

CONSUMER PURCHASING DECISIONS: A REVIEW OF THE MEDIATING EFFECT OF BRAND IMAGE ON PRODUCT QUALITY AND PRICE

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Abstract

In order for a company to maintain customer loyalty, it must continuously enhance its brand image within the extremely competitive outdoor activities sector. The purpose of this study is to assess how product characteristics and price influence customers' purchasing decisions regarding Eiger products, using branding as a control variable. This study employed an explanatory strategy and a quantitative approach. A purposive sampling method selected 126 respondents, and Eiger customers who had previously made a purchase were given a questionnaire to fill out in order to collect data. Data from this study was then analyzed utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS) using the SmartPLS program. This study's findings indicate that brand perception is significantly and positively affected by product price and quality. Furthermore, the quality of the product and the brand's reputation significantly and positively influence purchasing behavior, although they do not directly and significantly affect these decisions. Additionally, this study shows that customers' decisions to purchase Eiger brands are influenced by price and product characteristics, where brand identity acts as a variable intermediary. According to the data, customers value product quality and brand image more than price when buying outdoor gear. Therefore, the company must maintain product quality, set prices commensurate with the product's advantages, and enhance its brand image to ensure sustainable growth in customer purchase choices.

Keywords: Product Quality, Price, Brand Image, Purchase Decision

INTRODUCTION

Indonesia's outdoor apparel and equipment industry has experienced rapid growth alongside increasing public interest in outdoor recreation, hiking, camping, and adventure tourism. This trend has intensified competition among domestic and international outdoor brands, requiring companies to continuously strengthen their market position. As one of Indonesia's leading outdoor equipment brands, Eiger competes not only with local brands but also with international competitors that offer comparable product quality and innovation. Consumers of outdoor products have also become more selective, evaluating products based on durability, functionality, design, price, and brand reputation before making purchasing decisions. This changing purchasing behavior indicates that companies can no longer rely solely on product performance but must also develop a strong brand image to maintain consumer preference and encourage purchase decisions.

Quality is one of key factors influencing customers' buying decisions. The market tends to favor products that perform well, are durable, and meet customer needs. Furthermore, price is a crucial factor, as buyers weigh the benefits they receive against the cost. Sari and Soebiantoro (2022) as well as Rohmah and Sukaris (2024) contend that product quality and pricing impact customers' purchase choices. However, in fact, purchasers do not just examine price and quality; they also consider brand image, which is impacted by reputation and product experience.

The accompanying Top Brand Index data for the years 2021–2026 shows that Eiger, one of the regional outdoor gear companies, has seen variations in its brand performance:

Table 1		
Statistical Data on Eiger Product Purchases		
Year	Statistical Data	Description
2021	Top Brand Index: 7.7%	Decreased compared to 2020
2022	Top Brand Index: 9.7%	Beginning to see increased market interest
2023	Top Brand Index: 10.0%	Sales and brand awareness are on the rise again
2024	Top Brand Index: 20.4%	Significant surge in consumer loyalty and preference
2025	Top Brand Index: 18.8%	Slightly down but still high in the local outdoor market
2026	Top Brand Index: 16.1%	Experiencing a decline but remains competitive

Source: Data compiled from the Top Brand Award for the Outdoor Gear Category, 2021–2026

Based on these data, Eiger's Top Brand Index fluctuated during the 2021–2026 period. The increase between 2022 and 2024 indicates stronger brand awareness, customer preference, and brand loyalty, while the decline in 2025–2026 suggests that maintaining brand strength has become increasingly challenging. However, the Top Brand Index should not be interpreted as a direct indicator of consumers' purchasing decisions because the index primarily measures brand performance through aspects such as top-of-mind awareness, last usage, and future intention rather than actual purchasing behavior.

Therefore, the fluctuations in Eiger's Top Brand Index indicate changes in brand competitiveness rather than confirming changes in purchase decisions. These conditions raise an important question regarding whether consumers' purchasing decisions are influenced directly by product quality and price or whether these factors first shape consumers' perceptions of the brand before leading to actual purchasing decisions. Consequently, examining the mediating role of brand image becomes relevant for explaining consumer purchasing behavior toward Eiger products.

Previous studies have reported inconsistent findings regarding the relationships among product quality, price, brand image, and purchasing decisions. Romadon et al. (2023) and Afifah and Prabowo (2023) found that product quality, price, and brand image significantly influence purchasing decisions. Similarly, rafikhein et al. (2026) demonstrated that brand image and brand awareness significantly influence consumers' purchase decisions, indicating that consumers' cognitive perceptions of a brand play an important role in translating marketing stimuli into purchasing behavior. In contrast, Nugroho and Soliha (2024) reported that brand image has a stronger influence than price, whereas Pujiani and Trisnowati (2023) concluded that price plays a more dominant role than brand image. These inconsistent findings indicate that the mechanism through which product quality and price influence purchasing decisions has not yet been fully explained.

The novelty of this study lies in three aspects. First, this research positions brand image as a mediating variable that explains how product quality and price influence purchasing decisions rather than treating brand image solely as an independent variable. Second, this study focuses on Indonesia's outdoor equipment industry, particularly Eiger, a context that has received relatively limited empirical attention compared with studies on food, fashion, or electronic products. Third, this research provides empirical evidence on Indonesian consumers' purchasing behavior in the outdoor product market, thereby extending the application of mediation models in marketing studies and offering practical insights for strengthening branding strategies in highly competitive outdoor markets.

REVIEW OF LITERATURE

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory developed by Mehrabian and Russell explains that consumers' behavioral responses are preceded by internal psychological evaluations triggered by external stimuli (Hochreiter et al., 2023). In the context of marketing, product quality and price represent external stimuli that influence consumers' perceptions of a product. These evaluations are processed internally through consumers' cognitive and emotional assessments, which are reflected in brand image. A favorable brand image subsequently increases consumers' confidence and encourages purchase decisions. Therefore, the S-O-R framework provides a theoretical basis for explaining both the direct effects of product quality and price on purchase decisions and their indirect effects through brand image as a mediating variable.

Purchase Decision

As a key concept in consumer behavior, the purchase decision describes how customers choose and ultimately decide to buy a good or service. Kotler and Keller (2016) claim that before making a purchase, customers go through the stages of determining a need, gathering information, assessing options, making a purchase, and participating in post-

purchase activities. As stated by Nugroho, A., & Soliha, E. (2024), A decision to purchase is an intentional course of action by individuals, groups, or organizations to acquire a product in accordance with their desires and preferences. According to Nugroho and Soliha (2024), Product selection, brand selection, time of purchase, quantity of buy, and payment method are some of the indicators used to analyze buying choices.

Product Quality

Product quality represents consumers' evaluation of a product's ability to perform its intended functions and satisfy their expectations (Winasis et al., 2022). Products with superior quality reduce consumers' perceived risk, increase confidence, and strengthen positive evaluations toward a brand. Consequently, consumers are more likely to perceive brands offering reliable and durable products as trustworthy, which ultimately encourages purchasing decisions. Previous studies by Romadon et al. (2023) and Afifah and Prabowo (2023) demonstrated that higher product quality significantly enhances both brand image and purchase decisions. Therefore, product quality is expected to contribute directly to purchasing decisions as well as indirectly through brand image.

Price

One of the most important factors to consider when making a purchase is price that is, the value or cost a buyer must spend to benefit from a good or product. The price of a good or product, according to Fadlilah and Muanas (2025), is the sum of money or value that a consumer must pay in order to use it and reap its advantages. In this research, pricing indices are based on Kotler and Armstrong (2018), especially Price Competitiveness, Price Affordability, Price-Quality Alignment, and Price-Benefit Alignment.

Brand Image

Brand image refers to the set of perceptions, beliefs, and associations that consumers develop toward a brand through their experiences and the information they receive. According to Kotler and Keller (2016), brand image is reflected in the associations stored in consumers' memories, which collectively shape their perceptions and evaluations of a brand. Similarly, Puspita and Rahmawan (2021) explain that brand image represents consumers' overall perception of a brand, which is influenced by the company's reputation and the quality of the products or services it offers.

Brand image plays a strategic role in consumer decision-making because it serves as a psychological evaluation that connects product attributes with consumers' purchasing behavior. Consumers generally do not evaluate product quality and price independently; instead, these attributes first influence how they perceive and assess a brand. Products with superior quality and prices that are considered fair and consistent with the benefits received tend to strengthen positive brand perceptions. Consequently, a favorable brand image enhances consumer trust, reduces perceived purchasing risk, and increases consumers' confidence in selecting a product.

This perspective is supported by Rusyda, Syafitri, and Yoestini (2025), who argue that a strong brand image not only reflects consumer trust but also encourages consumers to pay premium prices and recommend the brand to others. Therefore, in this study, brand image is positioned as a mediating variable because it explains the mechanism through which product quality and price influence consumers' purchase decisions. Rather than functioning solely as an independent variable, brand image represents consumers' cognitive evaluation that

transforms product-related attributes into actual purchasing behavior. The brand image indicators adopted in this study are based on Kholidah, Widiastuti, and Nastiti (2025), consisting of *Quality*, *Awareness*, and *Reputation*.

Hypotheses

H1: Product quality has a positive and significant effect on brand image.

H2: Price has a positive and significant effect on brand image.

H3: Product quality has a positive and significant effect on purchase decisions.

H4: Price has a positive and significant effect on purchase decisions.

H5: Brand image has a positive and significant effect on purchase decisions

Conceptual Framework

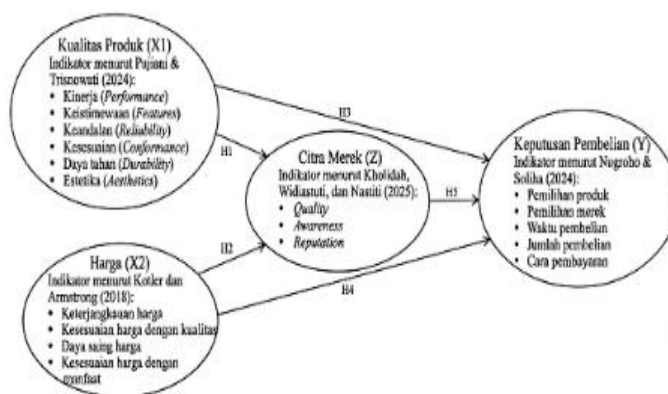


Figure 1
Conceptual Framework
Source: Processed data (2026)

RESEARCH METHOD

Type of Research

Research using a statistical approach. This study uses primary data obtained through a survey distributed via a Google Form link shared with Eiger product consumers.

Population and Sample

All consumers who have ever bought and used Eiger items represent the population of this research, since they are regarded to have the competence to analyze product quality, price, brand image, and buying choices. Purposive sampling is used in conjunction with non-probability sampling. Hair's rule, which states that sample size for SEM research should be at least five to ten times the indicator count, used for calculating sample numbers. Since the research uses eighteen indicators, the estimated sample size is:

$n = 18 \times 7 = 126$. Using these calculations, the sample size for the research is 126 participants.

Data Analysis Techniques

This study's analysis was conducted with Structural Analysis Equation Modeling–Partial Least Squares (SEM-PLS) method using the SmartPLS 4 application. To describe the responses and the distribution of questionnaire answers, this study begins with a descriptive analysis. Validity testing was then used to confirm the outer model outer loadings, Average Variance Extracted (AVE), and Discriminant Validity with the Fornell-Larcker Criterion, as

well as reliability testing utilizing Cronbach's Alpha and Composite Reliability. After validating the instrument and ensuring its reliability, an internal test of the model was conducted by analyzing *R-squared* (R^2) value, path coefficients, t-statistics, and p-values, applying the bootstrapping method.

RESULTS AND DISCUSSION

Discussion

The features of respondents who have bought Eiger items are shown in the table below. The findings of the data analysis are as follows:

Table 1

Respondent Characteristics			
Characteristics	Criteria	Frequency	Percentage
Gender	Male	22	17.5%
	Female	104	82.5%
Age	<25	110	87.3%
	26–35	10	7.9%
	36–45	5	4%
	46–55	-	-
	>56	1	0.8%
Highest Level of Education	High School/Vocational High School/Equivalent	96	76.2%
	Diploma (D1/D2/D3)	6	4.8
	Bachelor's Degree (S1)	20	15.9%
	Graduate (Master's/Ph.D.)	2	1.6%
	Other	2	1.6%
Employment	Students	82	65.1%
	Private Sector Employees	12	9.5%
	Self-Employed/Entrepreneurs	9	7.1%
	Civil Servants/State-Owned Enterprises/Indonesian National Armed Forces/Indonesian National Police	6	4.8%
	Others	17	13.5%
Frequency of Eiger Product Purchases	1–2 times	76	60.3%
	3–4 times	3–4 times	27.8%
	5–6 times	9	7.1%
	> 6 times	6	4.8%

Source: Processed primary data from (2026)

The characteristics of respondents who had purchased Eiger products are presented in Table 2. Most respondents were female (82.5%), under 25 years of age (87.3%), and had completed senior high school or vocational education (76.2%). In terms of occupation, students constituted the largest proportion of respondents (65.1%). Regarding purchasing behavior, most respondents had purchased Eiger products one to two times (60.3%), indicating that the sample was dominated by relatively young consumers with limited but actual purchasing experience. This respondent profile is relevant because younger consumers represent one of the primary market segments for outdoor lifestyle products in Indonesia.

Table 2
Construct Reliability and Validity

Variable (Construct)	Cronbach's Alpha	Rho_a	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Product Quality (X1)	0.910	0.911	0.924	0.603
Price (X2)	0.910	0.913	0.927	0.613
Brand Image (Z)	0.931	0.913	0.930	0.690
Purchase Decision (Y)	0.906	0.935	0.944	0.708

Source: Processed primary data from (2026)

Table 3 presents the results of the construct reliability and convergent validity assessment. All constructs demonstrated satisfactory internal consistency, with Cronbach's Alpha, rho_A, and Composite Reliability values exceeding the recommended threshold of 0.70. Likewise, the Average Variance Extracted (AVE) values for Product Quality (0.603), Price (0.613), Brand Image (0.690), and Purchase Decision (0.708) were all above 0.50, confirming adequate convergent validity. These findings indicate that the measurement model is reliable and that each construct explains more than half of the variance of its indicators. Consequently, all constructs were considered suitable for further structural model analysis.

Table 3
Outer Loading 1

Indicator	Product Quality (X1)	Price (X2)	Purchase Decision (Y)	Brand Image (Z)
X.1	0.655			
X.2	0.694			
X.3	0.749			
X.4	0.715			
X.5	0.678			
X.6	0.749			
X.7	0.837			
X.8	0.857			
X.9	0.699			

X.10	0.750	
X2.1		0.715
X2.2		0.785
X2.3		0.806
X2.4		0.807
X2.5		0.757
X2.6		0.828
X2.7		0.766
X2.8		0.794
Y1.1		0.818
Y1.2		0.891
Y1.3		0.824
Y1.4		0.837
Y1.5		0.632
Y1.6		0.608
Y1.7		0.598
Y1.8		0.844
Y1.9		0.799
Y1.10		0.788
Z1.1		0.730
Z1.2		0.838
Z1.3		0.828
Z1.4		0.859
Z1.5		0.855
Z1.6		0.866

Source: Primary data processed using SmartPLS 4 (2026)

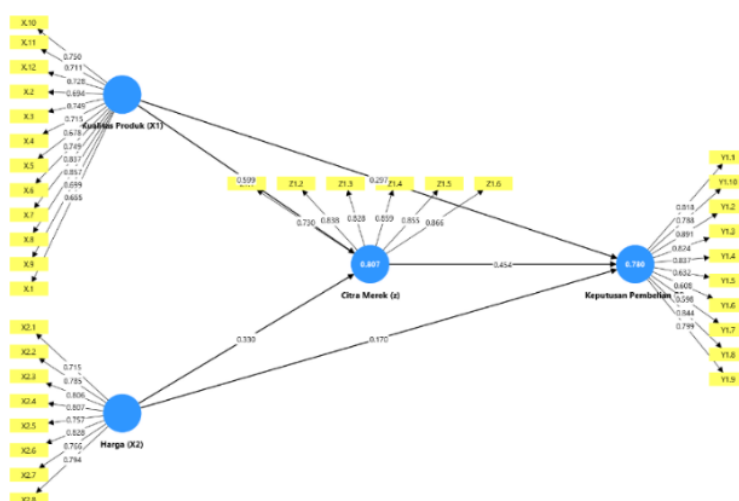


Figure 2
First-Stage Outer Loading
Source: Primary data analyzed using SmartPLS 4 (2026)

All indicators for the price variable (X2) and the brand image variable (Z) have factor loadings > 0.70 , Based on the findings of the first external load test, these factors are therefore deemed valid and able to accurately represent the research design. Indices X.1, X.2, X.5, X.9, Y1.5, Y1.6, and Y1.7 must be removed to strengthen the research model because their external loadings are below the optimal level of 0.70 for decision variables purchase (Y) and product quality (X1).

Table 4
Outer Loading 2

Indicator	Product Quality (X1)	Price (X2)	Purchase Decision (Y)	Brand Image (Z)
X.3	0.788			
X.4	0.764			
X.6	0.740			
X.7	0.834			
X.8	0.845			
X.10	0.747			
X.11	0.730			
X.12	0.756			
X2.1		0.713		
X2.2		0.782		
X2.3		0.807		
X2.4		0.808		
X2.5		0.757		
X2.6		0.829		
X2.7		0.768		
X2.8		0.794		
Y1.1			0.832	
Y1.2			0.900	
Y1.3			0.842	
Y1.4			0.845	
Y1.8			0.836	
Y1.9			0.820	
Y1.10			0.815	
Z1.1				0.730
Z1.2				0.838
Z1.3				0.828
Z1.4				0.860
Z1.5				0.855
Z1.6				0.866

Source: Primary data processed using SmartPLS 4 (2026)

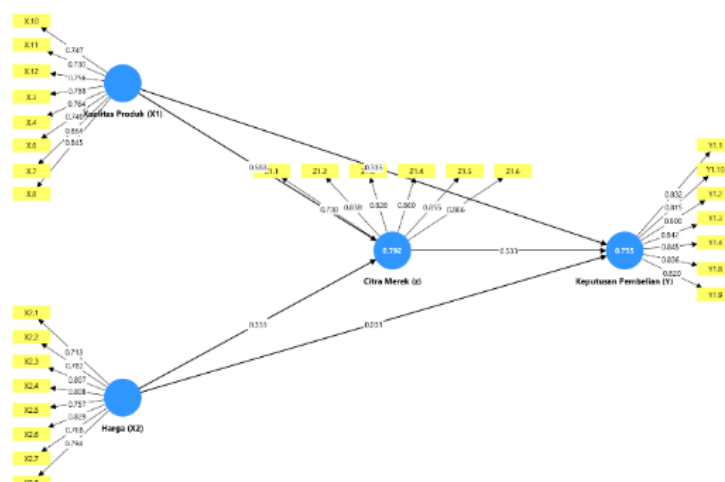


Figure 3
Second-Stage Outer Loading

Source: Primary data analyzed using SmartPLS 4 (2026)

Table 5 indicates that each indicator for each variable has an external factor loading greater than 0.70, which indicates a high level of reliability for these indicators in representing the latent construct. The findings are as follows:

Table 5
Discriminant Validity (Fornell-Larcker Criterion)

	Variable			
	Brand Image (Z)	Price (X2)	Purchase Decision (Y)	Product Quality (Y)
Brand Image (Z)	0.831			
Price (X2)	0.846	0.783		
Purchase Decision (Y)	0.852	0.776	0.842	
Product Quality (X1)	0.876	0.880	0.829	0.777

Source: Primary data processed using SmartPLS 4 (2026)

Discriminant validity was evaluated using the Fornell–Larcker criterion, as presented in Table 6. The square roots of the AVE values were 0.831 for Brand Image, 0.783 for Price, 0.842 for Purchase Decision, and 0.777 for Product Quality. However, several inter-construct correlations exceeded the corresponding square root of the AVE values, particularly the correlations between Product Quality and Price (0.880) and between Product Quality and Brand Image (0.876). These findings indicate that discriminant validity has not been fully established based solely on the Fornell–Larcker criterion.

Accordingly, the Fornell–Larcker results suggest that additional assessment is required to confirm discriminant validity. Future evaluation should include the Heterotrait–Monotrait Ratio (HTMT), which is widely recommended as a more robust criterion for assessing construct discriminant validity in PLS-SEM. Nevertheless, the current findings still

demonstrate theoretically meaningful relationships among the constructs, allowing the structural model to be interpreted while acknowledging this measurement limitation.

Table 7
R-Square

Variable	R-Square	Adjusted R-Square
Brand Image (Z)	0.792	0.789
Purchase Decision (Y)	0.755	0.749

Source: Primary data analyzed using SmartPLS 4 (2026)

The R-squared for brand equity is 0.792, as shown in Table 7. Therefore, the attributes of product quality and price may explain 79.2% of the variation in brand equity. R-square for the product purchase variables is 0.755, indicating that product quality, brand image, and price explain 75.5% of the variance in purchasing behavior, while other factors account for the remainder.

Table 8
Path Coefficients

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Values	Notes
Product Quality → Brand Image	0.583	0.595	0.089	6.516	0.000	Significant
Price → Brand Image	0.333	0.323	0.106	3.130	0.002	Significant
Product Quality → Purchase Decision	0.335	0.327	0.164	2.042	0.041	Influential
Price → Purchase Decision	0.331	0.060	0.134	0.233	0.816	No Effect
Brand Image → Purchase Decision	0.533	0.515	0.123	4.338	0.000	Significant

Source: Primary data analyzed using SmartPLS 4 (2026)

Table 8 indicates a t-value of 6.516, an impact size of 0.583, and a p-value of 0.000. Since t is greater than 1.96 and p is less than 0.05, we can conclude that there is a significant and positive effect of product quality on branding. Customers rate Eiger products as having excellent durability, beautiful design aesthetics, a high level of reliability, features suitable for outdoor use, and excellent performance. These findings support the study by Rusyda et al. (2025). This study confirms that quality has a strong impact on a brand's image. Therefore, H1 in this study **is accepted**.

Pricing practices exert a positive and significant influence on brand image, in line with the second hypothesis, yielding a T-value of 3.130, an estimate of 0.333, and a p-value of 0.002. Customers believe that Eiger products are fairly priced compared to similar brands and that the price is reasonable given the benefits they receive. Eiger's reputation, brand recognition, and perceived quality all improve thanks to this positive price perception. The results of this investigation corroborate earlier studies by Afifah and Prabowo (2023). This

research demonstrates that brand image is significantly impacted by cost. The study's conclusion is that **H2 is accepted**.

With a t-value of 2.042, an estimate of 0.335, and a confidence level of 0.041, the third hypothesis leads to the conclusion that quality has a positive and significant impact on purchasing behavior. These findings indicate that consumers believe high-quality products influence brand choice, product selection, timeliness, quantity, and even payment methods. Products that are durable, have attractive designs, and are suited to outdoor activities give customers greater confidence in purchasing Eiger products. These study results are also similar with the investigations by Kholidah et al. (2025). This hypothesis suggests that judgments on which items to buy are greatly impacted by product quality. We may deduce that H3 in this research is **accepted**.

Price has no meaningful effect on purchasing decisions, based on our fourth assumption, which results in a t-value of 0.233, a standard error of 0.031, and a significance level of 0.816. These data demonstrate that Eiger customers do not prioritize price when making purchases. Outdoor gear customers prioritize product quality and brand image over price, even though indicators such as price affordability, price competitiveness, and price-benefit alignment received fairly positive ratings. Because they trust in the quality and prestige of the Eiger brand, they continue to make purchases even when prices are relatively higher. These results differ from the study by Sari and Soebiantoro (2022) Price had a substantial influence on purchase choices in the research by Puspita and Rahmawan (2021), nevertheless those outcomes did not have a favorable impact. Therefore, it may be stated that H4 in this research is **rejected**.

Consumers that have a good perception of Eiger's quality, brand awareness, and reputation tend to be more confident in acquiring its items. Customers may pick items and brands more easily, decide when to make purchases, make more purchases, and make payment options simpler when a company has a strong image. These findings support a research conducted by Rohmah and Sukaris (2024). That research demonstrated that judgments regarding what to purchase are significantly impacted by brand image. Therefore, H5 in this research is **accepted**.

Table 9
Indirect Effects

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistic	P- Values	Notes
Product Quality → Brand Image → Purchase Decision	0.310	0.308	0.092	3.370	0.001	Significant
Price → Brand Image → Purchase Decision	0.177	0.164	0.066	2.691	0.007	Significant

Source: Primary data analyzed using SmartPLS 4 (2026)

These results demonstrate that superior product quality improves brand perception, which in turn motivates consumers to buy. Consumers feel that Eiger goods, which provide exceptional performance, high durability, dependability, and appealing designs, generate a

favorable image of the brand, hence enhancing consumer confidence in picking items, choosing the brand, and making a purchase. This observation is consistent with other investigations by Fadlilah and Muanas (2025). These studies demonstrate that brand identity serves a mediating role between product quality and purchase decisions.

Furthermore, with a t-value of 2.691 and a p-value of 0.007, we can conclude that branding acts as an intermediary variable in relation to the relationship amongst price and purchasing decisions. These studies indicate how brand reputation can influence purchase decisions not just price. Customers believe that Eiger's product prices are reasonable given the quality and benefits they receive, which helps build a positive brand image. Thanks to this perception, customers feel more confident when making purchases. This finding also corroborates further study conducted by Romadon et al. (2023), which shows brand image influences customers' purchasing decisions by acting as a variable of mediation.

CONCLUSION

According to the research, Eiger's brand image is positively and significantly influenced by both product quality and price. Performance, durability, reliability, and design are examples of product qualities that can influence customers' positive perceptions of the Eiger brand. On the other hand, price perceived as commensurate with the product's quality and advantages help improve the brand image in the eyes of buyers. These findings also show that although price has no direct impact on buying behavior, product quality and image have a significant and favorable influence. The data suggests that when making a purchase, Eiger customers prioritize product features and brand reputation over price.

This study indicates the role of brand image as an intermediary variable between the effects of quality and price on product preferences. These results show that high-quality items at competitive costs will generate a strong brand image, which in turn extends the alternatives accessible to customers. Therefore, Eiger needs to maintain product quality, ensure that prices align with product excellence, and enhance its brand image through innovation and consistent marketing strategies so that purchasing choices and customer loyalty can continue to increase.

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