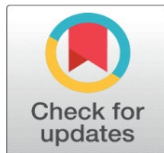
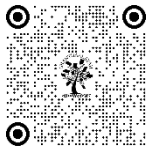


# BRAND EQUITY'S IMPACT ON PURCHASE INTENTIONS OF CONSUMERS: A CROSS-INDUSTRY INVESTIGATION

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## ABSTRACT

**Objective:** This research investigates the impact of brand equity on customer purchasing intentions across several industries, emphasizing quality perception and brand loyalty.

**Methods:** A quantitative research methodology was employed to gather primary data from 250 customers in the retail, electronics, and FMCG industries across major Indian cities via a cross-sectional survey. Structural Equation Modeling was utilized to evaluate the links between brand equity characteristics and purchase intention.

**Findings:** The results indicate that perceived quality substantially increases purchase intention, implying that people are more inclined to buy things they regard as high quality. Moreover, brand loyalty significantly enhances purchase intention, suggesting that devoted customers are more likely to persist in buying from a specific brand.

**Novelty:** These data highlight the need of efficient brand management tactics to improve perceived quality and foster brand loyalty.

**Keywords:** Brand Loyalty, Perception of Quality, Purchase Intention, Cross-Industry Analysis, Brand Management, Indian Market

## 1. INTRODUCTION

Brand equity significantly influences consumer purchasing decisions by affecting perceptions, trust, and loyalty towards a brand. Robust brand equity allows enterprises to impose premium pricing, increase market share, and cultivate enduring customer connections. In the intensely competitive sectors of retail, electronics, and FMCG, comprehending the influence of brand equity elements—especially quality perception and brand loyalty—on customer purchase intention is essential for effective brand management.

Perceived quality denotes a consumer's valuation of a merchandise's overall excellence relative to alternatives, profoundly impacting purchasing behavior. Consumers typically prefer brands that are reliably linked to superior quality, resulting in heightened trust and enhanced buy intent. Brand loyalty signifies a consumer's dedication to repeatedly purchasing from a specific brand, typically stemming from favorable experiences, emotional ties, and reliable brand performance. Increased brand loyalty results in repeated purchases and diminished responsiveness to rival products.

Previous studies have thoroughly studied the influence of brand equity across many industries, illustrating its effect on consumer purchasing behavior. Research indicates that quality perception, brand loyalty, and brand association

enhance brand equity and influence purchase intention across multiple sectors, including consumer electronics, fast-moving consumer goods, and service industries. Nonetheless, insufficient study has yielded a comparative comparison across many businesses, warranting additional investigation.

This study pursues to report this cavity by examining the influence of brand equity on intention to purchase across various industry sectors in India. The study used Structural Equation Modeling to validate the proposed links among perceived quality, brand loyalty, and purchase intention. The results of this study will provide noteworthy inferences for firms aiming to enhance their brand equity and influence customer purchase decisions.

## **1.1. INFLUENCE OF BRAND EQUITY**

A complex notion, brand equity is the additional value a brand offers outside of its inherent qualities that greatly affects customer behavior and market dynamics. It is described via several lenses, including consumer-based brand equity (CBBE) and firm-based brand equity (FBBE), thereby stressing the need of good customer experiences and perceptions in developing brand loyalty and awareness[1]. Strong brand equity helps businesses in competitive markets—fast-moving consumer goods (FMCG) and electronics—to command premium prices, grab more market share, and build enduring customer relationships[2]. The interaction of brand image, perceived quality, and marketing strategies improves brand equity even more, so influencing consumer purchase intentions and long-term company success[2]. Effective strategic brand management and marketing planning so depend on a knowledge of and measurement of brand equity.

Many studies show that purchasing intention in many different fields is strongly influenced by brand equity. While brand image had no effect on the context of dietetics and nutrition consulting services, quality perception, brand awareness, and brand association were found to favorably influence purchase intention[3]. Likewise in the Indian market for educational toys, brand association, quality perception, and loyalty were vital; loyalty was the strongest determining factor on buy intention[4]. Moreover, brand recognition and quality impacted by hand-shaken beverages affected word-of-mouth, thereby indirectly influencing purchase intention[5]. Through brand equity in the KFC case study[6], also seen to favorably influence purchase intention were perceived quality and brand image. These results show generally the complex influence of brand equity on customer purchase intentions over various marketplaces[7].

## **1.2. FACTORS SHAPING CONSUMER PURCHASE DECISIONS ACROSS DIFFERENT MARKETS**

Consumers decide what to buy based on a mix of psychological, social, cultural, economic, and technological influences. These factors shape how people perceive brands, what drives their preferences, and ultimately, what compels them to make a purchase. Understanding these elements is key for businesses looking to craft effective marketing strategies that genuinely connect with their audience. Let's break down some of the major elements that impact purchase decision across different markets.

### **1.2.1. PSYCHOLOGICAL INFLUENCES**

The way people think, feel, and perceive brands plays a huge role in their purchase decisions. Elements like personal motivation, attitudes, and even personality traits can make a difference. For instance, in the sports goods industry, a strong brand image makes consumers more willing to buy[8]. Similarly, personal values and past buying experiences influence loyalty and the likelihood of repeat purchases[8].

Theories like the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) aid clarify why individuals buy certain products. According to TAM, when people find a product useful and easy to use, they're more likely to purchase it—especially in digital shopping spaces like e-commerce and live shopping broadcasts[9]. Trust also plays a big role, especially in industries where health concerns affect consumer confidence[9].

### **1.2.2. THE ROLE OF SOCIAL AND CULTURAL FACTORS**

People are often influenced by their social circles—family, friends, and even online communities. Word-of-mouth recommendations and social interactions play a key role in purchase decisions. For example, in livestream shopping, customer engagement and social networking influence whether a person makes a purchase[10][11].

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Cultural background also shapes consumer choices. In markets like To'pao art, buying decisions are influenced by cultural traditions and identity, as people choose products that align with their heritage[12]. Additionally, different cultures have distinct shopping habits. In the U.S., for example, individualistic values drive people to prioritize convenience, while in China, a collectivist mindset means that group opinions and social harmony hold more weight in purchasing decisions[13]. Marketers must tailor their approaches to fit these cultural differences[14].

### **1.2.3. ECONOMIC AND PRICING FACTORS**

Pricing is often a deal-breaker for consumers. Competitive pricing, discounts, and perceived value can strongly influence buying behavior, especially in online shopping[15][16]. Consumers tend to associate higher prices with better quality, but there's a fine balance—prices that are too high might drive away budget-conscious shoppers[17][18].

Wider economic conditions, such as inflation, employment rates, and financial confidence, also affect consumer spending. For example, global disruptions like the COVID-19 pandemic had a noticeable impact on consumer purchasing power, making affordability a bigger concern[19].

### **1.2.4. THE GROWING INFLUENCE OF TECHNOLOGY**

With the rise of digital shopping, technology has become a major force in shaping consumer decisions. A smooth online shopping experience, user-friendly platforms, and engaging social media content all play a part in convincing customers to buy. Factors like product reviews, recommendations, and interactive website features enhance trust and encourage purchasing[15][19].

Livestream shopping has also gained traction, where influencers provide real-time product insights, making the experience more personal and persuasive[10][20]. Similarly, well-designed social media advertisements that provide valuable and credible information can increase a product's perceived worth, making consumers more likely to buy[21].

### **1.2.5. DEMOGRAPHIC DIFFERENCES IN PURCHASING BEHAVIOR**

Age, gender, education, and income levels all shape how people shop. Younger buyers tend to be more impulsive and trend-driven, while older consumers often prioritize value and practicality. Women are generally more likely to shop frequently and make emotional purchases, while men tend to focus on specific needs and practicality. Education and income also matter. People with higher education levels often research more before making a purchase, while those with lower incomes tend to be more price-sensitive[22].

## **2. METHODOLOGY**

This study examined consumer purchase intention by means of a quantitative research methodology, with an eye toward brand equity components. Primary data from consumers in several sectors—including retail, electronics, and FMCG—was gathered using a cross-sectional survey technique.

To guarantee presence from several customer segments, a stratified random sampling technique was used. The survey sought 250 participants from Indian's big cities. The sample comprised people who had lately bought branded goods in the sectors of research under focus.

#### **The Collection of Data Approach**

Structured questionnaires meant to gauge brand equity constructs and purchase intention helped to gather primary data. Online surveys and offline distribution of the questionnaire across retail stores and shopping centers was used.

Using a 5-point Likert scale, 1 = Strongly Disagree, 5 = Strongly Agree, all brand equity constructs—quality perception, brand loyalty, brand image, and brand association—were scored. Thirty respondents pre-tested the questionnaire to guarantee dependability and intelligibility.

Descriptive statistics compiled the respondents' demographic profile together with their buying patterns.

Internal consistency of the questionnaire was tested by means of reliability analysis (Cronbach's Alpha), EFA: confirmed the construct validity.

Using regression analysis, one tested the hypotheses and ascertained the strength of the links between the variables. Structural Equation Modeling (SEM) evaluated purchase intention and the general model fit.

Respondents gave informed permission before to answering the survey; participation in it was optional. To preserve data privacy, all answers were kept anonymous and secret. Following academic research ethics standards, the study guaranteed objectivity and impartiality in data collecting and processing.

### 3. RESULTS AND DISCUSSION

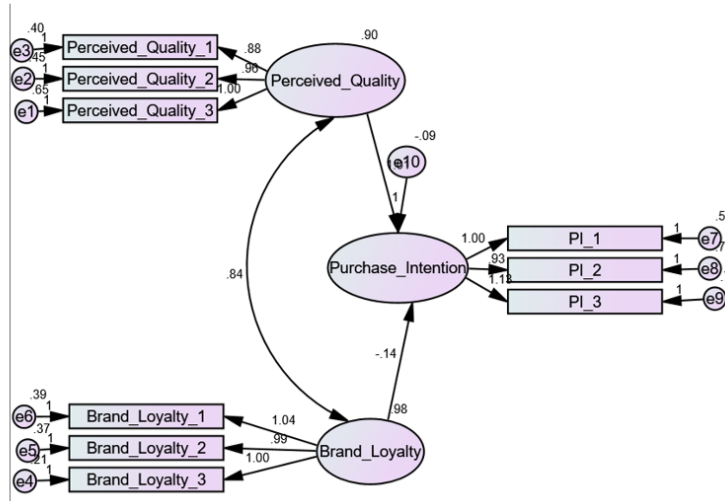
#### Profile of the Respondents

		Frequency	Percent
Age	15-20 yrs	15	6.0
	21-25 yrs	64	25.6
	26-30 yrs	110	44.0
	31-35 yrs	36	14.4
	36-40 yrs	25	10.0
	Total	250	100.0
Gender	Female	100	40.0
	Male	150	60.0
	Total	250	100.0
Earnings	1- 2.5 lakh	46	18.4
	2.5 -5 lakh	14	5.6
	5.5 -7 lakh	41	16.4
	7- 8.5 lakh	66	26.4
	8.5- 10 lakh	68	27.2
	10-12.5 lakh	6	2.4
	More than 12.5 lakh	9	3.6
	Total	250	100.0
Occupation	Salaried	86	34.4
	Self-employed	39	15.6
	Business	33	13.2
	Home Maker	42	16.8
	Other	50	20.0
	Total	250	100.0
Education	Upto 10th	12	4.8
	Upto 12th	21	8.4
	Diploma	45	18.0
	Graduation	79	31.6
	Post-Graduation	90	36.0
	PhD	3	1.2
	Total	250	100.0

The demographic information delivers insights into the characteristics of the surveyed respondents. The majority fall within the 26-30 age group (44%), followed by 21-25 years (25.6%), indicating a predominantly young population.

Males (60%) outnumber females (40%). In terms of income, most respondents earn between ₹7-10 lakh (53.6%), suggesting a financially stable sample. Salaried individuals (34.4%) form the largest occupational group, followed by self-employed and homemakers. Education-wise, postgraduates (36%) and graduates (31.6%) dominate, reflecting a highly educated sample. These demographics highlight a young, educated, and financially stable respondent base.

**Measurement Model and Validity**



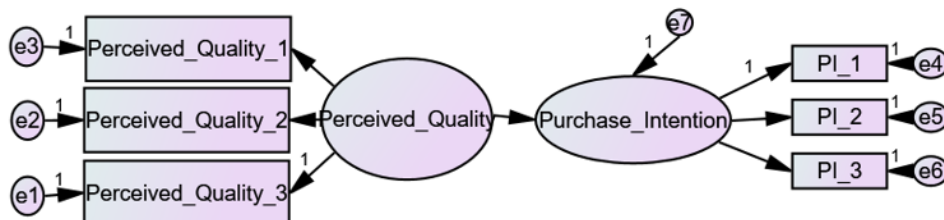
**Regression Weights:**

			Estimate	S.E.	C.R.	P
Purchase_Intention	<---	Perceived_Quality	1.007	.132	7.646	***
Purchase_Intention	<---	Brand_Loyalty	-.144	.111	-1.305	.192
Perceived_Quality_3	<---	Perceived_Quality	1.000			
Perceived_Quality_2	<---	Perceived_Quality	.956	.054	17.645	***
Perceived_Quality_1	<---	Perceived_Quality	.876	.050	17.459	***
Brand_Loyalty_1	<---	Brand_Loyalty	1.037	.042	24.675	***
PI_1	<---	Purchase_Intention	1.000			
PI_2	<---	Purchase_Intention	.932	.069	13.520	***
PI_3	<---	Purchase_Intention	1.135	.075	15.092	***
Brand_Loyalty_2	<---	Brand_Loyalty	.989	.041	24.392	***
Brand_Loyalty_3	<---	Brand_Loyalty	1.000			

The observed variables, including Perceived Quality (PQ1, PQ2, PQ3) and Brand Loyalty (BL1, BL2, BL3), demonstrate substantial factor loadings, hence validating their reliability in assessing their respective constructs. The Purchase Intention indicators (PI1, PI2, PI3) demonstrate substantial correlations with the latent variable, hence enhancing the reliability of the measurement model.

**Hypothesis Testing**

H1: Quality perception has a significant affirmative influence on purchase intention of consumers.

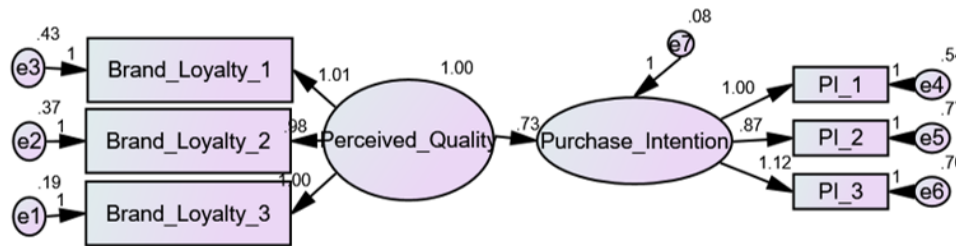


**Regression Weights:**

			Estimate	S.E.	C.R.	P
Purchase_Intention	<---	Quality_Perception	.890	.061	14.613	***
Quality_Perception_3	<---	Quality_Perception	1.000			
Quality_Perception_2	<---	Quality_Perception	1.007	.062	16.340	***
Quality_Perception_1	<---	Quality_Perception	.953	.057	16.726	***
PI_1	<---	Purchase_Intention	1.000			
PI_2	<---	Purchase_Intention	1.009	.073	13.798	***
PI_3	<---	Purchase_Intention	1.141	.080	14.267	***

The findings demonstrate that Perceived Quality significantly enhances Purchase Intention. The predicted coefficient is 0.890, indicating that as customers view a product's quality to be higher, their buy intention escalates. The standard error (S.E.) of 0.061 is rather minor, signifying a dependable estimation. The critical ratio (C.R.) is 14.613, much exceeding the threshold of 1.96, hence proving statistical significance. The p-value is below 0.001, indicating a very significant association, which results in the rejection of the null hypothesis. The data support Hypothesis H1, indicating that perceived quality significantly influences consumer purchasing intentions.

H2: Brand loyalty has a significant affirmative effect on purchase intention of consumers.



**Regression Weights:**

			Estimate	S.E.	C.R.	P	Label
Purchase_Intention	<---	Quality_Perception	.732	.044	16.762	***	
Brand_Loyalty_3	<---	Quality_Perception	1.000				
Brand_Loyalty_2	<---	Quality_Perception	.982	.040	24.609	***	
Brand_Loyalty_1	<---	Quality_Perception	1.010	.042	23.976	***	
PI_1	<---	Purchase_Intention	1.000				
PI_2	<---	Purchase_Intention	.867	.073	11.888	***	
PI_3	<---	Purchase_Intention	1.118	.080	14.005	***	

The findings demonstrate that Brand Loyalty significantly enhances Purchase Intention. The computed coefficient is 0.732, indicating that as consumer loyalty to a brand intensifies, their propensity to acquire its items rises. The standard error (S.E.) of 0.044 is rather minimal, signifying a dependable estimation. The critical ratio (C.R.) is 16.762, surpassing the threshold of 1.96, hence demonstrating statistical significance. The p-value is less than 0.001, further validating the strength of this association and leading to the rejection of the null hypothesis. The data confirm Hypothesis H2, indicating that brand loyalty significantly influences customer purchasing intentions.

**4. CONCLUSION**

The study's results underscore the essential influence of Perceived Quality and Brand Loyalty on Consumer Purchase Intention. The findings validated that Perceived Quality significantly enhances purchase intention, suggesting that consumers who regard a product as superior are more inclined to buy it. The statistical study revealed a robust correlation between these variables, evidenced by a highly significant p-value, underscoring the significance of quality perceptions in shaping consumer behavior.

Brand Loyalty was identified as having a substantial beneficial impact on purchase intention. Consumers demonstrating robust commitment to a brand are more likely to acquire its products, highlighting the significance of

cultivating and sustaining strong brand-consumer relationships. The statistical results corroborated this link, evidenced by a substantial critical ratio and a very significant p-value, resulting in the rejection of the null hypothesis.

These findings underscore the significance of proactive brand management in improving product quality perceptions and fostering brand loyalty to influence purchasing decisions. Businesses must prioritize the provision of high-quality products and the enhancement of brand loyalty by consistent consumer involvement, exceptional service, and efficient marketing techniques. Enhancing these elements will not only elevate purchase intention but also foster enduring brand success and client loyalty in a competitive marketplace.

The research involved a sample of 250 individuals from prominent Indian cities, thus constraining the applicability of the results to customers in smaller towns, rural regions, or diverse cultural settings. An expanded and more heterogeneous sample could yield a more thorough comprehension of customer behavior across different groups.

The study utilized a cross-sectional research methodology, signifying that data was collected at a certain point in time. This limits the ability to observe persistent trends or changes in customer attitudes and buying intentions over time. A longitudinal study may provide profound insights into changing customer preferences.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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