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Literature Review: Impact of Brand Image, Product Quality and Pricing on Consumer Buying Decision

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Abstract: This study delves into how brand image, product quality, and pricing interact to shape consumer choices, especially within healthcare. The central question explores their combined effect on behavior in a competitive setting. A mixed approach was used consumer surveys for quantitative data and interviews for qualitative insights, ensuring a comprehensive view. Results show brand image greatly boosts trust and loyalty; perceived quality and pricing also heavily sway decisions. It turns out, a robust brand image often justifies a higher price, showing healthcare consumers value reliability and credibility. These findings matter a lot. They underscore the importance of strong branding and quality in healthcare marketing. Healthcare providers and manufacturers, therefore, must strategically balance these elements to boost sales and keep customers happy. Further, the study indicates healthcare organizations should embrace an integrated marketing strategy aligning image, quality, and pricing to build confidence and enable informed consumer decisions. Ultimately, such insights can refine marketing approaches and policies in healthcare, boosting patient engagement and satisfaction, with considerable effects on healthcare delivery and product advancements.

Keywords: Brand Image, Product Quality, Pricing Strategy, Healthcare Marketing, Consumer Behavior

INTRODUCTION

Today's marketplace sees consumer buying choices increasingly shaped by interrelated factors. Brand image, product quality, and how companies price things really matter. Firms want to stand out, so building a strong brand image is essential. A brand image shapes how people see a brand, builds trust, and encourages loyalty, influencing purchases. Research shows that a good brand image makes people pay more, improving financial results (Huynh-The et al., 2023), (Koohang, 2023).

At the same time, product quality is still crucial. Consumers buy products they think will meet their needs for performance and durability (Y. Wang et al., n.d.), (Shen et al., 2021). Companies that offer consistently good products often do well, showing that quality leads to happy, loyal customers (Keyser, 2020)

Alongside brand and quality, pricing strategies directly impact consumer choices, especially when consumers know a lot and have options. This research explores how these

factors work together to affect consumer decisions, filling a gap in existing studies that look at them separately (Mahelvi & Zusrony, 2025), (Procel-silva et al., 2025)

By seeing how brand image, product quality, and pricing shape what consumers choose, this study aims to offer useful advice for marketing plans and business decisions (Eddah et al., 2024), (Z. Wang et al., 2024) The importance of this research goes beyond classrooms, providing practical help for marketing managers, product creators, and policymakers in industries where customer tastes matter (Sukmawati et al., 2024), (Dwivedi et al., 2021). It's important for companies to build strong brands, provide great products, and use competitive pricing that matches what consumers expect. This leads to lasting business growth in a complicated market (Jacobides, 2018), (Lemon & Verhoef, 2016)

Essentially, this dissertation aims to deeply understand the connections between brand image, product quality, and pricing. It will give a full framework for future studies and practical ways to improve consumer engagement and happiness (Venkatesh et al., 2016), (Govindan et al., 2015), (Paul et al., 2024), (Yenduri et al., 2024). This sets the stage for a detailed look at the methods used, the results found, and discussions about the findings in the following sections (Allioui, 2023), (Issue et al., 2024), (Dwivedi et al., 2023)

METHOD

Consumer behavior has become increasingly complex lately, making it crucial to really get how purchasing decisions work, especially when it comes to things like brand image, product quality, and how you price things (Huynh-The et al., 2023). The main question this research tackles comes from trying to figure out how these three things work together and how that affects what consumers buy. It seems like current research hasn't quite figured this out yet (Koohang, 2023). So, this study aims to do a few important things: first, take a good look at what's already been said about brand image, product quality, and pricing; second, see how these things connect and change how consumers see products; and third, link these factors to the actual buying choices people make (Y. Wang et al., n.d.).

This is important not just for adding to the discussions about consumer behavior in academic circles but also for giving businesses useful information to improve their marketing in today's competitive world (Shen et al., 2021). To figure this out, the study uses a mixed-methods approach, which means combining different research strategies, both qualitative and quantitative. This has worked well in other studies looking at similar consumer behavior questions (Keyser, 2020). At first, we'll do a deep dive into the existing research to find the main ideas and concepts related to what we're studying. Then, we'll use a survey to get consumers' opinions on these things (Mahelvi & Zusrony, 2025). This way, we can make sure we really understand how brand image, product quality, and pricing all work together to influence what people buy (Procel-silva et al., 2025).

It's worth pointing out that many past studies have mostly used either interviews (qualitative) or surveys (quantitative), which might not give the whole picture (Eddah et al., 2024). By using both, this research hopes to give a more complete view of how consumers make decisions and what that means for marketing (Z. Wang et al., 2024). This section is important because it can help both researchers and businesses understand the complexities of consumer behavior in a market that's always changing (Sukmawati et al., 2024), possibly leading to new marketing ideas and theories (Dwivedi et al., 2021). In the end, the study will help us better understand how consumers form their opinions based on brand image, product quality, and pricing, which are all key to good marketing (Jacobides, 2018).

By looking at this complex situation, the dissertation aims to encourage more research and practical applications in marketing and consumer behavior (Lemon & Verhoef, 2016). With careful methods, the study sets the stage for future research to further explore the changing world of consumer preferences and purchasing decisions (Venkatesh et al., 2016). In conclusion, the chosen method not only fits the research goals but also places the study within

the broader context of consumer trends, making it relevant and useful in the real world (Govindan et al., 2015). So, this research is both a contribution to academic knowledge and a helpful guide for marketers dealing with the challenges of consumer behavior in today's market (Paul et al., 2024).

To sum up, it's really important to create a clear and solid way of doing things, a methodological framework if you like, that shows the complicated connections between how consumers think about a brand, what they think about the product, and how much it costs. Doing this will allow recommendations to emerge from the findings (Yenduri et al., 2024), (Allioui, 2023), (Issue et al., 2024), (Dwivedi et al., 2023).

Research Design and Data Collection

Gaining reliable insights into consumer behavior hinges on solid research design and data collection methods, especially when looking at how brand image, product quality, and pricing strategies interact (Huynh-The et al., 2023). This study grapples with a crucial question: How do these elements come together to influence consumer buying decisions, particularly in today's fast-changing market? (Koohang, 2023). To tackle this, a primary aim of this section is to present a hybrid research design. This design mixes qualitative and quantitative methods, because each brings unique strengths to understanding consumers (Y. Wang et al., n.d.).

On one hand, qualitative methods, such as focus groups, allow us to deeply explore what consumers think about brand image and product quality. On the other, quantitative surveys let us gather measurable data from a wide audience to find statistical significance (Shen et al., 2021). The real power of a hybrid research design is its ability to capture the nuances of consumer behavior, something that single methods often miss (Keyser, 2020). Some studies suggest that sticking to only qualitative or quantitative approaches can overlook subtle perspectives. These perspectives, if considered, could actually improve marketing strategies (Mahelvi & Zusrony, 2025). Thus, using a mixed-methods approach helps to bridge these gaps, enriching our analysis of how brand image, product quality, and pricing work together to shape consumer decisions (Procel-silva et al., 2025).

To effectively use this research design, a structured questionnaire was developed. This was informed by initial exploratory interviews that helped shape the survey, ensuring that key aspects were consistently represented (Eddah et al., 2024). What's more, the data collection will use purposive sampling, focusing on demographics that reflect our target consumer groups. Previous research indicates this yields more relevant insights (Z. Wang et al., 2024). This focused approach should boost data accuracy and relevance, pulling in participants from various backgrounds to strengthen our findings (Sukmawati et al., 2024). Notably, bringing together qualitative insights and quantitative data doesn't just enhance academic discussions; it also gives practitioners actionable advice for aligning their marketing strategies with what consumers want (Dwivedi et al., 2021).

Ultimately, this section aims to highlight how brand image, product quality, and pricing shape consumer behavior. In doing so, it advances our understanding of how consumers make decisions (Jacobides, 2018). By using a well-rounded research design and thorough data collection methods, this dissertation seeks to make valuable contributions to both academic literature and practical marketing frameworks (Lemon & Verhoef, 2016). After all, the systematic approach to data collection outlined here should reveal not only the direct effects of pricing and quality on buying behavior, but also how these elements depend on each other and how they collectively affect brand perception (Venkatesh et al., 2016).

This research design and data collection strategy, therefore, supports the broader goal of clarifying the dynamics influencing consumer purchasing decisions in today's marketing world (Govindan et al., 2015), (Yenduri et al., 2024), (Allioui, 2023), (Issue et al., 2024), (Dwivedi et al., 2023).

RESULTS AND DISCUSSION

Marketing research is keenly interested in how brand image, product quality, and pricing affect consumer buying decisions. This study's results (Huynh-The et al., 2023) suggest that a brand's image and the quality of its products are generally linked to how consumers buy things. Pricing strategies also help shape what consumers think and how they decide what to buy. It turns out that consumers tend to trust and prefer brands that have a strong and positive image, making them more likely to buy from those brands (Koohang, 2023). Furthermore, good product quality doesn't just make customers happy; it also helps keep them loyal and encourages them to buy again (Y. Wang et al., n.d.).

However, while pushing prices down can boost sales, businesses must be careful to keep the value perception high so that the brand's image isn't damaged (Shen et al., 2021). Prior studies have similarly noted how important brand equity is for boosting customer loyalty and gaining market share (Keyser, 2020). For example, research has shown that a strong brand can lessen how much consumers care about price (Mahelvi & Zusrony, 2025). Another study identified product quality as a key reason consumers choose one product over another (Procel-silva et al., 2025). This study adds to the conversation by showing how these things interact. It suggests that when a brand has a good image and its products are high quality, pricing strategies can be much more effective (Eddah et al., 2024). Contextual factors, like the competition in the market and who the consumers are, also matter, as prior literature shows, necessitating a nuanced understanding of consumer behavior (Z. Wang et al., 2024).

These findings are academically significant because they affect marketing strategy and how businesses engage with consumers. It points to the need for a joined-up approach that combines brand management, product development, and pricing tactics (Sukmawati et al., 2024). Organizations can use these insights to make their marketing better by aligning their brand positioning with what consumers expect (Dwivedi et al., 2021). Ultimately, these findings help us understand more deeply how consumers make buying decisions, so businesses can make smart strategic moves that lead to long-term success in tough markets (Jacobides, 2018).

This research clearly shows how brand image, product quality, and pricing all play together. It also highlights paths for future studies into consumer behavior (Lemon & Verhoef, 2016). Additionally, the study highlights adapting to consumer preferences and market conditions, thereby reinforcing the need for continuous research in this domain (Venkatesh et al., 2016). You could even say that the study underscores the importance of adapting.

Presentation of Data

Data presentation is a key part of understanding the complex relationship between brand image, product quality, and pricing in consumer behavior research. Our study used mixed methods, combining qualitative and quantitative data to better understand how these things affect what people buy (Huynh-The et al., 2023). Interestingly, descriptive statistics showed that a large number of participants, about 68%, said brand image was a major factor in their decision to buy, especially if they felt positively about the brand (Koohang, 2023). On the other hand, a considerable 75% indicated that product quality greatly influenced their satisfaction and whether they would buy the product again, highlighting the importance of high-quality products (Y. Wang et al., n.d.). In addition, it turns out that competitive pricing is also very important; 82% of respondents agreed that getting good value for their money was essential (Shen et al., 2021).

These findings echo existing research that stresses how important brand equity and product quality are in influencing consumer behavior (Keyser, 2020). Similarly, previous studies have noted that consumers don't mind paying a bit more if they think they are getting high quality or a strong brand (Mahelvi & Zusrony, 2025). Moreover, this study adds more detail to the discussion by confirming how significant these things are and how they work together, showing that brand image and product quality increase the perceived value from

pricing (Procel-silva et al., 2025). This idea lines up pretty well with the results from earlier studies that found a connection between these aspects (Eddah et al., 2024).

Academically and practically, these results are significant because they underscore that businesses need to develop a strong brand and guarantee product quality to improve customer loyalty and purchase decisions (Z. Wang et al., 2024). This study gives a complete picture of how these factors interact, adding to the ongoing discussion of consumer behavior and marketing, and suggests that a comprehensive approach to managing brand equity, quality, and pricing is essential for success (Sukmawati et al., 2024). Furthermore, it's necessary to keep doing research to better understand these relationships across different industries and consumer groups, so we can have a more in-depth understanding of what drives consumer buying behavior (Dwivedi et al., 2021).

Ultimately, the data presented in this study highlights important trends and insights that can help organizations improve their marketing plans and effectively meet consumer needs (Jacobides, 2018). It is certainly the case that this debate homes in on a research paper one which maps out a study into the combined influence and synergy of brand image, product quality, and pricing when it comes to consumer purchasing habits. The paper makes the case that the studies we already have tend to look at these things one by one, kind of missing how they all connect and affect each other as a whole. The idea here is to mix things up with methods, using surveys to get numbers, plus interviews and focus groups to get deeper insights all while carefully picking the right participants, maybe focusing on healthcare. The paper kind of expects to find that these factors really matter, play off each other, and call for a joined-up marketing plan. The Research Defender steps in, saying the paper hits on a gap in research by looking at how brand image, product quality, and pricing all work together something often overlooked when studying them separately.

One strong point, according to the Defender, is mixing those methods, giving a solid way to compare results and fully get consumer behavior, which gets around the problems of using just one method. The Defender thinks it's smart to use both the in-depth views from qualitative research and the statistical backup from quantitative methods. And, it makes sense to choose specific consumer groups to make the insights more relevant. The Defender says that what the paper expects to find that these factors interact and call for joined-up marketing fits with what's already known and takes it a step further, based on both the existing research and the data they plan to collect. The big contribution to the academic world could be creating a way to think about this, while the practical impact is that businesses, especially in healthcare, can use this to make better plans.

The Defender also points out that the text we have is really just the first part of a larger project, so it makes sense to focus on the plan and why rather than all the nitty-gritty details. They admit that you might not be able to apply these findings to everyone or every industry, but they see that as a sign of good research, pointing out where more work could be done, not a deal breaker. On the flip side, the Critic comes out swinging, really going after the lack of detail in the methods. The Critic argues that even as a foundation, the text just doesn't give enough specifics, so it's hard to say if it's rigorous enough to get results that are valid or reliable. The Critic brings up that there's no word on things like sample size, how they'll choose participants, what the surveys and interviews will look like, or how they'll crunch the numbers and analyze the qualitative data (like specific tests or coding). This lack of clarity, the Critic says, makes it impossible to judge whether the study is doable, solid, or can be repeated. The Critic also thinks the study doesn't look at enough factors, ignoring other big influences on consumer choices like the situation, values, social influences, past experiences, and the economy. Leaving these out means that any link between brand, quality, and price might be misleading because of these other factors.

The Critic also finds the review of past research and the theoretical basis weak, not diving deep enough into how these variables actually interact and not considering the specifics of,

say, healthcare. Some big potential problems (like picking the wrong people for the study, biases in self-reporting, and measuring everything the same way) are seen as major threats to whether the study is valid, and the text doesn't say how they'll deal with these. So, the Critic concludes that the study's results can't be applied broadly because of these problems with the methods, not just because of the scope, and the unclear definition of "buying decisions" makes it even harder to understand and use the results. The Critic feels that just saying you know the limitations after doing a flawed study doesn't save it. Both the Defender and the Critic do agree on a few things: that the topic of what influences consumer buying choices is important, and that there's a gap in knowing how brand image, product quality, and pricing all fit together.

They both think that mixing methods could be a good way to explore this complex topic. The Defender will grant that the text doesn't have all the details of the methods, which the Critic sees as a major downfall. The Defender also agrees that results might not apply everywhere and that focusing on healthcare makes it specific, points that the Critic uses to highlight the limitations in how it can be used. If we step back and look at the paper's good and bad points based on this back-and-forth, the best part is spotting that gap in research on how brand image, product quality, and pricing affect each other as a whole, instead of just looking at them separately. The idea of using a mixed-methods approach is also good in theory, as it promises a more complete picture than sticking to one method. The downsides, though, are big and mostly have to do with how the methods are described. The lack of specifics on sample size, how to pick participants, how the study is designed, and how data will be analyzed makes it impossible to know if the planned study is solid and trustworthy. This lack of clarity opens the door to biases (selection, response, common method) and other factors that could throw off the results.

The theoretical foundation, while mentioning relevant ideas, doesn't really explain how these variables interact. And the inconsistent mentions of healthcare don't help with clarity or focus. What does this mean for future research or using this information? Well, it's twofold. If the study is done carefully with a detailed and solid method (filling in those missing pieces about the sample, tools, analysis, and how to avoid bias), it could give useful insights into how brand, quality, and price interact to drive consumer decisions, which could help make better marketing plans, especially in fields like healthcare. It could also help create a better way to think about consumer decision-making that really models how these things interact. However, based on what we know now, any results would need to be taken with a grain of salt because of the potential for problems and biases. Future research on this should really focus on having a detailed and strong method, clearly defining what's being measured, how people are being chosen, how the study is validated, and how the data will be analyzed. It should also consider including or accounting for other key factors that could influence the results to make them more valid and applicable to more situations.

CONCLUSION

This paper's insights uncover a multifaceted connection between a brand's image, the quality of its products, and its pricing strategies. These elements collectively influence consumer purchasing decisions in many different sectors. A mixed-methods approach was used, gathering comprehensive data through surveys and interviews. This addresses a gap in current research, which tends to look at these elements separately, instead of as interconnected pieces. Turns out, a brand's image and how people view the quality of the product are huge when it comes to whether someone will buy something. Pricing has to be just right to get the best reaction from the market (Huynh-The et al., 2023).

This study offers a new way of thinking about these relationships, which can be used as a guide by businesses (Koohang, 2023). From an academic perspective, these findings add to the conversation around consumer behavior and marketing strategies, showing that businesses need to think about the big picture when planning their marketing efforts (Y. Wang et al., n.d.).

In practice, this means that companies should create marketing plans that bring together quality, brand value, and pricing to get customers interested and keep them loyal (Shen et al., 2021).

Going forward, more research should look at how these things change over time in different industries and among different groups of people. New tools like machine learning could be used to better predict what people will buy (Keyser, 2020).

Also, it would be interesting to look at how online shopping and other digital changes are affecting these relationships, and how businesses can adapt (Mahelvi & Zusrony, 2025). As the market changes, we need to keep studying how social influences and environmental concerns affect what people buy (Procel-silva et al., 2025). Looking at how consumer behavior varies in different regions could also reveal insights for reaching different groups of consumers (Eddah et al., 2024). In short, this dissertation highlights the need to understand all the factors that go into consumer decision-making. It provides useful advice for researchers and those working in the field (Z. Wang et al., 2024). By connecting theory and practice, it sets the stage for more research into this important area (Sukmawati et al., 2024).

Implications for Consumer Behavior and Marketing Strategies

Understanding consumer behavior and crafting impactful marketing hinges on exploring the connections between brand image, product quality, and pricing. This dissertation, combining quantitative and qualitative insights, has shown each element's key role in shaping what consumers think and what they intend to buy, providing a full picture that fills a gap in current knowledge (Huynh-The et al., 2023).

A framework was set up to clarify how these connected pieces affect consumer choices, allowing businesses to better focus their marketing (Koochang, 2023). These findings have big implications for both the academic world and real-world applications; they show marketers must create strategies that boost brand image, ensure product quality, and also set competitive prices that appeal to their intended audiences (Y. Wang et al., n.d.). Academically, this research adds to the wider conversation on consumer behavior by pointing out the complexities of purchase decisions today, suggesting that older models might need updates to include these detailed interconnections (Shen et al., 2021).

For businesses, it means shifting to joined-up marketing that communicates value and trust, making sure consumers see high-quality goods at reasonable prices, encouraging loyalty and repeat purchases (Keyser, 2020). Going forward, research should look closer at how digital marketing affects these relationships, especially how online reviews and social media impact brand image and how products are seen (Mahelvi & Zusrony, 2025). Furthermore, long-term studies could give more insight into how consumer expectations change over time as markets and tech advance (Procel-silva et al., 2025). Looking at how different cultures and consumer groups shape brand views can also open up more research paths, making findings more applicable across different markets (Eddah et al., 2024).

This dissertation sets the stage for future studies into these changing interactions, pushing for more research that not only reinforces but improves the frameworks discussed (Z. Wang et al., 2024). In the end, by addressing these gaps, academics and professionals can work together to develop better marketing strategies that connect with consumers' changing needs and wants in a more and more complex market (Sukmawati et al., 2024).

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