



Analysis of Brand Image Factors as a Mediation of the Influence of Product Quality and Digital Marketing on Purchase Decisions: Conceptual Review

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Abstract. This study examines the mediating function of brand image in the connections between product quality, digital marketing, and customer purchase intention. It employs a systematic conceptual framework: it curates literature from various pertinent sources to construct and evaluate the conceptual model. Findings demonstrate that product quality and digital marketing directly influence customers' purchasing decisions; however, inconsistencies identified in previous studies warrant additional mediation analysis. The research indicates that brand image functions as a mediator, bridging the relationship between product quality and digital marketing, thereby offering an enhanced framework for understanding their interaction. The originality of the current study resides in the examination of brand image as a mediator, which has not been previously explored in this particular context. This research's findings have substantial practical significance for firms, especially MSMEs in competitive settings, which should enhance their brand image strategy. Utilizing brand image to establish trust, foster loyalty, and influence purchasing decisions. This work advances the formulation of more precise marketing strategies, which can significantly influence consumer perceptions in the digital era..

Keywords: Product Quality, Digital Marketing, Brand Image, Purchase Decision, Conceptual Framework

1 Introduction

Product Marketing in the Digital Age, product marketing has changed dramatically in this age of digital information. By using digital marketing, companies can directly reach their customers online, which is both inexpensive and measurable [1]. Platforms of the Web 2.0, such as social media, online advertising, and e-commerce, have become primary marketing channels for businesses to sell products [2]. Consumer purchasing decisions are now influenced by many factors, with digital marketing among the main tools that shape consumer perception of a brand or product [2], [3], [4].

The Purchase Decision is the process consumers go through before choosing and purchasing a product or service [5], [6], [7]. In this study, consumers' purchasing decisions are influenced by several factors, including product quality. Good product quality tends to create consumer satisfaction and trust, which then encourages them to make a repeat purchase or recommend the product to others [6], [8], [9]. Furthermore, digital marketing is essential in influencing purchasing decisions by enhancing brand recognition, fortifying brand image, and cultivating tighter interactions with consumers. [10], [11], [12].

Moreover, digital marketing is crucial in influencing purchasing decisions by enhancing brand awareness, fortifying brand image, and fostering tighter ties with consumers. [6], [8]. Factors influencing product quality, including flavor, packaging, and durability, are crucial for consumers prior to making a purchase decision. [6]. In contrast, digital marketing refers to the use of digital platforms to promote products [12]. Compelling advertisements, promotions, and a vigorous social media presence can shape consumers' perceptions of the goods, thereby motivating them to decide to purchase.

Product quality is an essential element in building consumer trust in a brand [13]. A product with good quality will satisfy consumers, provide added value, and increase consumer loyalty to the brand [14], [15]. Digital marketing, on the other hand, introduces products to consumers through various online channels, making it easier for them to learn more about products and brands [10]. By using effective digital marketing, companies can strengthen their brand image, improve consumer engagement, and influence purchasing decisions.

However, there is a research gap that warrants attention: research that examines the influence of product quality or digital marketing on purchase decisions separately. Previous research has shown that product quality positively affects consumers' purchasing decisions [1], [16], [17], and that digital marketing influences consumer purchasing decisions [5], [18]. However, there are still a few studies that combine these two factors in one complete study, such as the research of Meney et al. [12]. Therefore, it is essential to conduct research that integrates the effects of product quality and digital marketing on purchasing decisions within a more comprehensive research model.

Furthermore, the study exhibits contradictions in its conclusions, indicating that while other studies have identified a favorable correlation between product quality and purchasing decisions. Furthermore, the study exhibits contradictions in its conclusions, indicating that while other studies have identified a favorable correlation between product quality and purchasing decisions [1], [4], [16], [17], [19], [20], [21], There are some studies that do not identify a significant effect between the two variables [22], [23], [24], [25]. A comparable phenomenon exists with the correlation between digital marketing and purchasing decisions, with certain research indicating substantial and affirmative impacts. [1], [4], [5], [7], [18], [26], whereas others identified no substantial correlation [2], [12], [27].

This study aims to fill a research vacuum by examining the influence of product quality and digital marketing on purchasing decisions, while clarifying the role of brand image as a mediating variable. Prior study indicates that brand image might amplify the influence of product quality and digital marketing on purchasing decisions. [1], [3], [5], [18]. Brand image serves as a mediating variable that links favorable product perceptions and digital promotions to consumers' purchasing decisions..

This study seeks to investigate the function of brand image as a mediating variable in the relationship between product quality and digital marketing concerning purchasing decisions. This study aims to elucidate how the integration of exceptional product quality and efficient digital marketing methods can forge a robust brand image, hence impacting client purchasing decisions. The principal objective of this research is to examine the role of brand image as a mediator in the relationship between product quality, digital marketing, and purchasing decisions.

2 Literature Review

2.1 Planned Behavior Theory

Planned Behavior Theory, developed by Ajzen [28], asserts that an individual's behavioral intentions are influenced by three principal factors: attitude toward the conduct, subjective norm, and perceived behavioral control. The current idea elucidates how product quality and digital marketing might affect customer purchase decisions by establishing a compelling brand image. Previous study indicates that customers' positive brand perception and purchase satisfaction, driven by pleasant product quality experiences and effective communication strategies, can greatly impact their desire to repurchase [26]. Consumers' attitudes towards brands are strongly influenced by the quality of the products offered and by how they are promoted through digital marketing [18]. Consumers who are satisfied with product quality tend to have a more positive attitude, which increases their intention to purchase. In addition, subjective norms from family, friends, or other users' reviews also influence purchasing decisions. Social support, whether direct or through digital media such as reviews or testimonials, can enhance consumers' positive perceptions of brands. Therefore, subjective norms have an essential role in shaping consumer perception and influencing their intention to choose a product. Also, brand image has a significant role in affecting the relation between product quality, digital marketing, and purchase decision. There are a few studies [5] that found a well-managed brand image created by meeting the needs with quality products would raise both consumer choice and repurchase intention. A strong brand image helps consumers believe that the brand will fulfill these promises each time they interact with it. Accordingly, brand image serves as a mediator that enhances the association between product quality, digital marketing, and purchase intention. Theoretical implications The present work provides a sound theoretical framework that explains how brand image, composed of both product quality and digital marketing, can impact consumer overall purchase intention based on the Planned Behavior Theory.

2.2 Purchase Decision

Consumer purchase decisions refer to the process consumers go through when choosing to buy a product or service [29], [30], [31]. The acquisition of products is the final phase in the consumer decision-making process, shaped by a multitude of internal and external influences, encompassing psychological, social, and situational elements [22], [32], [33]. Purchase decisions are strongly influenced by the quality of the products offered and the effectiveness of the digital marketing strategies used to

promote them. This decision is also related to consumers' perception of the brand image built from their experience with products and advertisements published through digital platforms. The following are the purchasing decision indicators used in this study [6]: Preferred Products, Preferred Brands, Determination at the time of purchase, Situation at the time of sale.

2.3. Product Quality

Product quality refers to the extent to which a product meets or exceeds consumer expectations regarding durability, functionality, design, and overall performance [24]. Product quality is a key factor that influences consumer purchasing decisions, as high-quality products tend to provide a more satisfying experience and build greater trust in the brand [13]. Product quality is essential to differentiate a brand from competitors in an increasingly competitive market. Sound quality can strengthen brand image, increase consumer satisfaction, and encourage loyalty and repeat purchases. The following indicators were used to measure product quality in this study [6]: Performance, Product Specialty, Reliability, Relevance, Durability, Beauty, and Accepted Quality.

2.4 Digital marketing

Digital marketing is an approach that uses digital platforms to promote products and services to consumers [12], [26], [34]. Digital marketing includes various marketing activities carried out through internet channels such as websites, social media, search engines, and email to reach audiences directly [4], [7], [12]. Digital marketing is essential to increase brand visibility and attract a broader range of consumers, especially given the high competition and the need to utilize technology in product marketing.

2.5 Brand image

Brand image is a consumer's perception of a brand, shaped by experiences, communication, and interactions with the brand [1]. Brand image reflects the value a brand holds in consumers' minds and can include attributes such as quality, reliability, and brand reputation. A strong brand image can increase consumer confidence in products and drive higher purchasing decisions [35], [36], [37]. Brand image plays a vital role in differentiating products in a highly competitive market and in creating an emotional connection with consumers [37], [38].

3 Methodology

This study uses a conceptual approach to clarify theoretical constructs and develop new interpretations grounded in the existing literature [39]. According to [40], a conceptual review helps identify research gaps and formulate frameworks for future empirical studies. Relevant literature is integrated to align with the research objectives, allowing a comprehensive understanding of relationships among key concepts. The

outcome of this approach is a conceptual framework that can be empirically tested in future research. This framework aims to address several key questions: 1) Does product quality have a positive effect on purchasing decisions? 2) Does digital marketing have a positive effect on purchase decisions? 3) Does product quality have a positive effect on brand image? 4) Does digital marketing have a positive effect on brand image? 5) Does brand image have a positive effect on purchase decisions? 6) Does brand image mediate the influence of product quality on purchase decisions? 7) Does brand image mediate the influence of digital marketing on purchase decisions?

4. Results & Discussion

4.1 The Influence of Product Quality on Purchase Decisions

The Product Quality Variable in this study refers to how well a product meets consumer expectations, including durability, design, usability, and consumer satisfaction [24]. Product quality is often considered the main factor influencing purchase decisions, as consumers tend to choose high-quality products to meet their needs or desires. Product quality positively affects consumers' purchasing decisions because higher-quality products often provide a more satisfying experience, leading consumers to be more likely to purchase. In other words, the higher the product's quality, the more likely the consumer is to buy it.

Previous research has shown that product quality affects consumer purchasing decisions. For example, [16] found that consumers prefer higher-quality products, which directly affects their purchasing decisions. Similar findings were also reported by [17], which indicates that product quality is a major determining factor in product selection in a highly competitive market. In addition, the research [19] and [1] also supports this hypothesis by showing a positive relationship between product quality perceptions and consumer purchasing decisions. Other studies, such as those conducted by [4], [20], [21], also show that better product quality increases the likelihood of consumers making a purchase decision.

4.2 The Influence of Digital Marketing on Purchase Decisions

The Digital marketing variable in this study refers to the use of digital platforms such as social media, email, websites, and online advertisements to promote products or services [7], [18], [26]. Digital marketing is increasingly becoming an essential tool in marketing because it can reach consumers directly and personally through more efficient, measurable channels [26]. Digital marketing has a positive effect on consumer purchasing decisions because digital technology can provide fast, accurate product information and shape consumer perceptions and trust in brands [11]. Through engaging advertising, special promotions, and direct consumer interaction, digital marketing can build a closer relationship between consumers and brands, ultimately encouraging them to make a purchase.

Previous research has shown that digital marketing significantly influences consumer purchasing decisions. Promotion through digital platforms such as social media can significantly increase consumer interest in buying, as the message conveyed is more personal and relevant [5]. Other research also shows that the right digital

marketing strategy can shape perceptions of product quality and increase consumer trust in the brand [18]. In addition, Muti & Firmansyah (2025) and Onsardi et al. (2022) show that consumers exposed to digital advertising tend to be more likely to make purchases than those not exposed [1], [7]. Other studies also support these results [4], [26], by showing that promotions carried out through digital marketing improve purchasing decisions by building closer relationships between brands and consumers.

4.3 The Influence of Product Quality on Brand Image

The Product Quality Variable in this study refers to the extent to which the product meets or exceeds consumer expectations regarding durability, performance, design, and functionality [8], [9], [20], [24]. High product quality is often associated with a positive consumer experience, which can strengthen the brand image in consumers' minds. Product quality has a positive effect on brand image decisions because high-quality products can create a strong positive perception of the brand, increase consumer trust, and strengthen their loyalty. High-quality products not only meet consumer needs but also improve the reputation and image of the brand in the eyes of consumers, which can further influence their decision to choose or continue to support the brand.

Numerous prior research substantiate a favorable correlation between product quality and brand image. For example, [5] Identifying that superior items can enhance favorable opinions of the brand, hence fortifying the brand image. Comparable outcomes were also identified by [1], indicating that consumers who are satisfied with the product's quality tend to have a more positive view of the brand. Research by [7] revealed that product quality is a significant factor that affects brand image, especially in a competitive market. Moreover, [26] states that consistent product quality can form a strong, positive brand image, increasing the brand's appeal in consumers' eyes. Thus, these studies provide evidence that product quality significantly affects brand image decisions.

4.4 The Influence of Digital Marketing on Brand Image

Digital marketing refers to the use of digital platforms such as social media, online advertising, email marketing, and websites to promote and build a brand's image [7], [10], [18]. Digital marketing allows brands to connect directly with consumers through more personalized, affordable, and measurable channels. Digital marketing has a positive effect on brand image decisions because the right strategy can strengthen it through engaging content, direct interaction, and audience engagement. Consistent digital advertising, along with a segmented approach, can foster a stronger, more positive perception of the brand among consumers, thereby strengthening the brand image and increasing its appeal in the market.

Research shows that digital marketing has a significant influence on brand image decisions, primarily through increased brand visibility and consumer engagement with promoted content [1]. The study found that effective use of social media and digital advertising not only increases brand awareness but also builds a positive brand image in consumers' eyes. Digital marketing enables brands to build a closer, more authentic relationship with their audience, thereby strengthening the

overall brand image. Therefore, this research supports the hypothesis that digital marketing can positively influence brand image decisions by building a stronger, more integrated brand image among consumers.

4.5 The Influence of Brand Image on Consumer Purchase Decisions

Brand image refers to the perception and image that consumers have of a brand, based on their experience, knowledge, and interactions with it [13], [36], [37]. A strong brand image creates positive associations in consumers' minds and increases their trust in the brand. Brand image positively affects consumer purchasing decisions because consumers are more likely to choose products from brands they perceive as having a good image. Brands with a positive image are often considered more trustworthy, of higher quality, and more valuable, encouraging consumers to make stronger purchasing decisions. In other words, the better the brand image, the more likely consumers are to purchase products from the brand.

Previous research has shown that brand image significantly influences consumer purchasing decisions. [1] Found that a strong brand image can increase consumer loyalty and encourage them to purchase products from the brand. A positive brand image gives consumers confidence that they will have a satisfying experience with the products they buy. [3] It also revealed that consumers with a positive perception of a brand tend to choose its products more often because they feel the brand offers quality and value that match their expectations. Based on these studies, it can be concluded that a strong brand image positively affects consumer purchasing decisions.

4.6 Brand Image Mediates the Influence of Product Quality on Purchase Decisions

The brand image is the consumer's perception of a brand, shaped by experiences, communications, and interactions with it. An affirmative brand image can enhance brand perception and reinforce emotional connections with consumers. The quality of a product significantly influences consumer purchase decisions, and this correlation can be enhanced by the brand image established by the product's quality. The brand image mediates the effect of product quality on customer purchase decisions; high-quality items typically cultivate a favorable brand perception, therefore impacting purchasing choices. In this context, brand image serves as a conduit between product quality and consumer purchasing choices, with customers exhibiting a greater propensity to select products from brands with a favorable image.

Previous research has shown that brand image can mediate the relationship between product quality and consumer purchasing decisions. [1] It determined that superior product quality immediately affects purchase decisions and simultaneously enhances brand image, hence motivating consumers to select products from the brand. Research indicates that superior product quality enhances brand image, which significantly influences consumer purchase decisions. This indicates that brand image functions as a mediator, amplifying the influence of product quality on purchasing decisions, since consumers are inclined to select brands with a favorable image and superior quality. The findings indicate that brand image significantly mediates the impact of product quality on consumer purchase decisions.

4.7 Brand image Mediates the Influence of Digital Marketing on Consumer Purchase Decisions

Digital marketing encompasses a variety of strategies carried out through digital platforms, such as social media, email, online advertising, and websites, to increase brand visibility and reach consumers directly. Brand image refers to consumers' perceptions of a brand, shaped by their interactions with products, ads, and other brand experiences. Brand image mediates the influence of digital marketing on consumer purchasing decisions, as effective digital marketing can build a strong brand image through engaging content and consistent consumer interaction. When a brand builds a positive brand image through digital marketing, it will strengthen consumers' purchasing decisions. Therefore, digital marketing that pays attention to the quality and relevance of marketing messages can improve brand image, which ultimately influences consumer purchase decisions.

Previous research supports the idea that brand image may mediate the relationship between digital marketing and consumer purchasing decisions. [5] Finding that well-designed digital marketing not only increases brand awareness but also reinforces consumers' positive perceptions of the brand, which, in turn, drives purchasing decisions. [18] It also revealed that the success of digital marketing in building brand image plays a vital role in increasing conversion rates and consumer purchase decisions. [1] It shows that the right digital marketing strategy can build stronger relationships with consumers, strengthen brand image, and positively influence consumer purchasing decisions. Research by [3] also reinforces these findings by showing that a positive brand image, formed through digital marketing, plays a vital role in purchasing decisions. Based on these studies, brand image acts as a mediator, strengthening the effect of digital marketing on consumer purchase decisions. Based on the above description, this study proposes the following hypothesis.

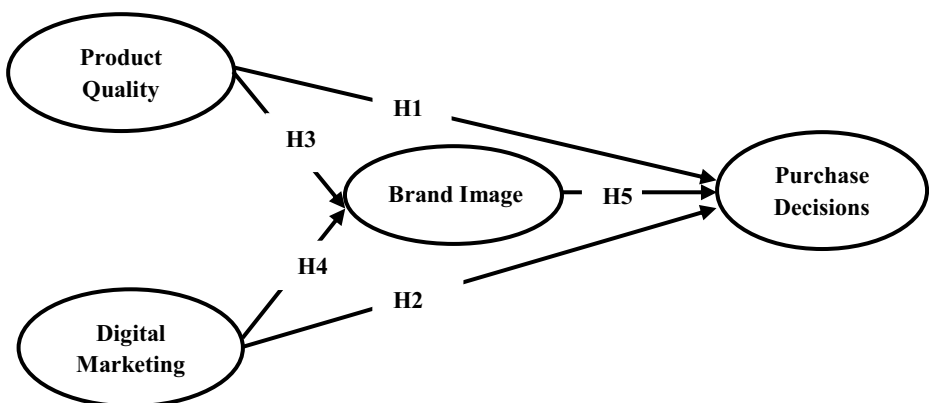


Fig. 1. Conceptual framework

This mindset illustrates how product quality and efficient digital marketing methods may establish a robust brand image, thereby affecting purchasing decisions. High product quality not only directly affects purchase decisions but also enhances the brand's image, thereby augmenting consumer attraction and faith in the product. Conversely, efficient digital marketing, including social media and online advertising, is crucial for establishing brand awareness and enhancing favorable brand perceptions, thereby fortifying the connection between product quality and brand image.

This connection is based on the Theory of Planned Behavior, which asserts that consumers' positive attitudes towards firms, fostered by high product quality and effective digital marketing strategies, increase their purchasing intentions. A strong brand image, defined by resilience, uniqueness, and attractiveness, serves as a mediator in the relationships among product quality, digital marketing, and customer purchasing choices. This study aims to investigate the influence of product quality and digital marketing on customer purchase decisions, with brand image acting as a mediating variable, and to provide practical advice for improving marketing strategies and competitiveness.

5 Conclusion

This conceptual investigation thoroughly investigates the interconnections between product quality, digital marketing, and consumer purchase decisions, with brand image serving as a mediating variable. Through the synthesis of prior research, we provide a conceptual framework that elucidates the relationship between product quality and effective digital marketing methods in fostering a robust brand image, which subsequently affects consumer purchase decisions. The theoretical principles of Planned Behavior Theory (TPB) highlight the significance of consumer subjective attitudes and norms, influenced by favorable encounters with product quality and digital marketing initiatives. This paradigm demonstrates that a favorable brand image enhances consumer trust and loyalty, hence reinforcing the connection between product quality, digital marketing, and purchasing decisions. This study emphasizes the significance of a favorable brand image as an intermediary between product quality and digital marketing in influencing consumer choices. These findings offer significant insights for firms, particularly MSMEs in the food sector, about the formulation of marketing strategies that effectively utilize product quality and digital marketing to establish a robust brand image. The subsequent phase of this study involves experimentally testing the conceptual framework via quantitative research utilizing structural equation modeling (SEM) to assess the influence of these variables on consumer purchasing decisions in MSMEs focused on regional foods in Yogyakarta. This will further substantiate the proposed relationship and provide actionable advice to enhance marketing efforts in this competitive market.

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