

The influence of price, e-service quality, and brand image on online purchasing decisions

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ARTICLE INFO

Article History

Received: 14-12-2024

Revised: 17-12-2024

Accepted: 18-12-2024

Keywords

Price;

E-Service Quality;

Brand Image;

Purchase Decision.

Paper Type: Research paper

ABSTRACT

Purpose-Technological advances have now penetrated various sectors of life, including online buying and selling transactions. This provides convenience to consumers because they can make product purchases from anywhere and anytime. Many supporting factors influence consumer decisions when making online purchases. This study aims to analyze the effect of price factors, electronic service quality, and brand image on online purchasing decisions.

Design/Methodology/Approach-This study analyzes online purchasing decisions for cosmetics consumers in Asia. Sampling in this study used a cluster random sampling technique, where respondents in certain areas could become research respondents, and 137 respondents were obtained. The data collection method uses a questionnaire distributed online. Then, the analytical tool used is Smart PLS with the bootstrapping process.

Findings-The results prove that the three factors analyzed are proven to have a positive effect on online purchasing decisions. Based on these results, producers must pay attention to price, e-service quality, and brand image factors to encourage an increase in the number of consumer purchases. Because transactions are carried out online, there are many factors that consumers consider before making a purchase, including the three factors examined in this study.

Research limitations/implications-The limitation of this study is that the number of respondents still needs to be more minimalist in number. In addition, the respondents do not represent every country in the Asian region. This makes the results of this study unable to describe the picture of consumers in Asia making online purchase decisions. The object of research is also still classified as general, namely cosmetic consumers, not mentioning a particular brand so that it can be more specific.

Originality/value-This research is still very minimal conducted by previous researchers who use the object of cosmetic consumers in the Asian region. Generally, previous studies used different objects or in a country.

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1. The Introduction

The digital era tightens business competition by requiring companies to adapt to meet the wants and needs of consumers and offer them by utilizing digital developments (Sayudin et al., 2023). Tight competition requires companies to be more creative in creating products that compete in the market (Hosseini et al., 2018). The digital market is currently one of the breakthroughs for companies to reach a broader range of consumers and win competition. The digital market can be proven by the existence of online product buying and selling transactions through e-commerce platforms that can be accessed by anyone, anytime, and anywhere.

Asia is one of the regions that has experienced rapid development in the fashion world. Statista's 2024 forecasting analysis of the fashion industry in Asia shows that revenues in the fashion market are projected to reach US\$770.90 billion by 2024. The revenue level is then expected to show an annual growth rate of 8.94%, resulting in a projected market volume of US\$ 1,183.00 billion by 2029. This shows the rapid development of the fashion world in Asia, which creates increasingly fierce business competition and requires business people to innovate to survive in the market (Ahmad et al., 2020). Therefore, companies are expected to create or develop strategies to encourage consumer decisions to make purchases online. According to Qazzafi (2019), online purchasing decisions are consumer activities to buy a product online to fulfill their wants and needs. Consumers are influenced by various factors when determining their purchasing decisions. This study analyzes the aspects of price, e-service quality, and brand image to determine online purchasing decisions.

Price serves as a way to communicate a product or brand's position in the market. Products with high quality certainly have a comparable price level, because obtaining such high quality requires high capital. However, high prices can be competitive because they reflect the quality of the product and can entice consumers to make purchases (Nagle & Müller, 2017). In addition, price changes can be influenced by consumer demand (Labandeira et al., 2017). Research conducted by Pappas (2016) and Vieira et al. (2020) proved that there is a relationship between price and online purchasing decisions. Purchasing behavior is based on quality and considers price suitability. Therefore, price is one of the determining factors for product selection, which influences consumer purchasing behavior. If a product requires consumers to spend the minimum possible cost with maximum benefits, then what happens is that the product has a positive value, and vice versa. Consumers assume that products with high prices are of good quality, whereas they are of poor quality if the price is low.

The next factor that can influence online consumer purchasing decisions is e-service quality. Yaghoubi and Rigi (2017) explain e-service quality as the quality of the company's ability to provide services to consumers effectively and efficiently through electronic media. Maximum service builds consumer confidence to support their decision to purchase a product (Nabella, 2021). Good service makes customers feel that their money is valuable. Maximum electronic services not only complement a product but also act as an essential factor in competition and encourage consumers to make online purchasing decisions. Shankar and Datta (2020) state that e-service quality is measured by a number of factors, including efficiency (the ability of customers to locate quality services), reliability (the ability of services to give customers accurate and precise information), responsiveness (the ability of services to address customer issues), fulfillment (the ability to provide services by providing the products that customers want right away), and privacy (the ability of services to protect customer data). Consumers who have a positive opinion of the quality of the product or service will be able to make decisions during the buying process (Kundu & Datta, 2015). Earlier studies on the quality of electronic services have had a big impact on online buying decisions (Al-Nasser et al., 2015; Bhati et al., 2022).

The next factor that influences online purchasing decisions is brand image. A positive brand image is a valuable asset for any company, as consumers often identify products based on brand image (Iglesias et al., 2019). A positive image has a more significant influence on the product brand and ultimately wins market competition (Balmer et al., 2020). A brand image contains the strength, uniqueness, and preference of a particular product or service. Brand image is often associated with product quality, even if consumers have never directly assessed the product. Brand image can be used as the basis for determining marketing strategies and identifying better

target market segments (Lee et al., 2014). Therefore, brand image needs to be developed to gain a strong position in the market. Research conducted by Hanaysha (2018) and Ansari et al. (2019) proved that brand image has a positive effect on online purchasing decisions.

2. Literature Review and Hypothesis Development

According to Faith and Edwin (2014), price is the sum of money that customers must exchange in order to receive a variety of benefits from a commodity. Therefore, price has a significant role in suggestions about what to buy, particularly for things that are bought often. This in turn affects the selection of brands, products, and places to choose from (Faith & Edwin, 2014). Consumers are very rational in assessing the benefits they want to obtain from buying the products they pay for (Al-Mamun et al., 2014). According to Maniatis (2016), price is one of the considerations consumers consider when choosing a product. The amount of sales, profit, and market share that the business might achieve can all be impacted by inappropriate pricing. Customers seek pricing that align with their financial capacities since meeting their needs and wants is directly related to their financial capacity (Maedia & Muhiban, 2023). Consequently, businesses need to be able to draw in customers by setting the appropriate price for the goods they sell in order to encourage them to make a purchase. Prior studies by Pappas (2016) and Vieira et al. (2020) demonstrate that pricing influences online buyers' decisions significantly. **H₁: Price Has a Positive Effect on Online Purchase Decision**

E-service quality is an action or deed provided by one party to another through electronic media with the aim of explaining it (Taherdoost, 2019). However, these services must provide comfort to consumers so that they feel cared for by providing answers to consumer ignorance. Online service quality, according to Dhingra et al. (2020), is the degree to which a website or platform meets different customer needs from search to purchase. As a result, businesses that have digitally integrated their operations need to always be aware of the services they offer. Customers are more likely to make a purchase when they believe the organization provides outstanding services. According to studies by Surjandy et al. (2021) and Ruanguttamanun and Peemanee (2022), customers purchase a product when they receive satisfactory service. E-quality of service is the process of using a website or platform both before and after receiving online services (Goutam et al., 2022). A business that has made the transition to digital must offer its customers high-quality services. **H₂: E-Service Quality Has a Positive Effect on Online Purchase Decision**

Brand image is the judgment that customers have about a particular brand based on their thoughts (Erdil, 2015). Brand image is related to customer attitudes, including beliefs and preferences (Ramesh et al., 2019). Brand image refers to the depiction of a product in people's minds and how the market interprets its characteristics (Gabrielli & Baghi, 2016; Chatterjee & Basu, 2023). According to Mramba (2015), the better the brand image of a product, the higher the consumer perception of consumer perception of product quality. Consumers are generally reluctant to make purchases when several products offer the same benefits. Therefore, brand image is often used as a determining factor when purchasing a product. According to Foroudi et al. (2018), the better the brand image, the more likely consumers are to buy a product. Hanaysha (2018) and Ansari et al. (2019) prove that brand image has a positive influence on purchasing decisions. **H₃: Brand Image Has a Positive Effect on Online Purchase Decision**

Figure 1 illustrates the research framework, showing the factors that influence online purchasing decisions. Price, e-service quality, and brand image are the factors analyzed in this study and are used to positively influence online purchasing decisions.

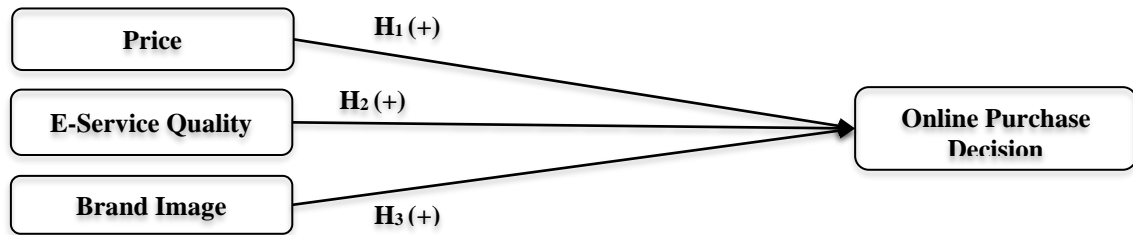


Figure 1. Research Framework

3. Research Methodology

The population of this study was users of fashion products in the Asian region. This study used purposive sampling as a technique to determine respondents with specific considerations. People who reside in Asia and have made at least three online purchases of fashion items met the study's requirements for respondents. 137 responders were found using these criteria. Google Forms was used to distribute questionnaires online in order to collect data. Each variable was represented by an indicator item on the questionnaire, which was scored on a Likert scale. Four indicator items were used to measure brand image (BI), price (PR), and e-service quality (ES), while three indicator items were used to measure online buying decision (OPD) variables.

The research data were tested using the Smart PLS tool to conduct validity tests, reliability tests, and regression tests. Validity testing was performed by paying attention to the factor loading value on each indicator item of each variable. If the indicator item has a factor loading value greater than 0.6, it can be declared valid and vice versa. If there are invalid indicator items, they must be removed from the data analysis and re-tested for validity. After the validity test, the reliability test was continued. Cronbach's alpha and composite reliability values are benchmarks for determining whether the research variables can be said to be reliable. If the Cronbach's alpha value is more than 0.6, and the composite reliability is more than 0.7, then the variable can be said to be reliable. The next stage is regression testing to determine the effect of the hypothesis and whether it is accepted or rejected. Regression testing was based on the p-value of each hypothesis. If the p-value is less than 0.05, the hypothesis can be concluded to be accepted, and vice versa. The three data tests all use the basics of analysis submitted by Hair et al. (2020) to determine each decision.

4. Result and Discussion

Characteristics of Respondents

Table 1 shows the respondents' characteristics. In general, the majority of respondents were female (99.3%), and there was one male respondent (0.7%). The age of respondents is dominated by the age range 21-24 years, with as many as 108 respondents (75%), followed by the age range 17-20 years, as many as 19 respondents (14%), and finally respondents with more than 24 years of age as many as ten respondents (11%). In addition to the gender and age categories, the characteristics of respondents can be seen based on their salary level. The majority of respondents earned between USD 91 and USD 182 per month.

Table 1. Characteristics of Respondents

Classification	Description	Frequency	
		Total	Percentage
Gender	Male	1	0.7
	Female	136	99.3
Age	17-20 years old	19	14
	21-24 years old	108	75
	More than 24 years old	10	11
Salary	Less than US\$ 90	55	40.1
	US\$ 91 – US\$ 182	82	59.9
	More than US\$ 183	0	0

Validity Test

Table 2 shows a tabulation of the factor loading values from the validity test. Based on the results, two indicator items, PR 1 and BI 1, were removed because their factor loading value was less than 0.6.

Table 2. Validity Test Result

Indicator	Price	E-Service Quality	Brand Image	Online Purchase Decision
PR 1	0.868			
PR 2	0.783			
PR 3	0.809			
ES 1		0.808		
ES 2		0.792		
ES 3		0.780		
ES 4		0.738		
BI 1			0.804	
BI 2			0.771	
BI 3			0.857	
OPD 1				0.903
OPD 2				0.863
OPD 3				0.884

Figure 2 shows the final model after bootstrapping analysis. This model shows the factor loading value of each indicator item. Two indicator items, PR 1 and BI 1, were removed because their factor loading value was less than 0.6.

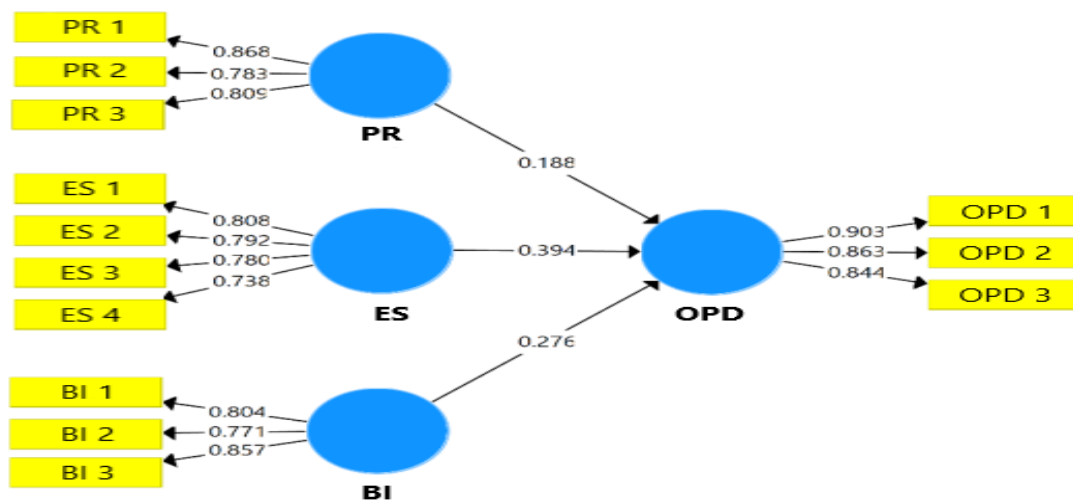


Figure 2. Measurement Model

Reliability Test

Based on Table 3, all of this study's variables are proven to be valid. This is because Cronbach's alpha and composite reliability values of the price, e-service quality, brand image, and online purchase decision variables are more than 0.6 and 0.7, respectively. Therefore, this data analysis can be continued to the next test stage, namely, the regression test.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability
Price	0.757	0.861
E-Service Quality	0.786	0.861
Band Image	0.745	0.852
Online Purchase Decision	0.893	0.903

Hypothesis Test

Table 4 presents the results of the hypothesis regression test. Based on these results, the three hypotheses of this study were accepted or supported. This can be proven by the p-value of each hypothesis being < 0.05 . Price, e-service quality, and brand image have been proven to have a positive effect on online purchase decisions.

Table 4. Hypothesis Test Result

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
Price → Online Purchase Decision	0.118	0.192	0.071	2.651	0.008
E-Service Quality → Online Purchase Decision	0.394	0.401	0.093	4.216	0.000
Brand Image → Online Purchase Decision	0.276	0.270	0.093	2.964	0.000

Discussion

The Effect of Price on Online Purchase Decision

The results of testing the first hypothesis prove that price positively affects online purchasing decisions. This proves that if the price is in accordance with the benefits as well as its ability to meet consumer needs, it will influence purchasing decisions (Feinberg & Wooton, 2020). Consumers who purchase products online search for and compare the prices of products sold online (Pham & Ahammad, 2017). This means that if consumers consider that the price offered is more attractive and in accordance with their desires, their purchasing decisions will increase. The results of this study are consistent with those of previous studies showing a positive relationship between price and consumer purchasing decisions (Pappas, 2016; Vieira et al., 2020). In online marketplaces, consumers can easily compare prices from different sellers, and competitive pricing is a key factor. Companies should adopt pricing strategies that balance perceived value with affordability to attract and retain customers effectively.

The Effect of E-Service Quality on Online Purchase Decisions

The results of testing the second hypothesis show that e-service quality has a positive effect on online purchasing decisions. This proves that the quality of service provided by companies online can determine consumer preferences and encourage them to make online purchases (Nisar & Prabhakar, 2017). Consumers feel happy with the maximum quality of service when they want to buy a product (Asshidin et al., 2016). Therefore, every company must provide the best quality of service to meet the needs or desires of consumers for their products so that consumers feel free to buy products offered online. The findings of this study are consistent with those of studies by Bhati et al. (2022) and Goutam et al. (2022), which also demonstrate that e-service quality influences online purchase decisions in a positive manner. This study examines the impact of service quality in addition to the significance of pricing. Customers who have received a service will evaluate the service's quality. In this instance, customers' purchasing behavior rises when they believe the organization offers good services. Consequently, clients' online buying decisions are more influenced by the quality of the e-services they perceive.

The Effect of Brand Image on Online Purchase Decision

The third hypothesis's test findings demonstrate that brand image influences online buying decisions in a favorable way. This suggests that consumers will trust a product and eventually choose to purchase it if it has a positive image (Foster, 2016). As a result, businesses need to be able to draw in customers and persuade them to buy by enhancing the perception of their product brands (Nuseir & Madanat, 2015). The findings of this study are supported by earlier research by Hanaysha (2018) and Ansari et al. (2019), which also demonstrates that brand image influences decisions to buy. According to Sanny et al. (2020), consumers always take brand image into account before making a purchase. Consumers will never forget brand image because it can convince them in terms of quality, price, and expectations to meet consumer needs and desires. If

consumers already know a positive brand image about a product, they will not think twice before buying the product.

5. Conclusion

Based on the analysis results, the three factors that influence online purchasing decisions are proven to have a positive effect, and the three hypotheses are accepted. Product prices have been proven to have a positive impact on online purchasing decisions because when consumers feel that the cost spent to obtain a product is in accordance with the expectations and benefits received, this encourages them to continue making purchases even online. The E-service quality of a product, when offered online, is very influential on consumer purchasing decisions. Consumers who obtain good service when they want to make a purchase online will feel satisfied, so they are encouraged to make the purchase, as with product brand image. When a product has a positive brand image in the minds of consumers, they feel confident that the product is able to fulfill consumer desires and expectations, so that in the end they decide to buy the product.

This study has some limitations. The first limitation is that the number of samples is still minimal, and the distribution of samples by region is still uneven compared to countries in the Asian region. Therefore, the results of this study cannot be used as a reference for consumers when making online purchases. This study also analyzes only three factors: price, e-service quality, and brand image. Future research is expected to use other factors that have yet to be examined in this study or add and expand the scope of research objects to increase the variety of research to analyze consumer purchasing decisions online.

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