

The Effect of Brand Image on Customer Purchase Decision

Sedra Nasri, Laila Karnit, Massa Shamandour, Victoria Khnouf

Management and Marketing Department, Faculty of Business, Arab International University,
Damascus, Syria

v-khnouf@aiu.edu.sy

Abstract. Our society is so conscious of a high social status that people prefer to use branded products to show off their status symbol. A brand is considered an implied device through which any business can attain the attraction of people and enjoy a competitive edge. A brand image plays an essential role in impacting consumers purchasing behavior. This study aims to identify the effect of brand image on consumers purchasing decisions. A survey (questionnaire) was used to collect data using a random sample, in which 167 responses participated within two weeks. The program used to analyze the data collected is SPSS. The study was aimed at a local brand (XO) and targeted average-income people like students and know the impact of (XO) brand image on those people. If the brand is managed effectively, a business can enjoy the maximum number of customers and build long-term profitable relations with customers. Improving the quality of products and social responsibilities of any business can positively affect people's behaviors regarding brand image, satisfaction, and loyalty.

Keywords: Brand image, customer decision, customer behavior, product, quality, price, place, promotion.

1. Introduction

The brand image can include the product's appeal, functionality, ease of use, fame, and overall value from a customer's perspective. When consumers purchase the product, they are also purchasing its image. The more positive the image, the more positive the behavior will be. A strong brand image can create credibility and customer loyalty for companies. Moreover, the brand's image constitutes a strong guarantee for the consumer and affects the re-purchase process, especially in front of new competing brands. We have chosen XO brand for clothes in Damascus to show the relation between this brand image and the customer purchasing behavior. A survey (questionnaire) was used to collect data using a convenient random sample, in which 160 responses participated within two weeks. The program used to analyze the data collected is SPSS. The study was aimed at a local brand (XO) and targeted average-income people like students and know the impact of (XO) brand image on those people. If the brand is managed effectively, a business can enjoy the maximum number of customers and build long-term profitable relations with customers. Improving the quality of products and social responsibilities of any business can positively affect people's behaviors regarding brand image, satisfaction, and loyalty.

2. Literature Review

Brand image. According to Biels (1992), a brand's image can be defined by having three contributing sub-images; the image of the service/product provider or the corporate image; the image of the consumers; and the image of the product/service itself. Corporate image not only adds value but affects all company products. A company's favorable image will make its product more acceptable to consumers. Customer image is the reason that leads people to make a purchasing decision for a product/service and to be a customer of the company with a matching image of their personality. A product image that feels pleasant is more likely to be preferred by customers than a product that has an unpleasant image. Keller ((1993) states that the components that shape a brand image are the association that narrates customers' trust and the benefits the brand provides. According to Bloemer & Ruyter (1998), brand image is what people hold about a company and all its information (perceptions, conclusions, and beliefs). Consumer behavior towards a brand is highly affected by its favorable image, including premium price availability, more loyal consumers, and the positive value gained through word of mouth. Also, the brand image might reflect some of the strongest associations of a brand; such attributes are intangible. Based on Pujadi (2010), brand image is often noted in the psychological aspects of the image or impression built into consumers' subconscious through the expectations and experience of taking the brand over a product or service. Therefore forming a positive brand image is becoming increasingly important to be emphasized by the company. Brand image is also regarded as an explanation of the company's offer that consists of the symbolic meaning associated with customers through specific characteristics of the products/services (Winarso, 2012).

Purchase decision. Based on the study of Assael (2004), marketers constantly test potential components of the marketing mix which influence consumer behavior, for instance, testing advertising and branding. Marketers should focus on determining the elements that affect these actions. When customers possess a good or service, they typically have a positive attitude toward the brand and behave in a way that will improve their relationship. Brands with the most positive images have higher purchasing intentions. Kotler (2007) claims that the consumer purchase decision process includes five steps: problem identification, information seeking, alternative evaluation, purchase, and post-purchase behavior. In addition, purchase decisions are based on product type, product shape, brand selection, retailer selection, purchase amount, payment method selection, and purchase timing. Using the definitions above, researchers can take into consideration that consumers are affected by several things before making a purchasing action.

3. Conceptual Framework and Hypothesis Development

This study will allow us to know the impact or role of the brand image on purchase decisions and its factors. It will answer the following question: Is there any influence of the brand image of the retail store (XO) on consumers buying behavior?

The retail store (XO) is suitable for the average income range and keeps up with the taste of young customers and children and adults. (XO) stores are considered well distributed in Syria governorates, especially in Damascus, with many branches in all regions. Products quality in (XO) stores is satisfactory regarding the prices they offer, e.g., for example, pants prices vary from (70.000-90.000 S.P), sweat-shirts vary from (50.000-80.000 S.P) children's outfits prices are suitable for parents it ranges from (30.000-50.000 S.P) (XO) outfits are also considered trendy and fashionable, which is the main reason for their success, and the brand image of (XO) has a positive impact and is favorable among customers while making a purchase decision.

Research hypothesis:

H1: brand image has a significant effect on customers' purchase decisions.

H2: Brand image has no significant effect on a customer's purchase decision.

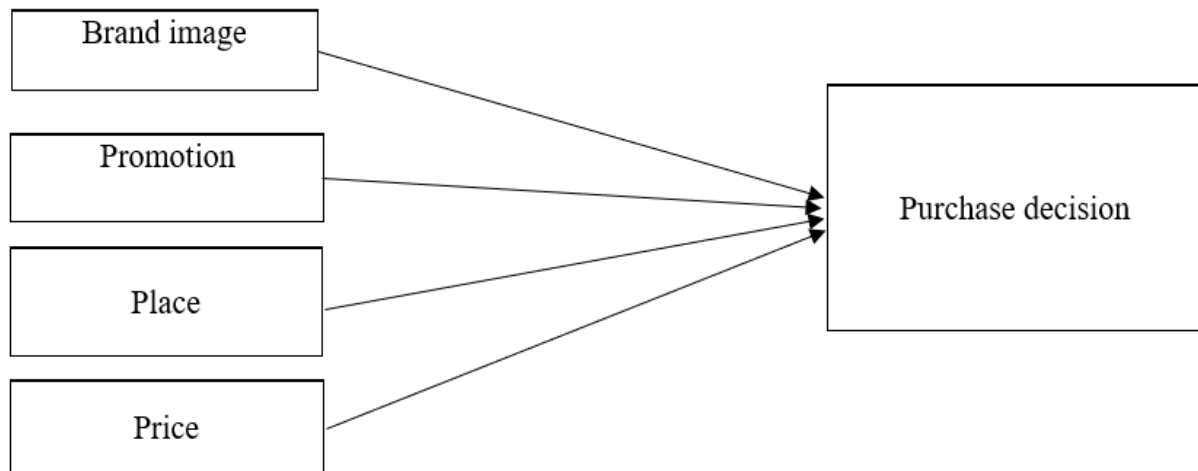


Fig. 1: Research model of brand image, promotion, place, price, and purchase decision

4. Research Methodology

This research's population is (XO) 's clients. Quantitative approach questionnaire in which 167 responses were collected. Samples are random and convenient. SPSS was used to analyze the data, and the set of questionnaires was obtained from different previous studies using the Likert scale.

Study approach. There are several approaches used in scientific research. Each approach is used according to the phenomenon being studied, and more than one approach may be used to study the same phenomenon. The research topic (the effect of the brand on the consumer's purchasing decision) is consistent with the descriptive analytical approach. This is the most appropriate in this study, which aims to provide data and facts about the problem in question to interpret it and find its implications. This is done by collecting the data included in the study problem to build the cognitive theoretical framework for the research.

Data collection and sources. The primary data was collected from the field through the questionnaire distributed to the study sample. In contrast, the secondary data was collected through different theses, books, periodicals, websites, etc., related to the subject of the study (the effect of the

brand on the consumer's purchasing decision). The basic data was collected through the questionnaire designed to cover the variables and dimensions of the study. The questionnaire was divided into sections, starting with the brand-related questions with eight phrases and the consumer's purchase decision with two phrases. This questionnaire was designed according to the five and three-point Likert scale. Therefore the hypothetical mean (3) was used to compare it to the general arithmetic mean of the items of the statements and hypotheses in order to accept or reject the hypothesis of the study and the mean (2) for the three-way evaluation.

5. Research Analysis and Results

To achieve the study's objectives and test its hypotheses, it relied on a set of statistical methods in line with the nature and directions of the study. The results were obtained using Ver 25 (SPSS) Statistical Package for Social Sciences. The statistical methods used are as follows:

The Cronbach-alpha test measures the degree of consistency of the tool's items, the study's variables as a whole, and all the questionnaire questions.

A one-sample t-test verifies the validity of the hypotheses and descriptive statistics to describe the study variables (arithmetic mean) and standard deviation.

Validity and stability test. The researchers tested the tools used in order to find out the extent of reliance on it in expressing the results of the study, using the following:

Validity of the tool used. The questionnaire was presented to the expert to ensure the suitability of the tool and to judge the extent of the tool's ability to measure what it was designed for and the suitability of the paragraphs for their axes, as well as their clarity and soundness of language, after which modifications were made, and several questions and phrases were excluded.

Tool stability. The researchers used the Cronbach-alpha coefficient method to determine the degree of internal consistency of the paragraphs to identify the tool's stability and the degree of dependence on its contents. The following table presents the results of the stability of the tool used.

Table 1: shows the results of the reliability of the instrument used using the Cronbach-alpha coefficient

Cronbach-alpha coefficient	Number	Field of study
0.713	8	Brand
0.838	2	Purchase decision
0.784	10	Total

The results in the previous table showed that the value of the Cronbach-alpha coefficient for the responses of the study sample is greater than the acceptable minimum, which is (60%).

Internal validity. Internal consistency honestly means the consistency of each paragraph of the scale with the axis to which this paragraph belongs.

Table 2: Correlation coefficient between each paragraph of the questionnaire axes and the total score for the Axis (brand)

Brand	Coefficient	Aspect
.544**	Correlation Coefficient	The brand affects your purchase decision from the XO store
0.000	Sig. (2-tailed)	
.519**	Correlation Coefficient	The people around you affect your decision to buy from the XO store
0.000	Sig. (2-tailed)	

.680**	Correlation Coefficient	Think of buying from the XO store when you need to shop
0.000	Sig. (2-tailed)	
.481**	Correlation Coefficient	The presence of the XO store is suitable for your place of residence
0.000	Sig. (2-tailed)	
.575**	Correlation Coefficient	XO products meet your expectations for the required quality
0.000	Sig. (2-tailed)	
.602**	Correlation Coefficient	XO products prices suitable for your income level
0.000	Sig. (2-tailed)	
.607**	Correlation Coefficient	XO store products keep pace with popular fashion
0.000	Sig. (2-tailed)	
.561**	Correlation Coefficient	XO store series offers encouraging offers for you
0.000	Sig. (2-tailed)	

The first axis (the brand). Table (2) shows the correlation coefficient between each of the paragraphs of the first axis, the evaluation of the brand, and the total score of the axis, which shows that the correlation coefficients shown are at a significant level (0.05) and a degree of confidence of 95%.

Table 3: Correlation coefficient between each paragraph of the questionnaire axes and the total score for the axis (purchasing decision)

Purchasing decision	Coefficient	Aspect
.938**	Correlation Coefficient	Your purchase experience is repeated from the XO store
0.000	Sig. (2-tailed)	
.901**	Correlation Coefficient	Others recommend shopping from the XO store
0.000	Sig. (2-tailed)	

The second axis (the purchasing decision of the consumer). Table (3) shows the correlation coefficient between each of the paragraphs of the first axis, the evaluation of the purchasing decision, and the overall score of the axis, which shows that the correlation coefficients shown are at a significant level (0.05) and a degree of confidence of 95%. Demographic analysis is presented in Table 4.

Table 4: Correlation coefficient between each paragraph of the questionnaire axes and the total score for the axis (purchasing decision)

Characteristic		Count	Column N %
Gender	Male	72	43.1%
	Female	95	56.9%
	Total	167	100.0%
Age	15-20	36	21.6%
	20-25	118	70.7%
	25-35	7	4.2%
	35+	6	3.6%
	Total	167	100.0%
Income	Less than 100.000	41	24.6%

	100.000 - 250.000	51	30.5%
	250.000 - 350.000	20	12.0%
	350.000 - 450.000	24	14.4%
	More than 500.000	31	18.6%
	Total	167	100.0%
Occupation	student	136	81.4%
	employee	31	18.6%
	Total	167	100.0%

Descriptive analysis. What is the level of dependence of brand influence on the consumer's purchasing decision? This axis was measured to determine the level of evaluation of the brand's influence dependence on the consumer's buying decision (with a set of phrases). That highlight this evaluation, which is attributed to the approval of the study sample's evaluation and the differences in the evaluation between them of the dependence of the brand's influence level on the consumer's buying decision, through Extract the mean, standard deviation, and evaluation significance using each statement, as follows:

Table 5: Statistical functions for the level of evaluation (the brand on the consumer's purchasing decision)

SIG	Weight %	Mean	Percentage %	N	Scale	Aspect
0.000	70	3.51	3.6%	6	Strongly Disagree	The brand affects your purchase decision from the XO store
			9.0%	15	not agree	
			33.5%	56	neutral	
			40.1%	67	Agree	
			13.8%	23	Strongly Agree	
			100.0%	167	Total	
0.000	66	3.32	4.2%	7	Strongly Disagree	The people around you affect your decision to buy from the XO store
			21.6%	36	not agree	
			24.6%	41	neutral	
			37.7%	63	Agree	
			12.0%	20	Strongly Agree	
			100.0%	167	Total	
0.000	73	3.67	4.2%	7	Strongly Disagree	Think of buying from the XO store when you need to shop
			6.6%	11	not agree	
			25.7%	43	neutral	
			44.9%	75	Agree	
			18.6%	31	Strongly Agree	
			100.0%	167	Total	
0.000	72	3.61	6.0%	10	Strongly Disagree	The presence of the XO store is suitable for your place of residence
			15.0%	25	not agree	
			16.8%	28	neutral	

SIG	Weight %	Mean	Percentage %	N	Scale	Aspect
			36.5%	61	Agree	
			25.7%	43	Strongly Agree	
			100.0%	167	Total	
0.000	71	3.53	2.4%	4	Strongly Disagree	XO products meet your expectations for the required quality
			10.8%	18	not agree	
			28.1%	47	neutral	
			49.1%	82	Agree	
			9.6%	16	Strongly Agree	
			100.0%	167	Total	
0.045	63	3.13	5.4%	9	Strongly Disagree	XO products prices suitable for your income level
			23.4%	39	not agree	
			29.9%	50	neutral	
			35.3%	59	Agree	
			6.0%	10	Strongly Agree	
			100.0%	167	Total	
0.000	79	3.95	1.8%	3	Strongly Disagree	XO store products keep pace with popular fashion
			3.0%	5	not agree	
			19.8%	33	neutral	
			49.7%	83	Agree	
			25.7%	43	Strongly Agree	
			100.0%	167	Total	
0.004	55	2.77	8.4%	14	Strongly Disagree	XO store series offers encouraging offers for you
			34.1%	57	not agree	
			34.1%	57	neutral	
			18.6%	31	Agree	
			4.8%	8	Strongly Agree	
			100.0%	167	Total	

In terms of knowledge of the phrase (the brand affects your decision to buy from the XO store), we find that the average response to it is (3.51), and the relative weight of the responses is (70%). The (high) evaluation tends towards (approval) by 3.5%, according to the sample's opinions and the level of arithmetic significance. (0.000) is smaller than the assumed significance level of 0.05, so there is agreement at a high level about the impact of the brand on your purchase decision from the XO store.

In terms of knowledge of the phrase (the people around you influence your decision to buy from the XO store), we find that the average response to it is (3.32) and the relative weight of the responses is (66%). The (middle) evaluation tends towards (agreement) by 40% and neutral by 33.5%, according to the opinions of the sample. The level of arithmetic significance (0.000) is smaller than the assumed significance level of 0.05, so there is agreement at a high level about the impact of the people around you on your purchase decision from the XO store.

In terms of knowledge of the phrase (you think about buying from the XO store when you need to

shop), we find that the average response to it is (3.67), and the relative weight of the responses is (73%). According to the sample's opinions, the (high) evaluation tends towards (agreement) by 3.5%. The level of arithmetic significance (0.000) is smaller than the assumed significance level of 0.05, so there is agreement at a high level about the impact of the people around you on your purchase decision from the XO store.

In terms of knowledge of the phrase (the presence of a chain of XO stores suitable for your place of residence), we find that the average response to it is (3.61), and the relative weight of the responses is (72%). The (high) evaluation tends towards (acceptance) by 36.5%, according to the opinions of the sample. The level of arithmetic significance (0.000) is smaller than the assumed significance level of 0.05, so there is a high level of agreement about the impact of having an XO chain of stores suitable for your residence.

In terms of knowledge of the phrase (the prices of XO products are suitable for your income level), we find that the average of the answers to it is (3.13) and the relative weight of the answers is (63%). The (middle) evaluation tends towards (agreement) by 35.3% and 29.9% neutrality, according to the sample's opinions and the significance level. Arithmetic (0.000) is smaller than the assumed significance level of 0.05 if there is high-level agreement about the prices of XO products suitable for the income level.

In terms of knowledge of the phrase (XO store products keep pace with popular fashion), we find that the average response rate is (3.95) and the relative weight of the responses is (79%). The evaluation (high) tends towards (agreement) at a rate of 49.7%, and 25.7% strongly agree according to the sample's opinions. The level of Arithmetic significance (0.000) is smaller than the assumed significance level of 0.05, so there is high-level agreement about XO store products that keep pace with popular fashion.

In terms of knowledge of the phrase (the XO chain of stores offers encouraging offers for you), we find that the average response to it is (2.77) and the relative weight of the responses is (55%). The evaluation (middle) tends towards (neutrality) by 34.1%, and 34.1% disagree according to the opinions of the sample. Furthermore, the level of arithmetic significance (0.000) is smaller than the assumed significance level of 0.05, so there is agreement at a high level about the XO chain of stores that offers encouraging offers to you.

This axis has been measured to determine the level of evaluation of the consumer purchasing decision (with a set of expressions) highlighting this evaluation. This is attributed to the approval of the evaluation of the study sample individuals and the differences in the evaluation between them for adopting the level of the consumer purchasing decision by extracting the arithmetic averages, standard deviation and evaluation significance using each phrase, as follows.

Table 6: Statistical functions for the evaluation level (consumer purchasing decision)

SIG	Weight %	Mean	%	n	Scale	Aspect
0.000	79	2.38	10.8%	18	No	Your purchasing experience is repeated at the XO chain of stores
			40.1%	67	sometime	
			49.1%	82	Yes	
			100.0%	167	Total	
0.000	84	2.51	6.0%	10	No	
			37.1%	62	Sometime	
			56.9%	95	Yes	You recommend others to buy from XO stores
			100.0%	167	Total	

In terms of knowledge of the phrase (your experience of buying from the XO chain of stores is

repeated), we find that the average response to it is (2.38), and the relative weight of the responses is (79%). The (high) evaluation tends towards (acceptance) by 49.1%, according to the sample's opinions, and the level of arithmetic significance (0.000) is smaller than the assumed significance level of 0.05 if there is high-level agreement about the frequency of your purchase experience from XO chain stores.

In terms of knowledge of the phrase (advising others to shop from the XO chain of stores), we find that the average response to it is (2.38), and the relative weight of the responses is (79%). The (high) evaluation tends towards (acceptance) by 49.1%, according to the sample's opinions, and the level of arithmetic significance (0.000) is smaller than the assumed significance level of 0.05, so there is agreement at a high level about recommending others to shop from the XO chain of stores.

Regression analysis. There is a statistically significant effect of the brand on the consumer's purchasing decision of the XO chain stores. Multiple linear regression was conducted to find the effect relationship between (brand) and the consumer's purchasing decision.

Table 7: Correlation and interpretation functions between the independent variable (brand) and (consumer purchasing decision)

Model Summary				
Std. Error of the Estimate	Adjusted R Square	R Square	R	Model
0.449	0.432	0.436	0.660 ^a	

We have the measure R, the correlation coefficient, whose value is 0.66. We have the measure of the interpretation coefficient, whose value is approximately 43.2%, meaning that the independent variable (the brand) in this model was able to explain 43.2 of the changes that occurred in the dependent (consumer purchasing decision) (Y). The rest is attributed to other factors.

Table 8: Variance test functions between the independent variable (brand) and (consumer purchasing decision)
ANOVA^a

Sig.	F	Mean Square	df	Sum of Squares	Model
.000 ^b	127.470	25.721	1	25.721	Regression
		0.202	165	33.294	Residual
			166	59.15	Total

Dependent Variable: purchase decision
Predictors: (Constant), brand

The table also shows the analysis of variance, through which the explanatory power of the model as a whole can be known through the $F = 127.5$ statistic and the arithmetic significance ($\text{Sig} = 0.000$), which is smaller than the standard significance $\text{sig} = 0.05$. This confirms the explanatory power of the linear regression model from a statistical point of view, i.e., the model is statistically significant.

Table 9: Statistical functions of the independent influence equation (brand) and consumer purchasing decision

Coefficients				
Sig.	t	Standardized Coefficients Beta	Unstandardized Coefficients Error	Std. Model
0.608	0.514		0.210	0.108 (Constant)
0.000	11.290	0.660	0.060	0.680 brand

a. Dependent Variable: purchase decision

Through the table, we find that the dimension of the independent variable in terms of (brand) is statistically significant according to the t model, where the significant function Sig <0.05.

The estimated regression equation is:

$$\text{Consumer Purchasing Decision} = 0.10 + 0.68 \times \text{brand}$$

It is noted that the effect is positive, and thus (there is a statistically significant effect of the brand on the consumer's purchasing decision from the XO chain of stores).

Third hypothesis:

PH3- According to the customer's identification data, statistically significant differences exist in evaluating the brand's impact on the consumer's purchasing decision from the XO chain of stores.

a. In terms of age: A one-way ANOVA test was conducted to compare differences in evaluation according to (age and income), and the following results are presented below.

Table 10: Statistical functions to test the differences in evaluating the impact of the brand on the consumer's (purchasing decisions from the XO chain of stores according to age)

ANOVA						
Sig.	F	Mean Square	df	Sum of Squares	Scale	Aspect
0.028	3.123	1.007	3	3.020	Between Groups	Brand
		0.322	163	52.538	Within Groups	
			166	55.558	Total	
0.197	1.576	0.554	3	1.663	Between Groups	Consumer purchasing decision
		0.352	163	57.352	Within Groups	
			166	59.015	Total	

Research results show that the value of the variance function is 3.12, and the statistical significance Sig = 0.028 is smaller than 0.05. We accepted the alternative hypothesis; there are statistically significant differences in the brand evaluation in the XO chain of stores according to age. The value of the variance function is 1.57, and the statistical significance Sig = 0.197 is greater than 0.05. We accepted the null hypothesis (no statistically significant differences exist in evaluating the consumer's purchasing decision in the XO chain of stores according to age).

In terms of income shows that the value of the variance function is 1.05, and the statistical significance Sig = 0.381 is greater than 0.05; therefore, we accepted the null hypothesis (there are no statistically significant differences in the evaluation of the brand in the XO chain of stores according to income).

Table 11: Statistical functions to test the differences in evaluating the impact of the brand on the consumer's (purchasing decision from the XO chain of stores, according to income)

ANOVA						
Sig.	F	Mean Square	df	Sum of Squares	Scale	Aspect
0.381	1.054	0.352	4	1.409	Between Groups	Brand
		0.334	162	54.150	Within Groups	
			166	55.558	Total	
0.524	0.805	0.288	4	1.150	Between Groups	Consumer purchasing decision
		0.357	162	57.865	Within Groups	
			166	59.015	Total	

The value of the variance function is 0.82, and the statistical significance Sig = 0.524 is greater than 0.05. We accepted the null hypothesis (no statistically significant differences exist in evaluating the consumer's purchasing decision in the XO chain of stores according to income).

The independent test was conducted to compare the differences in evaluation according to (gender), and the following results are presented below.

Table 12: Statistical functions to test the differences in evaluating the impact of the brand on the consumer's purchasing decision from the XO chain of stores, according to gender

SIG	DF	T	SD	M	N	Gender	Aspect
0.024	165	2.278	0.52	3.55	72	Male	Brand
			0.60	3.35	95	Female	
0.095	165	1.681	0.53	2.53	72	Male	consumer purchasing decision
			0.64	2.38	95	Female	

The value of the test function is 2.27, and the statistical significance Sig = 0.024 is smaller than 0.05. We accepted the alternative hypothesis (there are statistically significant differences in the brand evaluation in the XO chain of stores according to gender, which favors males). The value of the variance function is 1.68, and the statistical significance Sig = 0.095 is greater than 0.05. Therefore we accepted the null hypothesis; there are no statistically significant differences in the evaluation of the consumer's purchasing decision in the XO chain of stores according to gender.

The independent t test was conducted to compare the differences in the evaluation according to (the profession).

Table 13: Statistical functions to test the differences in evaluating the impact of the brand on the consumer's purchasing decision from the XO chain of stores, depending on the profession

Sig.	DF	T	SD	M	N	Individual	Occupation
0.057	165	1.917	0.58	3.48	136	Student	Brand
			0.53	3.26	31	Employee	
0.439	165	0.777	0.59	2.46	136	Student	Purchase Decision
			0.62	2.37	31	Employee	

The value of the test function is 2.27, and the statistical significance Sig = 1.91 is greater than 0.05. We accepted the null hypothesis (no statistically significant differences exist in evaluating the brand in the XO chain of stores depending on the profession). The value of the test function is 0.77 and the statistical significance Sig = 0.095 is greater than 0.05. We accepted the null hypothesis (no statistically significant differences exist in evaluating the consumer's purchasing decision in the XO chain of stores depending on the profession).

There is a statistically significant effect of the brand on the consumer's purchasing decision of the XO chain of stores. There are statistically significant differences in the brand evaluation in the XO chain of stores according to age.

This study's results showed no statistically significant differences in evaluating the consumer's purchasing decision in the XO chain of stores according to age; no statistically significant differences exist in the brand evaluation in the XO chain of stores according to income. Also, no statistically significant differences exist in evaluating the consumer's purchasing decision depending on income in the XO chain of stores. There are statistically significant differences in the evaluation of the brand in

the XO chain of stores according to gender, and it favors males. No statistically significant differences exist in evaluating the consumer's purchasing decision in the XO chain of stores according to gender. No statistically significant differences exist in evaluating the brand in the XO chain of stores, depending on the profession. No statistically significant differences exist in evaluating the consumer's purchasing decision in the XO chain of stores, depending on the profession.

6. Conclusions

This research aimed to identify the impact of brand image on customers' purchase decisions. Our hypothesis is evidenced by Quantitative research, where an analysis between demographic variables (age, gender, income, occupation) and their effect on brand image perception and impact on customer purchase. It can be concluded that customers' occupation is not an essential factor, while age and gender are important to consider when designing and targeting campaigns. Brand image has a significant impact on the consumer's buying behavior. If the brand image is positive, the customer's behavior towards the brand is also positive. Once a customer becomes satisfied with a brand, he/she becomes loyal to it. It is suggested that companies should take their role in society seriously and provide a quality product worth their brand image.

This study found several recommendations that may be useful for XO. First, we advise the marketers of XO stores to conduct a promotional strategy that includes more offers and discounts. Second, we recommend XO join social media platforms to post their fashionable outfit collections online. Thus, it helps create a more positive brand image and helps spread the offers and services that the stores provide. Upon the result of our study, we noticed that males are more likely to be affected by the brand image of XO stores than females. Therefore, we suggest the company concentrate its marketing efforts and campaigns on a female audience. Finally, we recommend XO stores construct a strong online presence that enables customers to share their experiences (customer feedback).

References

- Anita, T. L., & Ardiansyah, I. (2019). The Effect of Brand Awareness, Brand Image, and Media Communication on Purchase Decision in the Context of Urban Area Restaurant. *Journal of Business and Entrepreneurship*, 7(2), 40-50.
- Arjuna, H., & Ilmi, S. (2020). Effect of brand image, price, and quality of product on the smartphone purchase decision. *EkBis: Journal Ekonomi dan Bisnis*, 3(2), 294-305.
- Arslan, M., & Zaman, R. (2015). Impact of Brand Image and Service Quality on Consumer Purchase Intentions. A Study of Retail Stores in Pakistan. GRIN Verlag.
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The effect of brand image and perception of products on the purchase decisions of matic motorcycle in East Belitung. *Journal Administrasi Bisnis*, 9(1), 31-42.
- Badar, M. M. (2021). The Effect of Brand Image on Product Purchase Intention with Customer Satisfaction as A Mediation Variable (Study of Semen Gresik Consumer in East Java) (Doctoral dissertation, Universitas Brawijaya).
- Fianto, A. Y. A., Hadiwidjojo, D., & Aisjah, S. (2014). The influence of brand image on purchase behaviour through brand trust. *Business Management and Strategy*, 5(2), 58.
- Gupta, A., Garg, A., Farhan, F., Chandna, M., Jain, R., & Kumar, S. (2021). Effect of brand image on consumer buying behaviour. Available at SSRN 3907928.

- Helmi, S., Ariana, S., & Supardin, L. (2022). The Role Of Brand Image As A Mediation Of The Effect Of Advertising And Sales Promotion On Customer Purchase Decision. *Journal of Economics and Sustainable Development*, 13(8), 90-99.
- Khoirunnisa, D., & Albari, A. (2023). The effect of brand image and product knowledge on purchase intentions with e-WOM as a mediator variable. *International Journal of Research in Business and Social Science* (2147-4478), 12(1), 80-89.
- Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B. (2013). Impact of brand image and advertisement on consumer buying behavior. *World Applied Sciences Journal*, 23(1), 117-122.
- Nazarani, M. R., & Suparna, G. (2021). The effect of luxury brand, brand image, and product quality on purchase intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(1), 290-295.
- Purnamawati, I. P. S., Putra, I. M. W., & Wahyuni, N. M. (2022). The Effect of Brand Image on Online Purchase Decision with Mediation Word of Mouth on Fashion Products in Denpasar-Bali Province. *Journal Ekonomi & Bisnis JAGADITHA*, 9(1), 90-98.
- Raj, M. P. M., & Roy, S. (2015). Impact of brand image on consumer decision-making: A study on high-technology products. *Global Business Review*, 16(3), 463-477.
- Sallam, M. A. (2014). The effects of brand image and brand identification on brand love and purchase decision making: the role of WOM. *International Business Research*, 7(10), 187.
- Shen, Y., & Ahmad, R. (2022). The influence of brand image and favorability toward citizens in a product's country of origin on product evaluation: Moderating effects of switching costs. *Frontiers in Psychology*, 13.
- Stiawan, I. G. B. H., & Jatra, I. M. (2022). The role of brand image mediate the influence of price fairness on purchase decisions for local fashion brand products. *European Journal of Business and Management Research*, 7(3), 114-117.
- Wagiswari, K. A. (2022). Analysis of the impact of brand image on smartphone product purchase decisions in Bandung. *Special Education*, 2(43).
- Yasmin, A. (2017). Impact of brand image on consumers' purchase decision. *International Journal of Research in Social Sciences*, 7(10), 627-644.
- Yudistira, A. (2021). The effect of brand image and perceived price on consumer purchase decision (A Case from Mac Cosmetics Powder Kiss Lipstick's Customer on Tokopedia in Indonesia). *Journal Ilmiah Mahasiswa FEB*, 9(1).