, than what the customer wants.	Offer and present customer-related products to persuade and engage them to spend more.
Destination	Increase the actual value of the product sales.	Increase the overall value of sales proceeds.
Engage	*Upgrade*, higher value or *add-on* items.	Complementary, related or connected items.
Increase	Value with average bill	Bill value with average and with average purchase size

According to Kotler (2006), the process of purchasing decisions occurs through 5 (five) stages, namely: (i). Problem recognition, is the process of matching consumer needs with the availability of goods or services that are influenced by internal factors (consumers themselves) and external factors (providers of goods or services); (ii). Information search, is the process of searching for various alternative choices of goods or services; (iii). Alternative evaluation, is a stage where a consumer considers several alternative choices of a good or service according to benefits and needs; (iv). Purchase decision; is the process of making a consumer's purchase decision on a good or service; (v). After-purchase behavior; is the attitude of a consumer after buying a good or service which is associated with a level of satisfaction.

According to Miller & Muir (2004), a brand is a name or symbol that can be used directly to sell a good or service. From Rangkuti (2004), brand image is a set of brand associations formed in the minds of consumers. Hanafi & Wahab (2016), examined the effect of the marketing communication mix on consumer purchasing decisions and the extension of the lease of kiosk owners (tenants) at PS Mall Palembang. In the study, Hanafi and Wahab used eight variables of the marketing communication mix proposed by Kotler and Keller (2009), namely: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth, and personal selling. The results concluded that the marketing communication mix affects consumer purchasing decisions, in this case mall visitors, but has no effect on the decision to renew the lease of the stall owner (tenant). In addition, consumer purchasing decisions also have no effect on the decision to extend the lease of the kiosk owner (tenant).

C. METHOD

The research method uses quantitative methods by processing data obtained from the research location. This study is to identify between independent variables, namely up- selling and cross-selling sales techniques on dependent variables, namely Brand Image and Purchasing Decisions. The study used an analytical survey with a cross sectional design approach.

The population in this study were customers of the KFX UB Jaya I Pharmacy who bought non-prescription drugs with the sampling technique used was random sampling, namely taking random samples from a predetermined population.

(Number of indicators + number of latent variables) x (5 to 10 times) Based on the guidelines of Hair, Anderson, Tatham, & Black, (2010), the maximum sample size for this study is: Maximum sample = (24 + 2) x 5 = 130 respondents. Based on the formula above, the maximum number of samples in this study were 130 consumer respondents of KFX UB Jaya I Pharmacy.

This research data consists of primary data obtained directly from respondents by means of research or field research. To obtain this data, the questionnaire method is used. In order to collect the necessary data. Data obtained from distributing questionnaires to respondents according to the inclusion criteria supports information data through questionnaires.

Table 2. Rating Range Using Likert Scale

Expectation/Level of Importance	Conformity to Reality
5 = Very Happy (SS)	5 = Strongly Agree (SS)
4 = Pleased (S)	4 = Agree (S)
3 = Neutral (N)	3 = Undecided (R)
2 = Unhappy (TS)	2 = Disagree (TS)
1 = Very Unhappy (STS)	1 = Strongly Disagree (STS)

D. RESULT AND DISCUSSION

1. Variable Data Analysis

Table 3. Descriptive Statistics of Up Selling Variables

	N	Min	Max	Mean	Std. Dev
X 1.1	134	1,00	5,0	4,03	0,86
X 1.2	134	1,00	5,0	4,30	0,72
X 1.3	134	1,00	5,0	4,33	0,65
X 1.4	134	1,00	5,0	3,98	0,76
X 1.5	134	1,00	5,0	3,63	0,98
X 1.6	134	2,00	5,0	3,89	0,90
Valid N (listwise)	134				

Respondents chose Agree, based on the average value, where Up Selling influences purchasing decisions. The average value which is greater than the standard deviation also means that the data on the Up Selling variable is quite good. The item with the largest mean in the Up Selling variable is item number 3 and the item with the smallestmean value in the Up Selling variable is itemnumber 5.

Table 4. Descriptive Statistics of Cross Selling Variables

	N	Min	Max	Mean	Std. Dev
X 2.1	134	2,00	5,0	3,67	0,81
X 2.2	134	1,00	5,0	3,76	0,89
X 2.3	134	1,00	5,0	4,10	0,82
X 2.4	134	1,00	5,0	4,10	0,71
X 2.5	134	1,00	5,0	3,84	0,92
X 2.6	134	1,00	5,0	3,75	0,85
Valid N (listwise)	134				

Respondents chose to agree based on the average value obtained, Cross Selling has enough influence on purchasing decisions. The mean value which is greater than the Standard Deviation also indicates that the data on the Cross Selling Variable is quite good. The items with the largest mean in the Cross Selling variable are items number 3 and 4, while the item with the smallest mean in the cross-selling variable is obtained by item 1 with a mean value of 3.67.

Table 5. Descriptive Statistics of Brand Image Variables

	N	Min	Max	Mean	Std. Dev
Z 1.1	134	1,00	5,0	4,57	0,60
Z 1.2	134	1,00	5,0	4,16	0,67
Z 1.3	134	1,00	5,0	3,98	0,84
Z 1.4	134	1,00	5,0	3,99	0,79
Z 1.5	134	1,00	5,0	4,09	0,65
Z 1.6	134	1,00	5,0	3,57	1,10
Valid N (listwise)	134				

Respondents chose to agree based on the average value, where Brand Image is also one of those that influence Purchasing Decisions. The Mean value which is greater than the Standard Deviation also indicates that the data on the Brand Image variable is quite good. The item with the largest mean value on the brand image variable is obtainedby item number 1, and the item with the smallest mean value on the Brand Image variable is obtained by item number 6.

Table 6. Descriptive Statistics of Purchasing Decision Variables

	N	Min	Max	Mean
Y 1.1	134	1,00	5,0	4,06
Y 1.2	134	1,00	5,0	4,09
Y 1.3	134	3,00	5,0	4,33
Y 1.4	134	1,00	5,0	4,12
Y 1.5	134	1,00	5,0	3,97
Y 1.6	134	1,00	5,0	3,45
Valid N (listwise)	134			

Respondents chose to agree based on the average value obtained, where purchasing decisions are important in determining the success of the Up selling and Cross Selling methods that are run. The mean value which is greater than the standard deviation indicates that the data on the Purchasing Decision variable is quite good. The item with the largest mean value on the Purchasing Decision variable is item number 4, and the item with the smallest mean on the Purchasing Decision variable is item number6 with a mean value of 3.45.

2. Outer Model Analysis

The first stage of analysis begins with the *outer model* analysis, which is to ensure that the measurements used are suitable for measurement. The following are the results of testing the *outer model* in this study:

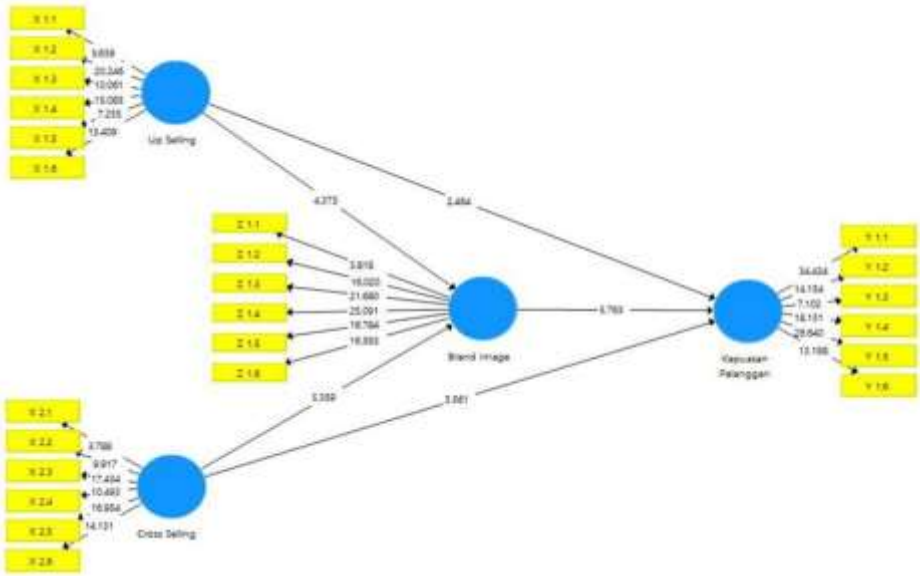

Figure 2. Outer Model Results

3. Convergent Validity

Convergent validity in this study was tested based on the criteria for factor loading and Average Variance Extracted (AVE) values, where the factor loading value ≥ 0.5 (Hair, 2010) and AVE ≥ 0.5 (Hair, 2018). The loading factor of each indicator in convergent validity is presented in table 7 below:

Table 7. Convergent Validity (Loading Factor)

	Up Selling	Cross Selling	Buying Decision	Brand Image
X 1.1	0.666			
X 1.2	0.788			
X 1.3	0.720			
X 1.4	0.796			
X 1.5	0.588			
X 1.6	0.674			
X 2.1		0.630		
X 2.2		0.685		
X 2.3		0.770		
X 2.4		0.717		
X 2.5		0.749		
X 2.6		0.766		
Y 1.1			0.836	
Y 1.2			0.768	
Y 1.3			0.588	
Y 1.4			0.781	
Y 1.5			0.825	
Y 1.6			0.724	
Z 1.1				0.532
Z 1.2				0.815
Z 1.3				0.806
Z 1.4				0.823
Z 1.5				0.846
Z 1.6				0.760

The convergent validity test shows that all loading factors of each indicator are valid because they are greater than 0.5, the convergent validity test shows the selection results of the loading factor of each indicator are valid because they are greater than 0.5.

Table 8. Convergent Validity (AVE)

	Average Variance Extracted (AVE)
Up Selling	0.503
Cross Selling	0.520
Brand Image	0.595
Buying Decision	0.575

The AVE result value of each latent variable is greater than 0.5. This means that each variable represents or can describe 50% or more of its items in the meet the criteria for convergent validityand are classified as good.

4. Construct Reliability

Table 9. Construct Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Image	0.859	0.876	0.896
Cross Selling	0.816	0.829	0.866
Buying Decision	0.849	0.859	0.889
Up Selling	0.799	0.810	0.857

All variables as shown in Table 9 are reliable and each indicator is able to

represent its own variable.

5. Inner Model Analysis

In this study, the inner model measurement uses the Path Coefficient and the Determinant Coefficient (R^2).

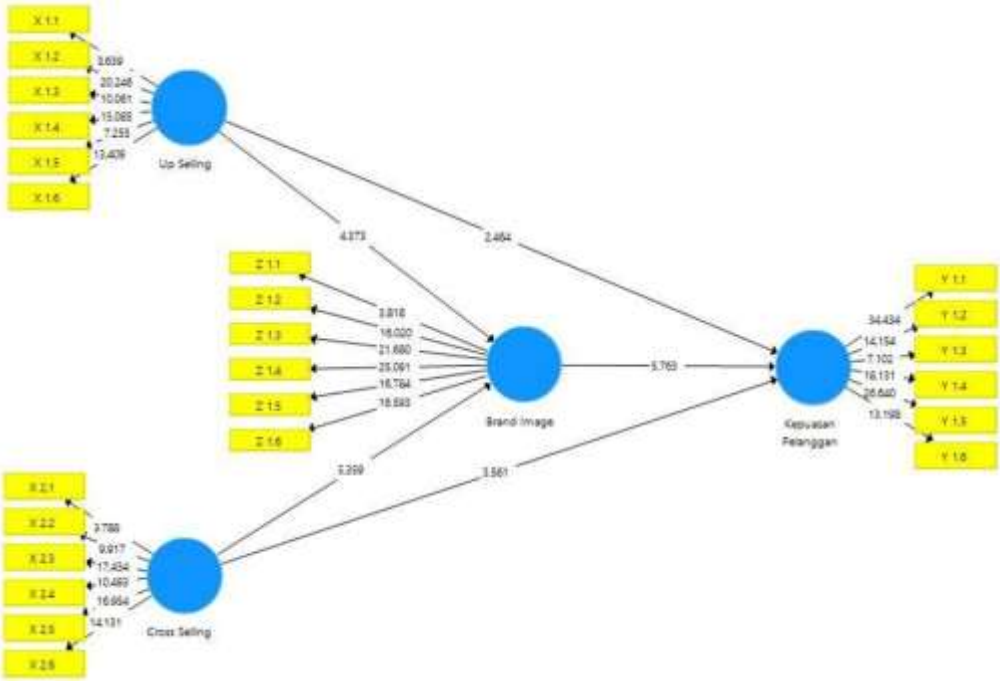

Figure 3. Inner Model Results

6. Determination Coefficient Test

Table 10. Coefficient of Determination

	R Square Adjusted	Result
Up Selling (X_1), Cross Selling (X_2)-Brand Image (Z)	0.637	Strong
Up Selling (X_1), Cross Selling (X_2)-Buying Decision (Y)	0.771	Strong

As shown in Table 10, according to Hair et al. (46) the R^2 range which shows the explanatory power of the variable is between 0 and 1. Endogenous variables in the form of influence on Brand Image (Z) are included in the strong classification because the R^2 value is 0.637. This value means that 63% of Z is influenced by the variables contained in the first research model, and the other 37% can be explained by other variables not included in the study. Likewise, the endogenous variable in the form of influence on Purchasing Decisions (Y) is included in the strong classification because the R2 value is 0.771. This value means that 77% of Y is influenced by the variables contained in the first research model, and the other 23% can be explained by other variables not included in the study.

7. Path Coefficient (Partial t Test)

Table 11. Direct Effect Test Results

	Original Sample (O)	T Statistics (|O/STDEV|)	P Value
Up Selling -> Brand Image	0.388	4.373	0.000
Cross Selling -> Brand Image	0.467	5.359	0.000
Up Selling -> Buying Decision	0.213	2.464	0.014
Cross Selling -> Buying Decision	0.245	3.561	0.000
Brand Image -> Buying Decision	0.498	5.763	0.000

As shown in Table 11, that H1; H2; H3; H4; H5 have significant results. The following is the conclusion of the hypothetical test of direct effects for endogenous latent variables (dependent variables) and exogenous latent variables (independent variables) in this study Up Selling (X1) has a significant influence on Brand Image (Z) with a positive coefficientof 0.388. Cross Selling (X2) has a significant effect on Brand Image (Z) with a positive coefficient of 0.467. Up Selling (X1) has a significant influence on Purchasing Decisions (Y) with a positive coefficient of 0.213. Cross Selling (X2) has a significant effect on Purchasing Decisions (Y) with a positive coefficient of 0.245. Brand Image (Z) has a significant influence on Purchasing Decisions (Y) with a positivecoefficient of 0.498.

Table 12 Indirect Effect Test Results

	Original Sample (O)	T Statistics (|O/STDEV|)	P Value
Cross Selling -> Buying Decision	0.233	3.653	0.000
Up Selling -> Buying Decision	0.193	3.862	0.000

As seen in Table 12, that H6; H7 have significant results. The following is the conclusion of the hypothetical test of indirect effects for endogenous latent variables (dependent variables) and exogenous latent variables (independent variables) in this study Brand Image (Z) has a mediating influence on the influence between Up Selling (X1) onPurchasing Decisions (Y). Brand Image (Z) has a mediating influence on the influence between Cross Selling (X2)on Purchasing Decisions (Y).

8. Goodness of Fit (Q2)

Table 13. Goodness of Fit (Q2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Up Selling	804.000	804.000	
Cross Selling	804.000	804.000	
Brand Image	804.000	514.472	0.360
Buying Decision	804.000	461.436	0.426

As shown in Table 13, the Q-Square value is greater than 0 (zero), indicating that the model has predictive relevance. Q square value> 0 can also be said to have good observation value. Therefore, it can be continued to the Multiple Linear Regression Analysis

9. Multiple Linear Regression Equation

Table 14. Multiple Linear RegressionAnalysis

	Original Sample (O)
Up Selling -> Brand Image	0.388
Cross Selling -> Brand Image	0.467
Up Selling -> Buying Decision	0.213
Cross Selling -> Buying Decision	0.245
Brand Image -> Buying Decision	0.498

Z = 0.388X1+ 0.467X2+ e.

Y = 0.213X1- 0.245X2+ 0.498Z+e.

E. CONCLUSIONS

Based on the results of the data analysis, it can be concluded that the up-selling method has a significant effect on Brand Image with a P-Value of 0.000 less than 0.05 (5%). Cross-selling method has a significant effect on Brand Image with a P-Value of 0.000 smaller than 0.05 (5%). Up selling has a significant effect on Purchasing Decisions with a P-Value of 0.014 smaller than 0.05 (5%). Cross selling has a significant effect on Purchasing Decisions with a P-Value of 0.000 less than 0.05 (5%). Brand Image has a significant effect on purchasing decisions with a P-Value of 0.000 less than 0.05 (5%). Brand Image has a significant influence to mediate Up sellingwith a P-Value of 0.000 smaller than 0.05 (5%). Brand Image has a significant influence to mediate Cross selling with a P-Value of 0.000 smaller than 0.05 (5%).

REFERENCES

1. Ago, G., Suharno, S. M., & Hariyadi, S. (2015). Effect of product quality perception, trust, and brand image on generic drug buying decision and consumer satisfaction of hospital patients in East Kalimantan. *Eur. J. Bus. Manag*, *7*(14), 50-68.
2. Andreani, F. (2009). Customer Relationship Management (CRM) dan Aplikasinya dalam Industri Manufaktur dan Jasa. *Jurnal Manajemen Pemasaran*, *2*(2).
3. Assauri, S. (2011). *Manajemen Pemasaran*. Jakarta: Rajawali Press.
4. Bootsumran, L., Siripipatthanakul, S., & Phayaphrom, B. (2021). Factors Influencing Consumers' Purchase Intention at Pharmacies in Thailand. *Journal of Management in Business, Healthcare and Education*, *1*(1), 1-16.
5. Keller K. L. (2003). *Strategic Brand Management: Building, Measuring,and Managing Brand Equity*. New Jersey: Pearson Education Inc.
6. Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications, 15*(2-3), 139-155.
7. Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The

mediating role of customer satisfaction. *Journal of Relationship Marketing*, *21*(1), 1-26.
8. Kotler, P., & Keller, K. L. (2009). Marketing management. Upper Saddle River, New Jessey: Pearson Education, Inc.
9. Kotler P., & Pfoertsch, W. (2010). *Ingredient Branding: Making the Invisible Visible*. New York: Springer-Verlag Berlin Heidelburg.
10. Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2005). Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy: A conceptual framework and research propositions. *Journal of advertising*, *34*(4), 69-80.
11. McFadden, D. W., Calvario, E., & Graves, C. (2007). The devil is in the details: the pharmaceutical industry's use of gifts to physicians as marketing strategy. *Journal of Surgical Research*, *140*(1), 1-5.
12. Nafarin, M. (2009). *Penganggaran Perusahaan*. Jakarta: Salemba Empat.
13. Peraturan Menteri Kesehatan Republik Indonesia Nomor 73 Tahun 2016 tentang Standar Pelayanan Kefarmasian di Apotek.
14. Peraturan Menteri Kesehatan Republik Indonesia Nomor 9 Tahun 2017 Ketentuan dan Tata Cara Pemberian Izin Apotek.
15. Pratama, D. W., & Santoso, S. B. (2018). Pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian melalui kepercayaan konsumen pada produk stuck original. *Diponegoro Journal of Management*, *7*(2), 139-149.
16. Rosa Bastos, J. A., & Muñoz Gallego, P. A. (2008). Pharmacies Customer Satisfaction and Loyalty–A Framework Analysis.
17. Sampurno. (2017). *Manajemen Pemasaran Farmasi*. Yogyakarta: Gadjah Mada University Press.
18. Schmitz, C., Lee, Y. C., & Lilien, G. L. (2014). Cross-selling performance in complex selling contexts: An examination of supervisory-and compensation-based controls. *Journal of Marketing*, *78*(3), 1-19.
19. Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*, *4*(2), 105-110.
20. Suwarnajote, N., & Mekhum, W. (2020). Factors Contributing to Customer's Buying Behaviour at Pharmacy? Does The Brand Image Mediate the Customer's Buying Behaviour in Thailand. *Systematic Reviews in Pharmacy*, *11*(4).
21. Tama, B. A. (2012). Cross-Selling: Perangkat Utama Customer Relationship Management (CRM) Untuk Meningkatkan Loyalitas Pelanggan. In *Makalah Seminar, Mei*.
22. Thomas, S., Jadeja, A., Vaghela, K., & Shreevastava, R. (2021). Investigating the consumers attitude toward brand and purchase intention within the context of cause-related marketing campaign for a pharmacy product. *International Review on Public and Nonprofit Marketing*, 1-18.
23. Tjiptono, F., Chandra, G., & Adriana, D. (2008). *Pemasaran Strategik*. Yogyakarta: Andi.

24. Torieh, A. M. & Amin, D. A. The Effect of Cross Selling on Egyptian Consumer Behavior.