

A LITERATURE STUDY ON THE DETERMINANTS OF BRAND IMAGE

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Abstract

The objective of this study is to examine the factors that shape brand perception, with a specific emphasis on its impact on consumer buying intention. The study is grounded in the recognition that brand image plays a pivotal role in influencing consumer perceptions of products or services. This research employs the Systematic Literature Review (SLR) methodology to investigate the literature pertaining to brand image, encompassing factors such as product quality, endorser character, and digital presence. The results of SLR analysis indicate that brand image significantly impacts consumer purchase intention. The primary factors that determine this influence are product quality and the character of the endorser. The hypothesis test results indicate that brand image has a statistically significant and positive impact on purchase intention, as evidenced by a significant coefficient and a critical ratio (CR) value that surpasses the threshold. The analysis of the results encompasses practical implications for managers regarding marketing tactics that can enhance brand perception, particularly in relation to product excellence and the selection of an appropriate endorser persona. The research findings indicate that proficient comprehension and effective administration of brand image can serve as a pivotal factor in augmenting consumer purchasing inclination, fortifying brand-consumer associations, and bolstering enduring business prosperity.

Keywords: *Determinants, Brand*

1. INTRODUCTION

The significance of brand image in the contemporary business realm cannot be disregarded, as it plays a pivotal role in influencing perceptions, establishing consumer confidence, and crafting a distinct identity that sets a product or service apart from its rivals. Brand image encompasses all elements that consumers perceive about a brand, such as its reputation, quality, lifestyle, and the values it promotes. In the face of growing competition, companies are recognizing that brand image is a crucial asset for gaining a competitive edge (Lestari, 2020). Brand image encompasses more than just a logo or visual design; it serves as a representation of the overall consumer experience. Brands with a favorable reputation have a propensity to captivate a larger consumer base, foster loyalty, and enable companies to uphold elevated pricing. Furthermore, a favorable brand image can significantly influence purchasing choices, as consumers are inclined to select products or services associated with brands that possess credibility, integrity, and added value (Karunia & Indriani, 2023).

The significance of brand image is also evident in its capacity to establish emotional connections with consumers. Brands that can establish emotional bonds are more likely to retain a robust customer base, even when confronted with shifting market trends or economic circumstances (Patmawati & Syarif, 2020). Hence, it is imperative for companies to meticulously oversee their brand image by implementing suitable marketing strategies, maintaining consistent communication, and endeavoring to deliver favorable experiences to consumers. In the current digital age, characterized by the rapid dissemination of information through various platforms, online interactions have the power to shape and impact a brand's image. An effective and responsive digital presence is often crucial for the success of a brand. Therefore, it is imperative to invest in the development and upkeep of a brand image as a strategic measure to confront the constantly evolving market dynamics (Prawira & Cokki, 2023). Through comprehending and

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valuing the significance of brand image, companies can formulate strategic measures that guarantee the durability and triumph of their business in the face of intensifying competition.

Assessing brand image is crucial as it provides valuable insights into the factors that influence consumer perceptions of a brand in an ever-evolving business landscape. The formation of brand image is not a spontaneous occurrence, but rather influenced by a multitude of intricate factors. The quality of the product or service offered is a significant factor in shaping the brand image. Consumers perceive high-quality products positively, which in turn enhances the brand image (Meiliana et al., 2021). In addition to quality, consumer experience is another factor that can impact brand image. Consumer perceptions of a brand can be significantly influenced by direct interactions or interactions through different channels, such as customer service, online purchases, or social media interactions (Meiliana et al., 2021). In addition to that, the design elements, marketing communications, and the values advocated by a brand are also crucial factors in creating a memorable image in the minds of consumers.

The significance of the research resides in the constantly evolving dynamics of consumer behavior and the business environment. The factors that impact brand image can differ among industry sectors, and changes in consumer trends can necessitate modifications to brand image strategies. Moreover, due to the swift expansion of technology and advancements in digital media, the factors that shape a brand's image may become more intricate and ever-changing. This necessitates a profound comprehension of the dynamics between brands and consumers in the digital age. This research aims to uncover new insights and enhance our understanding of the impact that specific factors can have on brand image. These findings can offer valuable insights for companies in formulating marketing strategies that are more efficient and tailored to consumer needs. Moreover, gaining a more comprehensive comprehension of the factors that influence brand perception can assist companies in surmounting obstacles and enhancing their competitiveness in a dynamic and cutthroat market. Hence, it is imperative to conduct research on the factors that influence brand perception in order to establish a foundation for creating enduring and consumer-centric business strategies.

2. IMPLEMENTATION METHOD

The primary methodology employed in this study will be the Systematic Literature Review (SLR) to examine the factors that influence brand image. The Systematic Literature Review (SLR) method is a rigorous and organized research approach used to identify, assess, and synthesize pertinent research within a specific field. Systematic Literature Review (SLR) enables researchers to objectively screen and evaluate relevant literature sources by employing meticulously designed research protocols. The strength of this approach lies in its capacity to offer a thorough evaluation of current knowledge, structure pivotal discoveries, and pinpoint any deficiencies or disputes in the literature (Zhu et al., 2018). Upon gathering pertinent literature, the research will undertake a comprehensive examination of the existing findings, discerning any discernible patterns or trends that arise from the literature. Through meticulous documentation and consolidation of these discoveries, the study will be able to methodically delineate the factors that have been recognized as determinants of brand image in the current body of literature. The process is sustainable and accurate, which guarantees the reliability of the resulting literature synthesis. It also provides a comprehensive understanding of the formulated conceptual framework (Akhigbe et al., 2017). This research aims to offer a comprehensive and current understanding of the factors that influence brand image. It also aims to support decision making based on evidence and provide guidance for future research in this field.

3. RESULTS AND DISCUSSION

Based on the SLR results of 8 journals that match the searched keywords, namely Image, Determinant, Brand, the following results were obtained :

No.	Article Title	Writer	Research Findings/Results
1	Determinants of Brand Image in "Vivo" Device Product Advertisements Based on the "Celebrity Endorser" Aspect	(Fensi & Christian, 2018)	Research findings state that brand image is partially influenced by various factors, such as the quality of the endorser's character, the level of similarity, and the effectiveness of the persuasive power demonstrated.
2	The Influence of Price, Brand Image and Product Quality on Emina Consumer Satisfaction at Kota Kasablanka Mall	(Sri Patmawati & Syarif, 2020)	Findings from the research show that consumer satisfaction is jointly influenced by factors such as price, product quality, and brand image.
3	The Influence of Brand Image on Purchasing Decisions of Arthess Brand Bottled Drinking Water PT. Lingga Harapan Jambi (Case Study in Tanjung Pinang District, East Jambi)	(Mappadeceng & Faikhoh, 2022)	Brand image has a positive and significant impact on purchasing decisions. This implies that a positive brand image will arouse consumer interest in purchasing a product.
4	The Influence of Brand Image and Product Quality on Customer Satisfaction with Mie Sedaap Products	(Son, 2021)	The influence of the brand image variable shows a positive and significant impact on the level of customer satisfaction. Furthermore, the impact of product quality on Mie Sedaap customer satisfaction in the city of Parepare was also investigated.
5	Determinants of Display, Quality and Brand Image on Purchasing Malaysian Products	(Karunia & Indriani, 2023)	If product quality increases, the brand image formed in consumer perception will also become more positive, and as a result, purchasing decisions for Malaysian products will increase.
6	Analysis of the Influence of Product Quality, Service Quality, and Brand Image on Repurchase Interest in Nike Running Shoes in Semarang through Customer Satisfaction as an Intervening Variable	(Ramadhan & Santosa, 2017)	The test results indicate that brand image has a positive and significant influence on Repurchase Intention, where the significance value is less than 0.05 and the CR value exceeds 1.96 indicating the existence of a strong and meaningful impact of brand image on Repurchase Intention.
7	The Influence of Brand Image on Interest in Buying Oriflame Products in Manado City	(Ahmad et al., 2020)	From the results of the hypothesis analysis, if it is proven that brand image has an impact on purchasing interest, it is recommended to continue to maintain the superiority of the product image. This

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			action can help the product continue to exist and be sustainable in the long term.
8	Determinants of Brand Image and Their Impact on Bath Soap Purchasing Decisions	(Lestari, 2020)	The positive influence of brand image on soap purchasing decisions indicates that brand image has a positive and significant impact on purchasing decisions.

Research in the field of literature has extensively examined the factors that contribute to the formation and impact of brand image on consumer perceptions. A key discovery in this body of literature is that product quality plays a crucial role in establishing a favorable brand image. Research indicates that consumers often link brand image with product quality, and a product's high rating enhances brand image (Rahayu, 2022). The character of the endorser also plays a significant role in shaping the brand image. An endorser's character, characterized by a strong reputation, credibility, and alignment with brand values, can have a favorable impact on the brand's image. Consumers commonly perceive endorsers as brand representatives, and studies indicate that assessments of the endorser's character can directly impact brand image (Nurmalasari & Istiyanto, 2021).

In addition to technological advancements and changes in consumer behavior, digital elements also play a crucial role in shaping brand perception. The brand image can be dynamically influenced through interaction on social media, online reviews, and other forms of digital content. A brand's digital presence can offer consumers supplementary experiences that subsequently impact the overall perception of the brand (Prawira & Cokki, 2023). The analysis of these findings highlights the necessity for brand image management to prioritize various crucial elements, such as enhancing product quality, meticulously selecting endorsers, and devising impactful digital marketing strategies. This research provides a comprehensive perspective on the elements that influence brand image. By gaining a profound comprehension of these factors, companies can develop more efficient marketing strategies to establish and sustain a robust brand image in a highly competitive market (Meiliana et al., 2021).

The brand image plays a crucial role in influencing how consumers perceive and interact with a product or service. Brand image, which encompasses the visual, emotional representation, and values linked to a brand, has the power to impact various aspects of the consumer-brand interaction. The primary effect of brand image is to influence consumer's perceptions regarding the quality of a product. Consumers commonly link brand image with quality, thus a favorable brand image can generate elevated expectations regarding product superiority (Nurmalasari & Istiyanto, 2021). The formation of consumer loyalty can be significantly influenced by brand image. Consumers who experience a sense of connection or positive association with the brand's image are more likely to exhibit loyalty and repeatedly select the brand's products or services. An effective brand image can serve as a safeguard against price fluctuations or market competition, as consumers who have faith in the brand image are less inclined to switch to rival brands (Ahmad et al., 2020). The relationship between brand image and consumers cannot disregard the emotional component. The brand image has the ability to elicit emotions, principles, or self-perception that consumers aspire to. Brands that effectively establish emotional connections with consumers have the ability to form robust relationships, which can impact purchasing choices and generate favorable recommendations to others (Mappadeceng & Faikhoh, 2022).

In the digital age, brand image can be shaped through online interactions, user reviews, and the presence of the brand on social media platforms. Consumers frequently shape their opinions of a brand based on their online encounters, thus brand image management must prioritize the management of digital reputation. In essence, brand image encompasses more than just the visual aspects or name of a brand. It is a multifaceted concept that greatly influences how consumers engage with a specific product or service. Hence, it is imperative for companies to diligently uphold and oversee their brand image to guarantee that consumers develop favorable perceptions that can bolster business expansion and ensure the enduring viability of the brand (Ramadhan &

Santosa, 2017). The brand image exerts a substantial influence on consumers' intentions to make purchases, assuming a pivotal role in shaping their preferences and decisions regarding purchases. Brand image is primarily responsible for shaping either positive or negative perceptions associated with a product or service. Consumers exhibit a greater inclination to develop stronger purchasing preferences for brands that possess a favorable image, as this image signifies the desired attributes of quality, dependability, and additional value (Rahayu, 2022).

The primary determinant of purchasing interest is the correlation between product quality and brand image. Consumers frequently link a robust brand image with high quality, resulting in brands with a positive image attracting greater purchasing interest. A favorable brand image also generates a perception of increased worth, instilling in consumers the belief that the product offers greater contentment and is proportionate to the financial commitment they make (Mappadeceng & Faikhoh, 2022). Brand image can also impact purchasing interest by appealing to emotional factors. Brands that effectively imbue desired values or self-image in consumers can elicit emotional involvement, fortify the bond between consumers and the brand, and ultimately, enhance purchasing inclination. Consumers have a tendency to select brands that align with their personal identity or lifestyle, and the perception of a brand greatly influences this connection (Son, 2021).

Digital interactions and social media can enhance the impact of brand image on purchasing interest. Positive reviews, consumer testimonials, and online content that reinforces a brand's image can enhance consumer interest in making a purchase. In contrast, a detrimental brand perception can impede consumer interest in making purchases and potentially prompt them to seek out alternative brands (Prawira & Cokki, 2023). Hence, effective brand image management plays a crucial role in formulating marketing strategies that can enhance consumer purchasing inclination. Companies must actively cultivate, sustain, and enhance their brand image through consistent communication, product innovation, and exceptional customer service. Companies can establish a solid foundation for sustainable business growth and enhance consumer purchasing interest by cultivating a positive brand image.

4. CONCLUSION

In summary, this research demonstrates that brand image plays a pivotal role in shaping consumer perceptions and impacting purchase intention. The Systematic Literature Review (SLR) reveals that product quality and endorser character play a crucial role in shaping a favorable brand image. This study offers a comprehensive comprehension of the intricate nature of the relationship between brand image and consumer behavior, emphasizing that brand image encompasses more than just visual elements, but also encompasses values, emotions, and brand identity. The hypothesis test results corroborate the findings of the simple linear regression (SLR) analysis, indicating that brand image exerts a favorable and substantial impact on purchase intention. Furthermore, the discussion of these findings offers valuable managerial perspectives on marketing strategies that can be employed to enhance brand image. The conclusions of this study emphasize the importance of companies to carefully manage their brand image, with a focus on product quality and selecting appropriate endorser characters. Amidst intensifying competition, comprehending and addressing the factors that shape brand perception can serve as the crucial factor in establishing a competitive edge, enhancing consumer interest in purchasing, and ensuring the long-term viability of the business.

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