

The Mediating Role of Brand Image on Purchase Intention: An Analysis of Product Quality, Price, and Promotion

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Abstract

This study investigates the mediating role of brand image on the relationship between product quality, price, promotion, and purchase intention. A quantitative approach with multiple regression design and path analysis was employed to test the mediation relationship. Data were collected through a questionnaire designed to measure the variables of product quality, price, promotion, brand image, and purchase intention. The results showed that product quality had a significant positive effect on purchase intention, while promotion did not have a significant effect. The regression model involving product quality and promotion explained 42.7% of the variability in purchase intention. Brand image was found to significantly mediate the relationship between product quality, price, promotions, and purchase intention. A positive brand image enhances the effects of these variables, whereas a negative brand image can reduce them. The findings suggest that companies should prioritise brand image enhancement to effectively leverage product quality and pricing strategies, especially in competitive markets where consumer perceptions dictate purchasing behaviour. This study contributes to the understanding of the complex interaction between various elements of consumer behaviour and highlights the importance of brand image in translating marketing strategies into consumer purchase intentions.

Keywords: Brand image, Product Quality, Promotion, Purchase Intention, Price, Consumer Behavior

Introduction

Building and maintaining a positive brand image is critical for influencing purchase intentions in today's competitive marketplace (Chen et al. 2021). Brand image serves as a mediator between various factors and consumer purchase decisions, significantly influencing how consumers perceive and engage with brands (Marliya & Tafiprios, 2023). Brand image mediates the link between brand credibility and purchase intention, whereas celebrity endorsements have no significant effect (Gupta et al., 2015). Effective packaging can enhance brand image and positively influence brand loyalty and purchase intention (Rehman & Elahi, 2024). This suggests that brand image is critical in translating packaging strategies into consumer behaviour (Verma, 2024). For eco-friendly products, brand image mediates the

relationship between green marketing, brand awareness, and purchase intention, underscoring its influence on consumer perceptions in a socially responsible market (Hadi & Keni, 2022). Strong brand image is positively correlated with purchase decisions, emphasising its importance in terms of service and product quality (Handayani & Sutawijaya, 2024). While brand image is a strong mediator, it is important to recognise that factors such as perceived value can also influence purchase decisions, indicating a complex interaction between the various elements of consumer behaviour (Marliya & Tafiprios, 2023). Consumer behaviour and purchase intention are strongly affected by three key factors: product quality, price, and promotion (Islamiyati et al., 2024). These elements not only impact the likelihood of a purchase but also play a crucial role in the consumer's decision-making process (Hasani & Zeqiri, 2015). Research indicates that consumers are more inclined to buy products they perceive as high quality, demonstrating a positive correlation between perceived product quality and purchase intention (Arliandhini & Resawati, 2023). Research indicates that product quality mediates the relationship between consumers' price perceptions and their purchasing decisions, underscoring its importance in consumer behaviour (Sijabat, 2020). On the other hand, price sensitivity negatively affects the intention to purchase, emphasising the importance of carefully crafted pricing approaches to encourage consumer engagement (Mamuaya, 2024).

A positive perception of price can boost purchase intention, underscoring the need for pricing strategies aligned with consumer expectations (Utami et al., 2024). Although promotions play a role, their direct influence on buying decisions may vary. Research indicates that promotions might not significantly affect purchase intention compared to brand image and corporate reputation (Nurhayati et al., 2023). However, well-crafted promotional tactics can enhance brand perception, which positively impacts purchase intention (Arindaputri and Santoso, 2023). Conversely, although product quality and price are crucial, the impact of promotions is less straightforward (Beasley and Shank, 1997). Therefore, brands must meticulously balance these factors to optimise purchase intention (Gašević et al., 2020).

Brand image significantly mediates the relationship between product quality, price, promotions, and purchase intention (Ajeng Melati et al., 2021). Positive brand image enhances the effects of these variables, whereas negative brand image can reduce them (박민정 & 이소은, 2008). Research shows that a strong brand image positively influences purchase intentions, as seen in studies focusing on a variety of products, including apparel and beverages (Chen et al., 2021). Brand image acts as a mediator between product quality, price, and purchase decisions (Stiawan & Jatra, 2022). For example, a favourable brand image can strengthen the

impact of promotional strategies on consumer behaviour (N & Ramesh, 2022). Companies should prioritise brand image enhancement to effectively leverage product quality and pricing strategies (Saktiawan & Wiyadi, 2024). This is especially important in competitive markets, where consumer perceptions dictate purchasing behaviour (Mantratzis et al., 2023). A positive brand image not only drives purchase intentions but also correlates with higher consumer satisfaction, strengthening loyalty, and repeat purchases (Lucky et al., 2023). Conversely, while a strong brand image can enhance purchase intention, it is important to recognise that factors such as service quality and customer experience also play an important role in shaping overall consumer satisfaction and loyalty (Madani, 2024).

Literature Review

Brand Image

Brand Image is the overall perception of consumers regarding a brand based on experiences, communications, and information received. According to Keller (1993), Brand Image consists of the knowledge consumers have about a brand and the associations connected to the brand. Brand Image influences how consumers understand and interact with products and how they make purchasing decisions. According to Aaker (1991), Brand Image includes elements such as brand identity, brand associations, and expected quality. These elements shape consumer perceptions and influence attitudes toward the brand.

Consumer Perception Theory According to Kotler and Keller (2016), consumer perceptions of Brand Image are influenced by factors such as direct experience with a product, marketing communications, and recommendations from others. Park et al (1986) showed that positive Brand Image can strengthen the relationship between product quality and customer satisfaction. Kotler and Keller (2016) showed that Brand Image can mediate the relationship between product quality and Purchase Intention, with a positive brand image increasing purchase intention.

Purchase Intention

Purchase Intention refers to the tendency or desire of consumers to buy a product or service from a brand. According to Schiffman and Kanuk (2010), Purchase Intention is an indication of future purchasing behaviour and is influenced by various factors, including perceived quality, price, and promotion. Ajzen's (1991) Theory of Planned Behavior explains that purchase intention is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. Purchase intention is the main predictor of purchasing behaviour.

Stimulus-Organism-Response (S-O-R) Model: This model connects stimulus variables (e.g. product quality, price, and promotion) with consumer reactions (e.g. Purchase Intention), with Brand Image as a mediator. Zeithaml (1988) revealed that product quality, price, and promotions directly affect consumers' Purchase Intention. Hsu, Chen, and Lin (2010) showed that Brand Image can moderate the relationship between marketing factors (such as product quality and price) and Purchase Intention.

Product Quality

Product Quality refers to consumer perceptions of product superiority in terms of functionality, reliability, and durability. According to Garvin (1987), product quality comprises eight dimensions: performance, features, reliability, and durability. Product quality can be measured based on consumers' perceptions of product performance, features, and reliability. According to Zeithaml (1988), the perception of product quality affects consumers' perceived value and, ultimately, their purchase intention. Oliver (1980) showed that a high product quality can increase consumer satisfaction and purchase intention. High product quality is directly correlated with increased purchase intention. For example, a study on FMCG revealed a strong positive relationship between perceived product quality and consumer purchase intention, underscoring the need to maintain high standards. Anderson and Sullivan (1993) found that product quality has a significantly positive relationship with Purchase Intention through customer satisfaction. In the context of powdered breast milk services, product quality and attributes have been shown to increase perceived value and satisfaction, which ultimately influences purchase intentions through the consumer trust system.

Promotion

Promotion is a marketing activity that aims to increase consumer awareness and interest in a product. According to Kotler and Keller (2016), promotion includes various strategies, such as advertising, personal selling, sales promotions, and public relations. This strategy enhances brand image and builds trust through strategic communication and relationship management with the public. In the B2B market, personal selling encourages direct communication and the building of relationships, which are essential for understanding customer needs and preferences. Integrated Marketing Communications Theory According to Duncan (2002), effective promotion can increase brand awareness and consumer purchase intention through various communication channels. A study focusing on digital marketing strategies found that effective promotional tactics can increase brand awareness, which positively influences purchasing decisions with an indirect effect of 85.6% through brand awareness. Research on Sharp brand Smart TVs shows that brand awareness and promotional activities significantly affect consumer purchase intentions, highlighting the importance of promotional media in decision-making. Schultz and Schultz's (1998) promotion influence model suggests that the right promotion can influence consumer attitudes toward a brand and their purchasing decisions. This model is supported by various studies that show how effective promotional strategies can improve brand perceptions and influence purchasing behaviour. Research has shown that promotions significantly influence purchasing decisions. For example, a study on car dealerships found that promotional activities directly influence consumer choices, emphasising the need for effective advertising strategies to increase sales. Advertising has been shown to play an important role in consumer behaviour, especially among college students. This study found that advertising

significantly shapes preferences and choices, indicating that well-crafted promotional messages can effectively influence consumer attitudes. Tellis (2003) showed that promotions have a direct and significant impact on consumers' purchase intentions. Armayani, A., & Jatra, I. M. (2019) found that promotions can influence purchase intentions by increasing perceived value and Brand Image.

Methods

This study used a quantitative approach with a multiple regression design and path analysis to test the mediation relationship. Data were collected through a questionnaire designed to measure the variables of Product Quality, Price, Promotion, Brand Image, and Purchase Intention. Data analysis was conducted to test the hypothesis about the mediating role of Brand Image in the relationship between these variables. The independent variables were Product Quality, Price, Promotion, and the Dependent Variable Purchase Intention.

Results and Discussion

1. Uji Validitas & Uji Reliabilitas

Tabel Uji Validitas

Correlations	
Variable	Sig. (2-tailed)
Product Quality	0,000
Price	0,000
Promotion	0,000
Purchase Intention	0,000

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

Based on the results of the SPSS data processing, it was shown that all variables in this study have a significance value of $0.000 > 0.005$, thus it can be stated that all variables in this study are valid

Reliability Test Table

Reliability Statistics

Cronbach's Alpha	N of Items
,898	4

Interpretation

Based on the statistical test data, the Cronbach's alpha value for all variables in this study was $0.898 > 0.700$. Thus, in accordance with the principle that Cronbach's alpha value is above 0.700, all variables are stated to be reliable, and the study can continue.

F Test and T Test

F Test Table
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150,631	2	75,315	36,174	,000 ^b
	Residual	201,959	97	2,082		
	Total	352,590	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Promotion, Product Quality

Interpretation

The F value obtained from this analysis was 36.174. Statistically, this F-test was used to determine whether the overall regression model was significantly better at predicting the dependent variable than the model without predictor variables. Because of the significant values (Sig.) was 0.000, which was smaller than the general significance level ($\alpha = 0.05$), indicating that the F-test results were statistically significant.

T-Test Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	2,821	,896		3,150	,002
	Product Quality	,422	,091	,513	4,627	,000
	Promotion	,183	,113	,179	1,615	,110

a. Dependent Variable: Purchase Intention

Interpretation

1. intercept (constant)

t-value: 3.150

Sig.: 0.002

This constant shows the average value of Purchase Intention when the value of the independent variable (Product Quality and Promotion) is zero. The significance values (Sig. = 0.002) was less than 0.05, indicating that this constant was statistically significant..

2. Product Quality:

t-value: 4.627

Sig.: 0.000

Interpretation:

t-value: A t-value of 4.627 indicates that the relationship between Product Quality and Purchase Intention is strong.

Significance: sig. A value of 0.000 is smaller than 0.05, which means that the relationship between Product Quality and Purchase Intention is statistically significant. Thus, it can be concluded that Product Quality significantly affects Purchase Intention.

Promotion:

t-value: 1.615

Sig.: 0.110

Interpretation:

t-value: A t-value of 1.615 indicates a weaker relationship between Promotion and Purchase Intention than Product Quality.

Significance: The sig. value of 0.110 is greater than 0.05, indicating that the relationship between Promotion and Purchase Intention is not statistically significant at the 5% level of significance. This indicates that promotions do not have a significant effect on Purchase Intention in this model.

Product Quality has a significant effect on Purchase Intention, with a positive coefficient value indicating that an increase in Product Quality increases Purchase Intention.

On the other hand, promotion does not show a significant effect on Purchase Intention at the 5% level of significance, although there is a slight positive relationship.

3. Analysis of Determinant Coefficient

Table of Analysis of Determinant Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654 ^a	,427	,415	1,443

a. Predictors: (Constant), Promosi, Kualitas Produk

Interpretation

The R Square value is 0.427, which means that 42.7% of the variability in Purchase Intention can be explained by the independent variables Promotion and Product Quality. In

other words, 42.7% of the variation in Purchase Intention can be explained by a regression model involving Promotion and Product Quality.

Conclusion

The Effect of Product Quality on Purchase Intention

The results of the t-test show that Product Quality has a significant effect on Purchase Intention, with a regression coefficient value of 0.422 and significance value of 0.000 ($p < 0.05$). This means that increasing Product Quality significantly increases Purchase Intention. Therefore, Product Quality is an important factor that companies need to pay attention to to encourage consumer purchase intentions.

The Effect of Promotion on Purchase Intention

The results of the t-test showed that promotion did not have a significant effect on Purchase Intention, with a regression coefficient value of 0.183 and a significance value of 0.110 ($p > 0.05$). This shows that promotion does not significantly contribute to increasing Purchase Intention in this model. Therefore, although promotion is part of a marketing strategy, these results indicate that it may need to be combined with other factors or more effective strategies to significantly influence consumers' purchase intentions.

Strength of the Regression Model

The R Square value of 0.427 indicates that the regression model used in this study can explain 42.7% of the variability in Purchase Intention. The Adjusted R Square of 0.415 indicates that after taking into account the number of variables in the model, approximately 41.5% of the variability in Purchase Intention is explained by Product Quality and Promotion. Although this model shows a fairly strong relationship between the independent and dependent variables, approximately 57.3% of the variability in Purchase Intention is explained by other factors not included in this model.

Significance of the Overall Model

The results of the F test indicate that the overall regression model is significant in predicting Purchase Intention with an F value of 36.174 and a significance value of 0.000 ($p < 0.05$). This indicates that the regression model involving Product Quality and Promotion is the correct model to explain variations in Purchase Intention.

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