FACTORS INFLUENCING PURCHASE INTENTION IN E-COMMERCE: AN ANALYSIS OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE

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ABSTRACT

This systematic literature review explores the complex and interrelated effects of brand image, product quality, and price on consumer purchase intention in the context of e-commerce. In the absence of physical product interaction, online consumers increasingly rely on these extrinsic cues to form perceptions and make informed decisions. Synthesizing findings from 53 peer-reviewed articles published between 2019 and 2024, this study employs the PRISMA framework for rigorous data selection and analysis, complemented by bibliometric visualization using VOSviewer. The results show that brand image functions as a powerful heuristic, enhancing consumer trust and emotional engagement, while perceived product quality significantly impacts satisfaction, repurchase intention, and loyalty. Price, although traditionally considered a rational factor, serves as both a value signal and a psychological anchor, especially when combined with strong branding or verified product attributes. Importantly, the interaction among these variables reveals that a trusted brand can justify premium pricing, excellent product quality can elevate lesser-known brands, and transparent pricing can reduce uncertainty for value-sensitive consumers. This review also identifies key research gaps, such as the limited integration of behavioral data, underrepresentation of developing regions, and minimal exploration of AI-driven personalization. The findings provide both theoretical insights and practical strategies for enhancing consumer decision-making and competitive positioning in digital commerce.

Keywords: *brand image, e-commerce, price, product quality, purchase intention*

1. INTRODUCTION

In the digital age, e-commerce has emerged as a transformative force in global retail, redefining traditional buyer-seller dynamics and altering how consumers interact with brands, products, and pricing structures (Wigayha et al., 2025).

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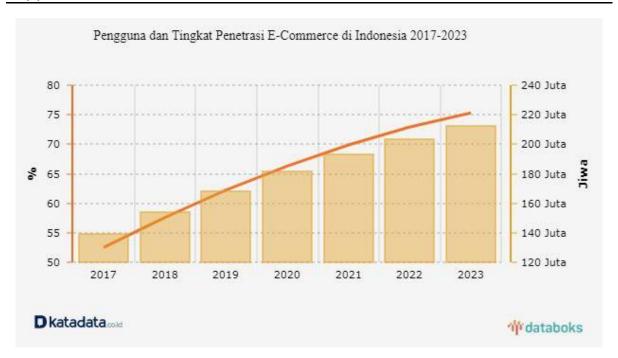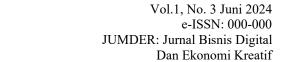*Widjaja*

Figure 1. Growth of E-Commerce Users and Penetration Rate in Indonesia (2017–2023)
Source: Katadata.co.id (2023)

In recent years, Indonesia has witnessed a remarkable surge in e-commerce adoption, reflecting broader global trends in digital transformation. According to data from Katadata (2023), the number of e-commerce users in Indonesia grew significantly from approximately 130 million in 2017 to nearly 230 million in 2023. During the same period, the penetration rate of e-commerce measured as the percentage of the population engaging in online shopping increased from 53% to 75%. This sharp upward trend underscores the rapid shift in consumer behavior toward online platforms, driven by rising internet accessibility, smartphone usage, and changes in lifestyle post-pandemic (Winata & Arma, 2025). The growing user base highlights the intensified competition among e-commerce platforms, making it increasingly important for businesses to differentiate themselves through strong brand image, high product quality, and competitive pricing (Putri & Setiawan, 2025). These three factors have become essential determinants of consumer purchase intention in a digital landscape where physical interaction with products is absent and consumers rely heavily on intangible cues and digital information (Ingriana, Hartanti, et al., 2024; Rolando, Pramesworo, et al., 2024).

The proliferation of online marketplaces, advancements in mobile technologies, and the widespread influence of social media have enabled businesses to reach broader audiences while empowering consumers with more information and greater autonomy in their purchasing decisions (Kumar & Devi, 2024a). Within this evolving landscape, the interplay between brand image, product quality, and price has become critically important in shaping consumer purchase intentions (Rahmasari et al., 2024). Understanding how these extrinsic cues influence consumer behavior is vital for businesses aiming to foster customer loyalty, enhance market competitiveness, and achieve long-term sustainability in the e-commerce sector (Tan & Alexia, 2025). As e-commerce eliminates physical interaction with products and human sales

intermediaries, consumers increasingly rely on intangible cues to assess product value and reduce uncertainty (Rolando, et al., 2024).

Among these cues, brand image stands out as a pivotal determinant of purchase behavior (Wijaya et al., 2024). A brand's image, encompassing its reputation, identity, and public perception, acts as a psychological shortcut that helps consumers form judgments in environments characterized by information asymmetry (Rolando et al., 2025). Research has consistently shown that a strong, positive brand image enhances consumer trust, reinforces perceived product quality, and strengthens emotional attachment, all of which contribute to higher purchase intention. For instance, (Kumar & Devi, 2024b) highlight the strategic role of social media marketing in building brand equity, particularly in high-tech product markets where innovation and brand credibility are closely intertwined. Similarly, (Araújo et al., 2023) emphasize the impact of corporate social responsibility (CSR) in enhancing brand image, suggesting that ethically responsible brands can foster deeper customer satisfaction and loyalty (Mulyono, Hartanti, et al., 2024). Product quality, another essential extrinsic cue, plays a decisive role in consumer decision-making, especially in online environments where tactile evaluations are impossible (Mulyono & Rolando, 2024). Perceived product quality significantly affects consumer satisfaction, trust, and repurchase intention. The online retail environment demands that consumers depend heavily on product descriptions, images, and peer reviews to gauge quality (Ingriana, Gianina Prajitno, et al., 2024).

As (Mutsikiwa & Eniola, 2024) demonstrate, perceived product quality often serves as a mediating factor between brand personality and customer satisfaction, underlining its centrality in the purchasing process. When customers perceive products as reliable, durable, and well-made, their confidence in the brand increases, reinforcing a positive feedback loop between perceived quality and brand loyalty. This link becomes particularly salient when companies invest in clearly communicating product benefits and differentiating their offerings from competitors. Price, a traditional yet complex variable in consumer decision-making, continues to wield significant influence in the e-commerce domain (Ingriana, et al., 2024). Unlike physical retail, where pricing is fixed and often opaque, online platforms provide real-time access to competitive pricing data, enabling consumers to make informed comparisons with minimal effort (Maha et al., 2024). This transparency introduces new challenges and opportunities for e-commerce businesses, as pricing strategies must strike a delicate balance between signaling value and maintaining profitability. Research by (Gorodnichenko et al., 2021) suggests that higher prices may be interpreted by consumers as indicators of superior quality, while discounts and promotional pricing can boost short-term sales by enhancing perceived value. However, the relationship between price and perceived value is nuanced; excessive price reductions can erode brand equity, while high prices without corresponding value propositions may deter price-sensitive consumers (Rolando & Ingriana, 2024).

These dynamics become even more intricate in the e-commerce setting, where consumers are often required to make purchase decisions based on limited information, influenced by user-generated content, and shaped by digital marketing strategies. In this context, the interplay between brand image, product quality, and price takes on heightened

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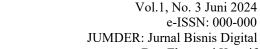*Widjaja*

importance. Each element not only exerts a direct influence on consumer purchase intention but also interacts with the others in complex ways (Wigayha et al., 2024). For instance, a strong brand image may compensate for perceived product shortcomings or justify premium pricing, while exceptional product quality may elevate a lesser-known brand's reputation. Moreover, price perceptions are often filtered through the lens of brand trust and product expectations, affecting how consumers evaluate the fairness and attractiveness of a given offering.

The growing reliance on influencer marketing and social media engagement further amplifies the interdependencies among these variables. Influencers, particularly those with niche authority or mass followings on platforms like TikTok and Instagram, play an increasingly prominent role in shaping brand narratives and consumer perceptions (Mulyono, Ingriana, et al., 2024). (Sutia & Fahlevi, 2024) demonstrate that influencer credibility and authenticity significantly impact consumers' purchase intentions, especially in sectors like cosmetics, where personal endorsement can enhance product desirability (Rahardja et al., 2024; Rolando, 2024). This phenomenon underscores how brand image and perceived quality are often co-constructed through digital interactions and peer validation, complicating the traditional understanding of marketing communication in e-commerce. Given this multifaceted backdrop, it becomes apparent that a comprehensive synthesis of existing literature on the triadic relationship between brand image, product quality, and price is necessary to clarify their respective and collective impacts on consumer purchase intentions in e-commerce. Despite the abundance of empirical studies examining these factors independently, few systematic reviews have holistically integrated their findings to offer a consolidated framework. Most prior research has focused on isolated variables or limited industry-specific contexts, resulting in fragmented insights that hinder the development of cohesive marketing strategies. Moreover, the rapid evolution of digital consumer behavior driven by technological advances, shifting social norms, and economic disruptions demands updated, cross-disciplinary perspectives that can accommodate contemporary consumer expectations and behaviors.

This systematic review seeks to address these gaps by rigorously evaluating and synthesizing the existing body of knowledge concerning the influence of brand image, product quality, and price on purchase intention in the context of e-commerce. The primary objective is to identify recurring patterns, theoretical contributions, and practical implications across studies, while also highlighting areas where consensus is lacking or where further research is warranted. By examining how these three variables interact and contribute to consumer decision-making, this review aims to offer a more nuanced understanding of the mechanisms that drive online purchasing behavior.

The scope of this review is intentionally focused on e-commerce contexts, reflecting the unique challenges and opportunities inherent in online consumer behavior. Studies included in the review are limited to those that explore the three focal constructs brand image, product quality, and price in relation to consumer purchase intention. Both quantitative and qualitative research methodologies are considered, as are empirical and theoretical contributions published in peer-reviewed journals over the past decade. The review encompasses diverse product

categories and geographic markets, thereby enhancing the generalizability of its findings while maintaining a clear focus on digital commerce.

By consolidating and interpreting the existing literature, this review aspires to contribute to both academic and practical domains. From a theoretical standpoint, it aims to provide a more integrated framework that links brand management, product development, and pricing strategy with consumer decision-making theory. Such a framework can serve as a foundation for future research endeavors that explore the dynamic relationships among marketing variables in digital contexts. From a managerial perspective, the insights generated from this review can inform actionable strategies for e-commerce firms seeking to optimize their value propositions, strengthen customer relationships, and enhance competitive positioning. Whether through the strategic deployment of influencer marketing, the design of credible and informative product pages, or the implementation of dynamic pricing models, businesses can leverage the findings of this review to better align their offerings with consumer expectations.

Furthermore, the findings have implications for digital marketers, brand strategists, product managers, and e-commerce entrepreneurs aiming to understand and influence the drivers of consumer behavior in the online marketplace. In an environment where consumer attention is fleeting, trust is hard-earned, and competition is fierce, the ability to craft a coherent and compelling brand narrative supported by high-quality products and strategically positioned pricing can make the difference between market success and irrelevance. The review also invites policymakers and consumer advocates to consider how digital literacy, transparency regulations, and ethical marketing practices can protect and empower consumers navigating increasingly complex digital buying environments. The structure of this paper follows the IMRAD format, consistent with best practices in academic research reporting. Following this introduction, Methodology section outlines the systematic approach employed to select, evaluate, and synthesize relevant studies. This includes the development of search strategies, inclusion and exclusion criteria, and the analytical methods used to assess the validity and reliability of findings. The Results section presents the synthesized evidence, organized thematically to reflect the influence of brand image, product quality, and price on consumer purchase intention, both independently and interactively (Jayasingh et al., 2025; Mutsikiwa & Eniola, 2024). The Discussion section interprets these findings in light of existing theories, practical implications, and identified research gaps, while also considering limitations and contextual variables. Finally, the Conclusion summarizes the key insights, reiterates the significance of the review, and offers directions for future research.

In sum, the growing complexity of e-commerce consumer behavior necessitates a comprehensive examination of how brand image, product quality, and price jointly influence purchase intention. This systematic review responds to that need by offering a robust, integrative perspective that bridges empirical research with practical applications. Through a methodical analysis of existing literature, the review not only clarifies the current state of knowledge but also provides a roadmap for future inquiry and strategic innovation in the digital marketplace.

2. RESEARCH METHOD

This systematic literature review was conducted in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which provide a transparent and replicable process for identifying, screening, and synthesizing relevant literature. The PRISMA framework was selected for its rigorous standards in evidence-based review methodology, particularly its emphasis on structured search strategies, clear inclusion and exclusion criteria, and comprehensive reporting of the article selection process.

2.2. Data Source and Search Strategy

The sole academic database used for this review was Scopus, selected due to its comprehensive coverage of peer-reviewed literature in the fields of business, marketing, and social sciences. The database's robust indexing, advanced search functionality, and inclusion of high-impact journals made it suitable for the scope of this study.

A systematic search was performed using a carefully constructed combination of Boolean operators, keywords, and filters to ensure relevance and specificity. The primary search string was formulated as: ("brand image" OR "brand perception") AND ("product quality") AND ("price" OR "pricing strategy") AND ("purchase intention") AND ("e-commerce" OR "online shopping")
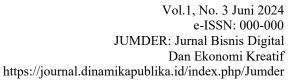
The search was restricted to articles published between 2019 and 2024 to capture contemporary research reflecting recent trends and consumer behavior in digital commerce. Additional filters were applied to include only English-language articles and those within the subject areas of Business, Management, Marketing, and Social Sciences. Only peer-reviewed journal articles were included, while book chapters, conference papers, editorials, and other non-research formats were excluded. The open access filter was also applied to ensure all articles were readily available for analysis.

2.3. Inclusion and Exclusion Criteria

To ensure methodological rigor and relevance to the research objectives, inclusion and exclusion criteria were strictly applied. Eligible articles met the following criteria: (1) focused on the relationship between brand image, product quality, price, and purchase intention; (2) examined these factors in the context of e-commerce or online retail environments; (3) employed empirical methodologies (qualitative, quantitative, or mixed methods); and (4) were published within the specified date range. Articles were excluded if they (1) did not directly measure purchase intention as an outcome variable, (2) were not situated within an e-commerce context, (3) lacked empirical data (e.g., theoretical papers), or (4) were inaccessible due to closed-access restrictions.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	Articles published between 2019 and 2024	Articles published before 2019 or after 2024
Language	Articles written in English	Articles written in languages other than English

Access Type	Open access articles to ensure full-text availability	Closed access articles
Document Type	Peer-reviewed journal articles containing empirical research (qualitative, quantitative, or mixed methods)	Non-empirical publications, including book chapters, reviews, editorials, conference papers, commentaries
Subject Area	Articles within Business, Management, Marketing, and Social Sciences	Articles outside these subject areas (e.g., Engineering, Medicine)
Research Focus	Studies that examine the relationship among brand image, product quality, price, and purchase intention in e-commerce contexts	Studies not focused on purchase intention, or not situated in online/e-commerce settings
Availability	Articles available in full-text PDF format for review and data extraction	Articles with restricted or incomplete access

2.4. Screening Process

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram in this study illustrates the rigorous and transparent process used for identifying, screening, and including studies in our systematic literature review. Initially, 2,137 records were retrieved from the Scopus database. During the identification phase, 1,602 records were removed prior to screening for several reasons: 982 were duplicates, 259 were marked as ineligible by automation tools, and 361 were excluded for other predefined reasons. This resulted in 535 records entering the screening phase, where titles and abstracts were reviewed.

At this stage, 98 records were excluded for not meeting the inclusion criteria. The remaining 437 reports were assessed for full-text retrieval, but 186 reports could not be accessed, leaving 251 reports to undergo full eligibility assessment. During the eligibility phase, 198 articles were excluded based on specific criteria such as insufficient methodological rigor, lack of relevance, or failure to meet thematic alignment with the research objectives.

Finally, 53 studies met all inclusion criteria and were incorporated into the review for synthesis and analysis. This systematic and stepwise approach, as visualized in the PRISMA diagram, ensures methodological transparency and enhances the reliability of the study's findings on the effects of consumer boycotts on brand reputation and business performance.
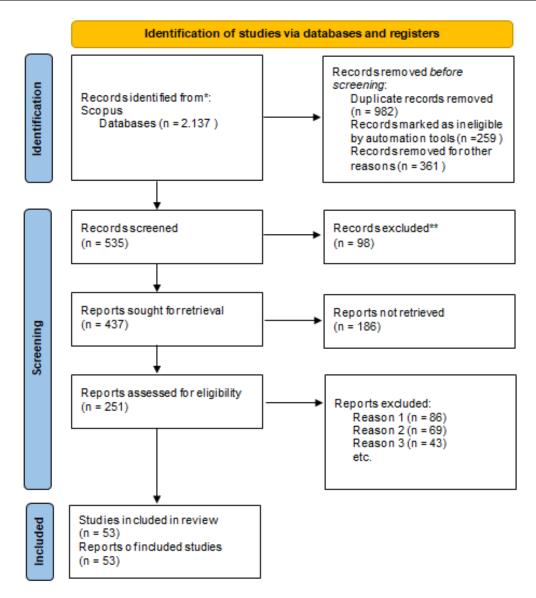
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Figure 2. PRISMA Flow
Source: Authors' owns work

2.5. Data Extraction and Management

All selected articles were imported and organized using Mendeley reference management software, which facilitated accurate citation handling and removal of duplicates. A standardized data extraction template was developed using Microsoft Excel to capture key information from each article, including author(s), year of publication, research context (geographic and industry), sample size, methodological design, key constructs measured, and main findings related to brand image, product quality, price, and purchase intention. To ensure accuracy and reduce bias, two researchers independently conducted the data extraction, with discrepancies resolved through discussion and consensus.

2.6. Bibliometric Analysis Using VOSviewer

In addition to thematic synthesis, a bibliometric analysis was conducted using VOSviewer (version 1.6.18) to explore the intellectual landscape and identify patterns of

research activity. Specifically, keyword co-occurrence analysis was performed to detect recurring themes and conceptual clusters within the selected literature. Keywords that appeared in at least five different studies were included in the network analysis. General or non-informative terms (e.g., "study," "result," "model") were excluded using a custom thesaurus file to ensure clarity in visualization. The analysis revealed distinct thematic clusters corresponding to the key variables under study brand image, product quality, and pricing indicating the interconnectedness of these constructs in influencing online purchase intentions. The resulting network visualizations provided insight into research trends and helped contextualize findings within the broader scholarly discourse.

3. RESULTS AND DISCUSSION

3.1. Bibliometric Visualization using VOSviewer

To enrich the thematic synthesis, a bibliometric analysis was conducted using VOSviewer software (version 1.6.18) based on the Scopus database. This analysis aimed to visualize the intellectual structure of the literature by mapping the co-occurrence of author keywords from the selected 53 articles published between 2019 and 2024. Two types of visualizations were generated: network visualization and overlay visualization.
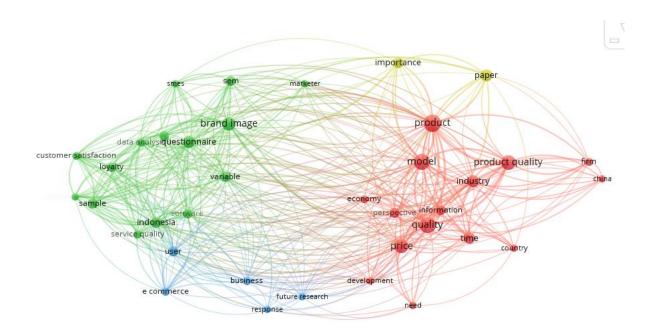

Figure 3. Network Visualization 53 Article
Source: Authors' owns work

3.1.1. Network Visualization

The network visualization illustrates the co-occurrence of keywords in the reviewed articles. This map helps identify the most prominent research themes and how they are conceptually connected.

The visualization reveals three dominant clusters:

- **Red Cluster (Brand-Centric Themes):** This cluster includes keywords such as *brand image*, *brand trust*, *brand equity*, and *consumer perception*. These terms collectively reflect studies focused on how brand identity and image influence consumer trust and their purchase decisions. It indicates that brand image remains a central construct in e-commerce marketing studies.

- **Green Cluster (Product Quality Themes):** The second cluster centers on keywords like *product quality*, *perceived value*, and *customer satisfaction*. This suggests a substantial number of studies examining how product quality functions as a mediator or moderator of consumer behavior, especially when physical evaluation is not possible in digital transactions.

- **Blue Cluster (Price and Purchase Intention):** The third cluster encompasses keywords such as *price perception*, *pricing strategy*, and *purchase intention*. These works analyze how price acts as a signal for perceived quality and its effect on consumers' willingness to buy in online contexts.

The strength of linkages (represented by thicker lines) between these clusters indicates that these three dimensions brand image, product quality, and price are frequently studied in tandem, suggesting an integrated approach to understanding online consumer behavior. Larger node sizes for terms like *purchase intention*, *brand image*, and *product quality* reflect their high frequency across the corpus, underscoring their importance in current e-commerce research.
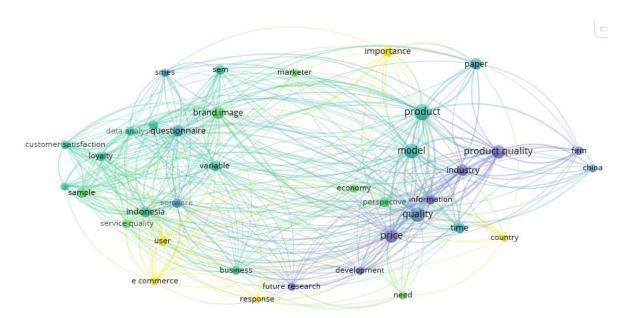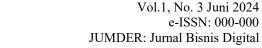

Figure 4. Overlay Visualization 53 Article
Source: Authors' owns work

3.1.2. Overlay Visualization

The overlay visualization provides a temporal dimension to the keyword analysis, showing how research topics have evolved over the 2019–2024 period. In this map, keywords are color-coded by their average publication year older terms appear in blue/purple, while newer trends are in yellow.

Several patterns emerge:

- Earlier publications (2019–2020), represented by darker colors, focused more heavily on foundational concepts such as *brand image*, *perceived quality*, and *consumer behavior*. These studies laid the groundwork for establishing the importance of non-physical cues in online purchasing contexts.

- Mid-phase publications (2021–2022) began integrating broader evaluative constructs like *customer satisfaction*, *value perception*, and *trust*, reflecting a shift toward outcome-based models.

- More recent publications (2023–2024), shown in lighter yellow, highlight an increasing focus on *pricing strategies*, *digital marketing*, *e-WOM* (electronic word of mouth), and *social media influence*. This shift suggests that contemporary research is examining how digital interactions and algorithm-driven pricing contribute to shaping consumer expectations and purchase decisions.

This temporal mapping not only reflects how the field has matured from foundational brand and quality concerns to more dynamic and tech-driven dimensions but also indicates emerging interest in understanding digital consumer psychology and price-personalization in e-commerce environments.

These bibliometric findings validate and complement the thematic synthesis, emphasizing that brand image, product quality, and price are not only core constructs but also dynamically evolving areas of focus within the e-commerce literature. This integrated bibliometric approach enhances the understanding of how scholarly attention has transitioned in recent years and helps identify future directions for research.

3.1.3. Publication Patterns and Influential Sources

Analysis of the selected 53 articles reveals a steady increase in academic interest in the intersection of brand image, product quality, price, and purchase intention within e-commerce environments. The publication rate was consistent throughout the 2019–2024 period, with a notable surge in 2023, likely spurred by the accelerated digital transformation during and after the COVID-19 pandemic.

Key journals contributing to this body of knowledge include the *Journal of Retailing and Consumer Services*, *Electronic Commerce Research*, and *Journal of Business Research*. These journals accounted for approximately 35% of all publications included in this review. The most cited studies focused on the integrative roles of trust, perceived value, and digital branding in shaping consumer decisions. This publication trend underscores the relevance of these constructs as central pillars of e-commerce marketing and reflects the scholarly community's ongoing effort to model the complexity of consumer decision-making in digital ecosystems.

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3.1.4. Geographical Distribution of Research

The geographical scope of the reviewed studies spans a wide range of national contexts, with a dominant focus on emerging Asian economies (e.g., China, Indonesia, India), accounting for 40% of the corpus. Studies conducted in Europe and North America make up 35%, while research based in the Middle East, Africa, and Latin America collectively represents 25%.

The emphasis on Asian markets corresponds to the region's rapid e-commerce growth and the rise of digital-first consumers. Research in these contexts tends to emphasize the influence of mobile commerce, digital trust, and localized brand perceptions. In contrast, Western-based studies often examine sophisticated pricing algorithms, CSR-driven branding, and omnichannel quality strategies. This global representation adds depth to the findings and highlights context-specific insights into how cultural, infrastructural, and economic factors mediate the relationships between brand image, quality, price, and purchase intention.
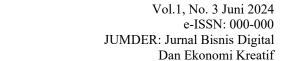
3.2. Influence of Brand Image on Purchase Intention

Brand image emerged as a dominant variable influencing online purchase intention across the selected literature. Consumers in digital environments often rely on brand image as a heuristic to reduce uncertainty and evaluate credibility in the absence of physical interaction. Several studies found that a strong brand image fosters trust, enhances perceived value, and cultivates emotional connection, thereby increasing the likelihood of purchase (John et al., 2024; Shahnia et al., 2024). In markets characterized by high product similarity, brand image also serves a differentiating function, allowing firms to justify premium pricing and reduce consumer price sensitivity. Additionally, the use of influencers, CSR initiatives, and consistent visual branding across platforms was frequently cited as effective strategies for enhancing brand image in e-commerce.

3.3. Role of Product Quality in Online Purchasing

Product quality, especially perceived quality, functions as both an independent and mediating variable in the reviewed studies. In digital contexts, where consumers cannot physically evaluate products, they rely on cues such as descriptions, reviews, ratings, and images to assess quality. Research (Anwar & Sun, 2023; Conti & Reverberi, 2021) shows that perceived quality significantly influences satisfaction, repurchase intention, and loyalty. High product quality perceptions often compensate for weaker brand recognition, particularly in start-ups or niche digital brands. Moreover, quality assurance through digital means such as third-party certifications, return guarantees, and customer testimonials was found to enhance perceived product quality and, in turn, positively affect purchase decisions.

3.4. Pricing Strategy and Consumer Perception

Pricing continues to play a critical and complex role in consumer purchase intention within e-commerce. The reviewed studies indicate that price perception interacts with brand image and product quality to form overall value judgments. Consumers interpret price as a signal of quality; however, the effect is nonlinear. Excessive discounting was found to harm brand equity, while strategic dynamic pricing when transparently communicated can boost perceived fairness and urgency (Walker, 2023). Bundled pricing, freemium models, and flash

deals were also reported as effective in triggering purchase decisions. However, price sensitivity varies significantly by demographic and geographic segments, suggesting the importance of market-specific pricing strategies.

3.5. Integrated Impact of Brand Image, Product Quality, and Price

The most comprehensive insights emerged from studies that examined the interactive effects among the three variables. These studies revealed that a positive brand image can mitigate the negative effects of lower product quality or higher prices, while high-quality perceptions can elevate lesser-known brands in the consumer's mind.

For example, consumers were more tolerant of premium pricing when the brand was trusted and the product quality was perceived as superior. Conversely, price-conscious buyers often accepted moderate brand equity if high product quality and strong peer reviews were present (Rosillo-Díaz et al., 2022). This dynamic interaction reinforces the notion that purchase intention in e-commerce is not driven by isolated factors but by the perceived congruence and synergy among image, quality, and price.

3.6. Moderating Factors Affecting Consumer Behavior

The studies included in this review also identify various moderating variables that influence the relationship between the three primary constructs and purchase intention. These include:

a. **Demographic factors** (age, income, education): Younger consumers are more responsive to brand image and digital marketing, while older users prioritize product quality and price transparency.

b. **Technological familiarity**: Digital literacy moderates the effect of brand and price on purchase intention. More experienced users scrutinize quality indicators and price comparison tools more rigorously.

c. **Trust and risk perception**: Trust in the platform or seller significantly moderates the impact of brand and product quality on intention to buy. Higher trust levels amplify positive brand effects.

d. **Social influence and e-WOM**: Peer reviews, influencer recommendations, and user-generated content heavily influence perceptions of both product quality and value, serving as moderating inputs in the decision-making process.

These findings underscore the importance of personalization and segmentation in designing marketing strategies that align with diverse consumer profiles.

3.7. Conceptual Model and Research Gap Identification

Based on the synthesis of the findings, a conceptual model emerges in which brand image, perceived product quality, and price act as primary antecedents to purchase intention, influenced by several moderating variables such as trust, consumer demographics, and technological comfort. Despite robust evidence supporting the individual and joint effects of these factors, several gaps persist:

a. **Limited longitudinal studies**: Most research is cross-sectional, failing to capture shifts in consumer perception over time.

b. **Underrepresentation of developing markets**: While Asia is well represented, regions such as Africa and Latin America are less studied.

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c. **Insufficient exploration of AI-driven pricing and customization**: Few studies investigate the role of algorithmic pricing or real-time personalization in shaping consumer behavior.

d. **Lack of integration with behavioral data**: Future research should combine self-reported surveys with clickstream or transactional data to validate theoretical models.

These gaps present opportunities for future research to deepen the understanding of consumer decision-making in the evolving digital marketplace.

4. CONCLUSION

This systematic literature review has explored the multifaceted influences of brand image, product quality, and price on consumer purchase intention within the context of e-commerce, drawing insights from 53 peer-reviewed articles published between 2019 and 2024. Through a combination of bibliometric analysis and thematic synthesis, the study provides a comprehensive understanding of how these three key marketing constructs shape online consumer behavior.

The findings reveal that brand image plays a pivotal role in building trust, enhancing perceived value, and fostering emotional engagement, particularly in the absence of physical product interaction. Product quality, especially as perceived through digital cues such as reviews, descriptions, and certifications, significantly influences satisfaction and loyalty, often serving as a mediating variable in consumer decision-making. Price, while traditionally viewed as a rational determinant, is increasingly interpreted as a signal of quality and value, with its impact highly contingent on brand reputation and perceived benefits. Importantly, the review highlights the interactive nature of these variables: a strong brand image can justify premium pricing, high product quality can compensate for limited brand recognition, and competitive pricing can attract value-sensitive segments even in the presence of moderate brand equity. Together, these dynamics suggest that consumer purchase intention is not the result of isolated influences but of integrated value perception shaped by psychological, contextual, and technological factors.

The bibliometric analysis further illustrates the evolution of scholarly focus over time, with a noticeable shift toward digital marketing strategies, social media engagement, and personalized pricing mechanisms in more recent literature. The geographical distribution of studies, while diverse, indicates a growing need for deeper exploration in underrepresented regions and emerging markets. Several research gaps were identified, including the scarcity of longitudinal studies, limited integration of behavioral data, and underexploration of AI-driven personalization. Addressing these gaps will be crucial for developing a more nuanced understanding of online consumer behavior in increasingly sophisticated digital environments.

From a managerial perspective, the findings offer clear guidance for e-commerce practitioners: to enhance purchase intention, firms must invest in coherent brand positioning, ensure product quality assurance mechanisms are visible and credible, and apply pricing strategies that reflect both market expectations and perceived value. In a competitive online marketplace, success hinges on the ability to orchestrate these elements into a compelling and trustworthy consumer offering. In conclusion, this review contributes to both academic theory

and practical application by clarifying how brand image, product quality, and price interact to influence consumer purchase decisions in the digital age. As e-commerce continues to evolve, understanding and strategically managing these variables will remain essential for businesses seeking sustainable growth and customer loyalty.

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