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## Determination Purchase Intention and Purchase Decision: Brand Image and Promotion Analysis (Marketing Management Literature Review)

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**Abstract:** This literature survey article discusses the impact of brand image and advertising on purchase intent and decision making with the aim of generating research hypotheses about the effects between variables that can be used in further research. The method of writing this literature review is a library research method derived from online media such as Google Scholar, Mendeley, and other online media. The results of this literature search are: 1) Brand image influences purchase intention. 2) Advertising influences purchase intent. 3) Brand image influences purchasing decisions. 4) Advertising influences purchasing decisions. 5) Purchase intent influences purchase decisions. It is hoped that future researchers will be able to add or study other variables that influence interest and purchase decisions, such as price, product quality, service quality, brand ambassadors, and trust.

**Keyword:** Buying Interest, Purchase Decision, Brand Image and Promotion

### INTRODUCTION

Currently, competition in the Indonesian cosmetics market is intensifying due to factors such as the growing population of young people and millennials. As of June 2022, Indonesia has a revenue market number of her 275.36 million and a female population of her 135.57 million, of which about 69.30% are of working age.

This large population creates highly profitable potential for cosmetics manufacturers. In addition to the current situation, more and more people are conscious of the importance of beautiful skin and beauty. Because of this, sales of skin products can explode both offline and online. Several companies have started offering transgender facial treatments, such as MS Glow.

Founded in 2013, MS Glow manufactures skin and body care products or skin, body care and cosmetics with the slogan "Magic for Skin". MS GLOW started its first sale through online media and continued to grow to have more MS GLOW clinics in Indonesia than just clinics.

The MS Glow incident was caused by content-related claims about MS Glow's early appearance at Paris Fashion Week 2022, published on the official MS Glow Instagram account on February 25, 2022. However, this drew negative comments from MS Glow's Instagram followers, as MS Glow was not scheduled to appear at the Paris Fashion Week 2022 event. These comments have influenced the MS Glow brand and have certainly influenced customers' purchase intentions and decisions. Select a product.

Therefore, MS Glow should clarify what has been published and apologize for what has been published in order to improve its brand image. Additionally, MS Glow must continue to actively promote its products to increase customer interest and purchase decisions.

This article examines the impact of brand image and advertising on purchasing intent and decision-making, and reviews the literature in the field of marketing management.

sAgainst this background, the question posed can be formulated as a hypothesis for further research.

1. Does the brand image affect the interest in buying?
2. Does the promotion have an effect to interest in buying?
3. Does the brand image affect the buying decision?
4. Does the promotion affect the buying decision?
5. Does buying interest matter to buying decision?

## **THEORITICAL REVIEW**

### **Purchase Interest**

Purchase intent is consumer behavior that emerges in response to an item that compels someone to purchase it (Kotler, P., & Kevin, 2016). Consumer purchasing interest is characterized by the desire of consumers to select or purchase products based on their desired choice, use, consumption, and even experience (Paramita et al., 2022b). Consumer willingness to purchase indicates the willingness and desire of the customer to purchase the product (Tjiptono, 2015).

Purchase intent is a key predictor of actual purchase behavior related to consumer information search results, product quality, and product reviews, increasing purchase interest and enhancing product purchase decisions (Zeng, T., & Onn, 2015).

Indicators of buying interest according to (Pramono & Ferdinand, 2012) such as: 1) Referential interest 2) Transaction interest 3) Preferential interest 4) Explorative interest.

Many previous researchers have examined buying interest, including: (Sriyanto & Kuncoro, 2019), (Geraldine, 2021), (Paramita et al., 2022b), (Rose et al., 2020), (Ilhamalimy, 2020), (Muhtarom et al., 2022), (Rusmiyati & Hartono, 2022).

### **Buying decision**

A purchase decision is the step in which a consumer identifies a problem, seeks out information about a particular product or brand, and evaluates how well each choice solves the problem, which in turn leads to a purchase decision (Fandi 2014). Purchase decisions – consumers are free to choose what they want, when, where and how they want it (Kotler & Keller, 2016a). According to Sitompul in (Paramita et al., 2022a) Purchasing decision indicators are : 1) Identification of needs 2) Searching for product information, 3) Making purchases, 4) Behavior after buying.

Purchasing decisions have been studied by many researchers in the past, including (Suharni, 2022), (Khairinal et al., 2022), (Paramita et al., 2022b), (Prastiwi & Rachmawati,

2022), (Nilowardono et al. , 2021), (Rosmayati et al., 2020), (Hazimi & Mahaputra, 2020), (Thanh Nguyen et al., 2019),

**Brand Image**

Brand image is defined as consumer perception and brand specialization, reflected in the different brand groups present in the consumer mind (Ristanti, 2017). On the other hand (Kotler & Keller, 2016b) emphasized that brand image is the consumer's perception of the brand as reflected in the consumer's mind. A trademark is a name, phrase, sign, symbol or mixture of designs used to group the goods or services of a seller or group of sellers in a manner that distinguishes them from those of competitors (Budianto, 2015).

The indicators of brand image are brand identity, brand personality, brand associations, brand attitudes and behavior, as well as brand utility and benefits, (Kotler, 2013). Many research results discuss brand image including, ( Paolinus & Endang, 2018), (Fauziah & Aziz Mubarak, 2019), (Wirayanthi & Santoso, 2019), (Teddy & Dinda, 2020), (Ningsih & Pradanawati, 2021), (Zulfikar et al., 2022), (Rusmiyati & Hartono, 2022).

**Promotion**

According to (Kotler & Keller, 2016a), advertising is a variety of ways to inform, entice and warn consumers about the products or brands that are directly or indirectly marketed for them. Advertising is a business activity aimed at communicating the superiority of products and encouraging purchases and use of services that meet customer needs.

According to Tjiptono in (Ali et al., 2018b), promotion is about disseminating information, influencing, persuading, and remembering companies and their products in the target market to make them accept and buy what is offered. A form of marketing communication that refers to marketing activities aimed at product. By companies expected to be loyal to them. The dimensions that determine promotion are: advertising, sales promotion, public relations, personal selling, direct marketing.

Promotion has been studied by many previous researchers, among others (Mulya Firdausy & Idawati, 2017), (Ali et al., 2018b), (Rosmayati et al., 2020), (Ningsih & Pradanawati, 2021), (Rusmiyati & Hartono, 2022), and (Suharni, 2022)

**Table 1: Relevant past research**

No	Authors (Year)	Previous Research Results	Similarities With This Article	The Difference With This Article
1	(Zulfikar et al., 2022)	The results of the study show that digital marketing and brand image have an effect on purchase intention	There are similarities in researching the Brand Image variable on Purchase Intention	There are differences regarding digital marketing as an independent variable
2	(Rose et al., 2020)	The results of the study show that brand image influences consumer buying interest	There is a similarity in researching the brand image variable that influences consumer buying interest	This research uses only one independent variable
3	(Andrews, 2019)	e-service quality and brand image have a significant effect on purchase intention	There are similarities in researching the brand image variable on buying interest	There are differences related to e-service quality as an independent variable
4	(Prastiwi & Rachmawati, 2022)	The results of the study prove that the country of origin and brand image have an effect on purchasing decisions	There are similarities in researching the brand image variable on purchasing decisions	There are differences regarding the country of origin as the independent variable
5	(Evo, 2016)	Brand Ambassador and Brand Image have an	There are similarities in researching the brand	There are differences regarding brand

		influence on Purchasing Decisions	image variable on purchasing decisions	ambassadors as independent variables
6	(Ardiansyah, 2018)	The results showed that corporate image, brand image, product image, price, and promotion had a significant and positive effect on consumer buying interest.	There are similarities in researching brand image and promotion variables on buying interest	There are differences related to corporate image, product image and price variables as independent variables
7	(Diansyah et al., 2022)	The results showed that price, promotion, consumer behavior have an effect on purchase intention, moderation of consumer behavior can strengthen the effect of price on purchase intention, moderation of consumer behavior can strengthen the influence of promotion on purchase intention.	There are similarities in researching promotion variables on buying interest	There are differences regarding price as an independent variable and consumer behavior as a moderating variable
8	(Hastono & Triyadi, 2020)	The results of this study indicate that price and promotion affect purchase intention	There are similarities in researching promotion variables on buying interest	There are differences regarding price as an independent variable
9	(Gunawan & Herdinata, 2021)	Price and product quality have a positive effect on purchase intention, while brand image does not.	There is a similarity in examining the price variable that influences buying interest	There are differences related to product quality as independent variables and brand image has no effect on purchase intention
10	(Rosmayati et al., 2020)	Quality of service and promotion affect the Purchase Decision	There are similarities in researching promotion variables on purchasing decisions	There are differences related to Service Quality as an independent variable
11	(Hazimi & Mahaputra, 2020)	The test results from this study are that price and promotion have an effect on brand image, price and promotion have an effect on purchasing decisions, and brand image have an effect on purchasing decisions.	There are similarities in researching the variables Promotion and Brand Image influence Purchase Decisions	There is a difference in terms of the price perception variable as the independent variable, and the brand image variable as the intervening variable.
12	(Ali et al., 2018b)	The results showed that service quality, brand image and promotion had a significant positive effect on purchasing decisions.	There are similarities in researching brand image and promotion variables on purchasing decisions	There are differences related to service quality as an independent variable
13	(Suharni, 2022)	The results showed that brand image and promotion variables had an effect on purchasing decisions	There are similarities in researching brand image and promotion variables on purchasing decisions	This study does not have intervening variables or mediating variables.
14	(Ristanti, 2017)	The results of this study conclude that advertising, sales promotion and brand image have a significant effect on purchasing decisions	There are similarities in researching brand image and promotion variables on purchasing decisions	There are differences regarding advertising as an independent variable
15	(Muhtarom et	The test results state that	There are similarities in	There are differences

	al., 2022)	brand image, price and product quality have an effect on Purchase Decision (Y), while promotion (X4) has a negative and insignificant effect on satisfaction.	researching brand image and promotion variables through buying interest on purchasing decisions.	regarding price and product quality as independent variables.
16	(Nilowardono et al., 2021)	The results of the research show that product quality, brand image and promotion influence purchasing decisions	There are similarities in researching brand image and promotion variables on purchasing decisions	There are differences in product quality variables as independent variables.
17	(Rusmiyati & Hartono, 2022)	The results of the research show that brand image, product quality and promotions influence purchase intention and purchasing decisions. Purchase intention can mediate the effect of brand image, product quality and promotion on purchasing decisions.	There are similarities in researching brand image and promotion variables on customer buying interest. Customer buying interest can mediate brand image and promotion on purchasing decisions.	There are differences related to product quality as independent variables
18	(Paramita et al., 2022a)	The results of the study show that labeling, product quality and purchase intention have an effect on purchasing decisions	There is a similarity in researching the variable Purchase Intention on Purchasing Decisions	There are differences regarding labeling and product quality as independent variables
19	(Solihin, 2020)	The results of the study stated that trust and promotion had an effect on purchase intention. Trust, promotion and purchase intention influence purchasing decisions, and buying interest can mediate trust and promotion on purchasing decisions	There are similarities in researching promotion variables on buying interest, promotion and buying interest on purchasing decisions, and there are similarities related to buying interest as an intervening variable	There are differences regarding Trust as an independent variable

## WRITING METHOD

Descriptive qualitative methods and literature searches on the Google Scholar website, Mendeley, and other websites were used to write this article. This literature review article comes from the marketing management science aspect.

Literature review should always be used with methodological inferences in qualitative research. One of the main reasons for conducting qualitative research is its exploratory nature (Ali & Limakrisna, 2013).

## DISCUSSION

Based on relevant theoretical and previous research, the focus of marketing management is described in this literature review article.

### 1. The Effect of Brand Image on Purchase Intention.

Brand picture impacts buy intention, in which logo picture signs consist of; expert impact of merchandise and brands, contemporary-day impact of merchandise or brands, logo capacity to serve all segments, in addition to product and logo interest to consumers, at the same time as signs of buy hobby variables are interested by locating product information,



curious, thinking about shopping for, involved to try, and need to have a product or logo, (Wirayanthi & Santoso, 2019)

Brand picture could have a power on buy intention, in which logo picture dimensions or signs include ; logo identity, logo character, logo collection, logo attitudes and behavior, in addition to logo blessings and advantages, (Kotler, 2013) have an effect on the size or signs of purchasing hobby , namely:

Referential shopping for hobby, transactional shopping for hobby, preferential shopping for hobby explorative shopping for hobby, (Pramono & Ferdinand, 2012).

Based at the outcomes of research (Zulfikar et al., 2022), it suggests that virtual advertising and marketing and logo picture considerably affect shopping for hobby, in which logo picture is constructed primarily based totally at the popularity of studying fulfillment for tutoring alumni acquired at country universities getting the best score in influencing the hobby of potential college students to pick direction institute.

The results of other studies that prove that brand image variables have an impact on purchase intention, include research conducted by: (Ardiansyah, 2018), (Andrew, 2019), (Wirayanthi & Santoso, 2019), (Anwar & Dodi, 2020), (Then & Johan, 2021), (Tsabitah & Anggraeni, 2021), (Gunawan & Herdinata, 2021), (Ningsih & Pradanawati, 2021), (Janah & Suswardji, 2021), (Rusmiyati & Hartono, 2022).

## **2. The Effect of Promotion on Purchase Intention.**

(Kotler & Keller, 2016a) According to promotion, various efforts to directly or indirectly inform, persuade, or draw the customer's attention to the product or brand offered.

Promotions influence purchase intent with promotional variable indicators, which consist of advertising materials, brochure design, trade fair activities, bonuses and discounts, and retail sales, and influence purchase intent with the following indicators: Ability to purchase, suitable location, quality of construction, funding, if necessary (Monica et al., 2021).

To pay attention to promotions and increase purchase intent, managers should implement advertising strategies when dealing with competitors, increase industry offers, use promotions in various advertising tools, and use advertising, personal sales, promotions Promotional activities such as activities must be carried out and incorporated. account. arousing consumer interest and allowing them to try out the product before making a purchase decision (Juhaeri, 2020) . Results from other studies showing that promotions influence purchase interest when using the steps of promotion, public relations, and direct marketing show that purchase interest measured by the event, opportunity, and word dimensions is can be increased. Mouth, service equipment, performance and durability (Rusmiyati & Hartono, 2022).

Research findings which justify that promotion has an impact on consumer buying interest, among others, were carried out by: (Ali et al., 2018 ); ( Hazimi & Mahaputra, 2020); (Juhaeri, 2020); (Monica et al., 2021); ( Mulya Firdausy & Idawati, 2017); (Ningsih & Pradanawati, 2021); (Paolinus & Endang, 2018); ( Rusmiyati & Hartono, 2022); (Suharni, 2022).

## **3. The Effect of Brand Image on Purchasing Decisions**

Brand photograph constructed primarily based totally on signs (attributes, benefits, values, culture, personality, user), validated to have a high-quality and tremendous impact on shopping choices with signs ( logo selection, wide variety of purchases, distribution channel, buy time, buy method), primarily based totally on studies carried out through (Ali et al., 2018b).

Improving shopping choices may be executed through searching on the logo photograph, so what control has to do is construct logo photograph with all of the media owned through the company, and sustainable and has the message conveyed via numerous visible media, symbols, ecosystem in addition to events, wherein a unique and precise logo photograph is the maximum crucial thing, due to the fact the product is getting extra complex and the marketplace is getting wider, in order that clients will rely extra on logo photograph in comparison to attributes the actual logo, (Nilowardono et al., 2021).

Research (Foster, 2016) determined that logo photograph variables fashioned through attribute, advantage and mindset signs affect shopping choices. This approach that if the logo photograph is nicely perceived through clients, it'll assist clients in figuring out the exceptional of 1 product with different competing products, and types additionally play a key position in growing client perceptions of product exceptional. In different words, the notion that has been constructed through the logo can affect clients of their shopping choices.

The results of other studies that are in line with this research, among others, were carried out by: (Evita et al., 2017), (Ardiantika & Rachmi, 2017), (Ardiansyah, 2018), (Wirayanthi & Santoso, 2019), (Effendi et al., 2020), (Rose et al., 2020), (Ningsih & Pradanawati, 2021), (Rusmiyati & Hartono, 2022), (Zulfikar et al., 2022).

#### **4. The Effect of Promotion on Purchasing Decisions.**

In the results of a study conducted (Ali et al., 2018b), promotional variables using promotional indicators such as advertising, promotion, public relations, personal sales, and direct marketing were measured by the selection of brand indicators. found to influence purchasing decisions, number of purchases, distribution channels, timing of purchase, method of purchase.

Data analysis shows that advertising influences purchasing decisions. H. The more companies implement their advertising campaigns, the greater the decision to purchase their products. (Nilowardono et al., 2021).

Advertising is one aspect that influences purchasing decisions. What can be done is well-designed promotions with discount indicators, promotional media, advertising, personal sales, promotions and variations of advertising (Yusuf & Sunarsi, 2020).

Other research results which found that promotions affect purchasing decisions, among others, were examined by: (Hariandja & Harapan, 2016a), (Brata et al., 2017), (Dwi Hartono et al., 2017), (Evita et al., 2017), (Hanaysha, 2018), (Ali et al., 2018b), (Thanh Nguyen et al., 2019), (Hazimi & Mahaputra, 2020), (Anwar & Andrean, 2021), (Nilowardono et al., 2021), (Paramita et al., 2022b), (Suharni, 2022),

#### **5. The Influence of Purchase Interest on Purchasing Decisions.**

Purchase intention has a positive and significant effect on purchasing decisions. To improve purchasing decisions through buying interest, what must be done by management is to pay attention to the following indicators: 1) referential interest; 2) transaction interest; 3) preferential interest; 4) explorative interest, which is an indicator determining purchasing decisions, namely: 1) identifying needs 2) exploring product information 3) making product purchases 4) behavior after buying, (Paramita et al., 2022a).

Buying interest affects purchasing decisions, with indicators of buying interest, namely; interest, desire, conviction, and transactional interest, which are used as indicators of purchasing decisions, among others; determine the choice of product, confidence to buy, purchase frequency and overall satisfaction. These results show an increase in buying interest resulting in purchasing decisions, (Ridwan et al., 2020).

Purchase intention has a positive and significant impact on purchasing decisions, meaning that the results of this study show that an increase in buying interest with indicators

(attention, interest, desire, and action), will result in purchasing decisions with the following four indicators; Stability in a product, product buying habits, recommending products to others, (Yani & Ngora, 2022).

Purchase intention which influences purchasing decisions has been widely studied by other researchers, including; (Suliyanto, 2018) , (Sinaga & Kusumawati, 2018) , (Agustinah & Dwijosusilo, 2018) , (Sinaga & Kusumawati, 2018) , (Ali, 2019) , (Hasyati & Khasanah, 2019) , (Ridwan et al., 2020) , (Setiawan, 2020) , (Abidin & Triono, 2020) , (Indawati Lestari et al., 2021) , (Rahayu, 2021) , (Paramita et al., 2022b) , (Yani & Ngora, 2022) , (Budiyanto et al., 2022) , (Febrianti & Hasan, 2022) , (Rusmiyati & Hartono, 2022) .

### Conceptual Framework

With reference to the problem formulation, literature review, previous studies, and discussion of effects among variables, we outline the thinking framework of this paper as follows.

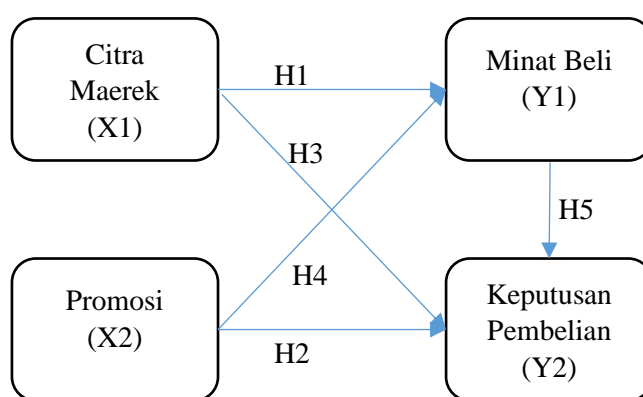


Figure 1: Conceptual Framework

Based on the above ideas, brand image and advertising directly or indirectly influence purchasing intentions and decision-making. There are other variables that can influence different purchase intentions and purchase decisions.

- 1) Prices: (Satria, 2017), (Evita et al., 2017) , (Ardiansyah, 2018) , (Wirayanthi & Santoso, 2019), (Halim & Iskandar, 2019) , (Teddy & Dinda, 2020), (Geraldine, 2021) , (Monica et al., 2021), (Muhtarom et al., 2022), (Hastono & Triyadi, 2020), (Hazimi & Mahaputra, 2020) , (Diansyah et al., 2022).
- 2) Product Quality: (Satria, 2017), (Hulu et al., 2018), (Halim & Iskandar, 2019), (Wirayanthi & Santoso, 2019), (Effendi et al., 2020), (Simarmata, 2020) , (Geraldine, 2021) , (Gunawan & Herdinata, 2021), (Muhtarom et al., 2022), (Paramita et al., 2022a), (Rusmiyati & Hartono, 2022) .
- 3) Service Quality: (Dwi Hartono et al., 2017) , (Evita et al., 2017), (Mulya Firdausy & Idawati, 2017) , (Ali et al., 2018a), (Ali et al., 2018b) , (Andrew, 2019), (Rosmayati et al., 2020), (Samadara, 2020) , (Juhaeri & Rinova, 2022) , (Bimaruci & Havidz, 2022), (Juhaeri & Rinova, 2022) ,
- 4) Trust: (Hulu et al., 2018) , (Paolinus & Endang, 2018) , (Abidin & Triono, 2020) , (Then & Johan, 2021) .
- 5) Brand Ambassadors: (Hariandja & Harapan, 2016a) , (Hariandja & Harapan, 2016b) , (Sriyanto & Kuncoro, 2019) , (Indawati Lestari et al., 2021) , (Yazid & Kusmaedi, 2021) , (Delliana, 2022) (Hartati et al., 2022) ,



## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the summary, theory, and arguments in this article, we can conclude that the hypothesis requires further investigation. Brand image influences purchase intent. Advertising influences purchase intent. Brand image influences purchasing decisions. Advertising influences purchasing decisions. Purchase intent influences purchasing decisions.

### Suggestion

Based on the above conclusions, this paper shows that besides brand image and advertising, there are many factors that influence the purchasing intentions and purchasing decisions of organizations or businesses of all types and levels. purchase decision. Purchase more than described in this study.

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