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### RESEARCH ARTICLE

#### THE INFLUENCE OF BRAND FACTORS ON CONSUMER PURCHASE DECISIONS IN THE FMCG SECTOR - A STUDY

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#### Abstract

The study explores the impact of brand factors on consumer purchase decisions within the FMCG sector, focusing on household care products. A quantitative research design was employed, utilizing data collected from 120 respondents through a structured questionnaire. The study investigated various brand factors, including brand image, reputation, product quality, pricing strategies, and social proof, using Linear Regression and Exploratory Factor Analysis (EFA). The findings indicate that advertising and price are the most influential factors in shaping consumer behavior, with advertising showing a particularly strong effect. Product quality and social proof also play significant roles in consumer decision-making. The EFA reveals strategic components essential for enhancing brand visibility and differentiation, such as targeted advertising and highlighting unique product features, alongside internal brand development strategies like resource pooling for product development and updating brand visual identity. These insights emphasize the need for effective branding techniques and strategic innovation to align marketing strategies with consumer expectations and improve market positioning.

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#### Introduction:-

Understanding the influence of brand image and reputation on consumer behavior is critical for analyzing purchase decisions in the FMCG sector. Brand image, which encompasses the overall perception and associations a consumer has with a brand, plays a significant role in shaping consumer trust and purchase intentions. A positive brand image can enhance consumer confidence, foster brand loyalty, and drive repeat purchases, while a negative image can have the opposite effect, potentially leading to decreased consumer trust and lower sales. This focus area aims to delve into how these perceptions affect consumer behavior and brand loyalty.

Brand image is a composite of the brand's identity as perceived by consumers, including attributes such as quality, reliability, and prestige. It is built through various brand experiences, marketing communications, and consumer interactions. A strong, positive brand image can create a favorable impression in the minds of consumers, influencing their attitudes and behaviors towards the brand. For instance, a brand that is perceived as high-quality and innovative may command a premium price and attract loyal customers who are willing to pay more for its products. Conversely, a brand with a poor image may struggle to attract and retain customers, regardless of the actual quality of its products.

Brand reputation, which reflects the overall evaluation of a brand based on past performance and consumer feedback, significantly affects consumer trust and purchase decisions. A positive reputation can enhance consumer trust, making them more likely to choose the brand over competitors. This trust is crucial in the FMCG sector, where repeat purchases and brand loyalty are essential for sustained success. On the other hand, a damaged reputation due to negative reviews, recalls, or ethical issues can undermine consumer confidence, leading to decreased sales and long-term harm to the brand. Analyzing how brand reputation influences consumer trust provides insights into the mechanisms through which reputational factors impact purchasing behavior. Differences in Brand Image Influence, the impact of brand image can vary across different FMCG product categories. In contrast, for low-involvement products like household cleaning items, other factors such as price and convenience might play a more significant role. Understanding these variations helps in identifying which aspects of brand image are most important for different types of FMCG products and tailoring marketing strategies accordingly.

### **Product Quality and Pricing Strategies**

Product quality is a fundamental driver of consumer satisfaction and plays a critical role in influencing purchase decisions within the FMCG sector. High-quality products typically meet or exceed consumer expectations, leading to positive experiences and enhanced brand loyalty. Consumers often associate product quality with reliability, performance, and overall value, which can significantly impact their purchase choices. In contrast, perceived low quality may result in dissatisfaction, negative reviews, and reduced likelihood of repeat purchases. Thus, understanding the dimensions of product quality such as durability, effectiveness, and consistency is essential for brands seeking to maintain competitive advantage and foster long-term customer relationships. **Impact of Pricing Strategies** Pricing strategies are another crucial factor affecting consumer purchase decisions in the FMCG sector. Different pricing approaches, such as discounts, premium pricing, or value-based pricing, can influence consumer behavior in various ways. For instance, promotional discounts and special offers can attract price-sensitive consumers and drive short-term sales boosts. Conversely, premium pricing strategies, which emphasize higher quality and exclusivity, can appeal to consumers willing to pay more for perceived superior value. An effective pricing strategy aligns with the brand's positioning and target market, and can significantly influence consumer perceptions of value and affordability, thereby affecting their purchasing decisions.

### **Marketing and Advertising Efforts**

In the competitive landscape of the FMCG sector, marketing and advertising play a crucial role in shaping consumer purchase decisions. These efforts are instrumental in crafting brand perceptions, driving consumer interest, and ultimately influencing buying behavior. Effective marketing strategies and advertising campaigns can significantly impact consumer attitudes towards FMCG brands and their products. Advertising channels, whether digital or traditional, each have their unique advantages and limitations in reaching target audiences. Social media platforms, such as Instagram, Facebook, and TikTok, offer dynamic and interactive ways to engage with consumers, allowing brands to leverage targeted advertising, influencer partnerships, and real-time feedback. Social media's ability to facilitate direct interaction and personalized content has proven effective in capturing consumer interest and fostering brand loyalty. Conversely, traditional channels like television and print media continue to play a significant role in broadening reach and establishing brand presence. TV ads, with their broad audience appeal, and print media, with its targeted regional and demographic focus, contribute to building brand recognition and credibility. Evaluating the effectiveness of these channels involves analyzing their impact on consumer engagement, recall, and purchase intent. Promotional activities, such as discounts, special offers, and limited-time deals, are powerful tools in influencing consumer purchase decisions. These promotions can create a sense of urgency and enhance perceived value, encouraging consumers to make immediate purchases. Effective brand messaging, which communicates the brand's unique value proposition and key benefits, plays a vital role in shaping consumer perceptions. Clear, consistent, and compelling messaging helps differentiate a brand from its competitors and reinforces its positioning in the minds of consumers. The impact of these promotional activities and messaging strategies on purchase decisions can be assessed through metrics such as conversion rates, customer feedback, and sales performance.

Brand engagement encompasses the various ways in which consumers interact with and experience a brand. High levels of engagement, facilitated through interactive campaigns, loyalty programs, and personalized communication, can strengthen the emotional connection between the consumer and the brand. Positive customer experiences, driven by factors such as responsive customer service, seamless shopping experiences, and meaningful interactions, contribute to increased brand affinity and repeat purchases. The role of brand engagement and customer experience in shaping consumer preferences involves understanding how these factors enhance overall satisfaction and

influence long-term brand loyalty. Researching consumer feedback and tracking engagement metrics can provide insights into how these elements affect purchase behavior.

### **Review of Literature:-**

**Deva Ayuni, Nuri Purwanto. (2023)** the study investigates the impact of viral marketing and brand knowledge on purchasing decisions within the skincare product market. Focusing on students at an educational institution, the research employed quantitative methods, analyzing data from 100 respondents using SPSS. The results demonstrate that both viral marketing and brand knowledge significantly and positively affect purchasing decisions. Additionally, the combined effect of these factors further influences consumer choices. The study highlights the critical role of viral marketing and brand knowledge in shaping consumer behavior and offers insights for developing effective marketing strategies in the cosmetics industry.

**Kathrine Syam Wijaya. (2023)** the research explores the relationship between brand image, trust, and purchase decisions within the TikTok Shop platform. Utilizing a quantitative approach, the study gathered data through survey questionnaires from TikTok Shop users, analyzing perceptions of brand image and trustworthiness. Statistical analyses, including correlation and regression, reveal that both brand image and trust significantly influence purchase decisions. The findings provide valuable insights for businesses seeking to enhance their brand image and build trust, thereby increasing purchase intentions and driving growth within the evolving e-commerce landscape.

**Virgiawan Nurwanto, et al., (2023)** the study examines the impact of brand image, brand equity, and lifestyle on purchasing decisions at Excelso Coffee in Suncity Mall, Sidoarjo. Employing a quantitative methodology with a sample of 100 consumers, the research utilized multiple linear regression analysis via SPSS 22.0. The findings indicate that each factor—brand image, brand equity, and lifestyle—individually affects purchasing decisions, with a combined significant impact when considered together. This study underscores the importance of these factors in shaping consumer choices and provides actionable insights for marketing strategies.

**Anneke Chitra Ghianti, et al., (2023)** the quantitative study investigates the effects of packaging, product quality, price, and brand on consumer purchase decisions for Pawon Klotok Ning Ninik products in Surabaya. Utilizing non-probability accidental sampling, data from 97 consumers were analyzed using IBM SPSS Statistics 22. The results confirm that each factor—packaging, product quality, price, and brand—individually influences purchasing decisions. Collectively, these factors significantly impact consumer choices, offering insights into consumer behavior and suggesting improvements for marketing strategies.

**Firdausy (2023)** the study investigates the factors influencing consumer purchase decisions at McDonald's fast-food restaurants in Jakarta. Utilizing a convenience sampling technique, data were collected from 120 respondents through questionnaires and analyzed using multiple regression analysis. The findings reveal that product quality and price do not significantly affect purchasing decisions. However, promotion, location, and brand image significantly impact consumer choices. The study suggests that McDonald's should focus on enhancing its promotional activities, improving location accessibility, and strengthening brand image to better influence consumer purchase decisions.

**Arif & Indayani (2023)** the research investigates the effects of brand image, price, and product quality on consumer purchase decisions for mobile phones at Top Sell Stores in Sidoarjo. A quantitative approach was used with a sample of 100 consumers, and data were analyzed using multiple linear regression, coefficient of determination (R<sup>2</sup>), t-tests, and F-tests. The findings indicate that brand image, price, and product quality each significantly impact mobile phone purchase decisions. Collectively, these factors influence consumer choices. The study offers valuable insights for businesses to refine their strategies in mobile phone retail settings.

**Purwaningrum (2023)** the research explores the impact of brand awareness and consumer trust on repeat purchase decisions for Maybelline Superstay Matte Ink among Instagram users in Jakarta. Using quantitative analysis and statistical testing, the study identifies Brand Awareness (X1) and Consumer Trust (X2) as key variables influencing Product Purchase Decision (Y). The findings indicate that both brand awareness and consumer trust significantly influence repeat purchases of the matte lip product. The study highlights the importance of brand awareness in a competitive cosmetics market and its role in driving consumer loyalty.

**Pratama, Supriadi, & Respati (2022)** the research analyzes the influence of brand image, service quality, and demographic factors on purchasing decisions at Compassnyaban shoe store. The study involved 150 customers and

utilized multiple linear regression with moderating variables. Results show that brand image significantly affects purchasing decisions, while service quality does not have a notable impact. Demographic factors, particularly education, moderate the relationship between brand image and purchasing decisions. The study concludes that enhancing brand image and considering demographic variables can positively influence customer purchase decisions.

**Rusmiati& Purnami (2022)** the study evaluates the impact of threat emotion, brand trust, and electronic word of mouth on purchasing decisions for online fashion products on Zalora. A sample of 100 respondents was selected through purposive sampling, and multiple regression analysis was applied. The results reveal that threat emotion, brand trust, and electronic word of mouth individually and collectively influence purchasing decisions. The study provides insights for Zalora to develop strategies that enhance consumer trust and leverage electronic word of mouth to improve purchasing decisions for fashion products.

**Gede Rihayana, et al., (2022)** the study explores how brand image and product quality influence purchasing decisions for Wiracana Hand Fan Bali. Employing quantitative analysis with data collected and tested using SPSS 21.0, the research demonstrates that both brand image and product quality positively and significantly affect purchasing decisions. The findings highlight the importance of these factors in the consumer decision-making process, providing insights for companies to refine their sales strategies and enhance product attractiveness.

**Nengah Agus Pradytya, et al., (2022)** the study explores the impact of consumer behavior on purchasing decisions for fashion products at Tokopedia, an Indonesian e-commerce platform. In Indonesia, Generation Z constitutes the largest segment of the population, with significant online engagement. Data from the 2019 National Socio-Economic Survey (Susenas) highlights a high level of online shopping among millennials. The study employs linear regression analysis using SPSS to assess how consumer satisfaction and behavior influence purchasing decisions. The findings indicate that consumer behavior has a significant effect on fashion purchasing decisions at Tokopedia, underscoring the importance of consumer satisfaction in driving repeat purchases.

**Rahmawati (2020)** the study examines the effect of brand image on purchase decisions among consumers of Kopilogi, with a focus on the Z-generation. Data were collected from 58 respondents via online questionnaires and analyzed using simple linear regression with a causal quantitative approach. The results demonstrate a significant impact of brand image on consumer purchase decisions, highlighting that the uniqueness of the Kopilogi brand enhances its appeal. The findings emphasize the importance of brand uniqueness in influencing consumer preferences and purchase decisions.

### **Research Gap**

In spite of the extensive research on consumer behavior and branding, there remains a significant gap in understanding how specific brand factors collectively influence consumer purchase decisions within the FMCG sector. Existing studies often focus on isolated aspects of branding, such as brand image or product quality, without addressing the comprehensive interplay of various brand elements in a dynamic market environment. Furthermore, the rapid evolution of marketing channels, including the rise of digital platforms and social media, has introduced new dimensions to consumer-brand interactions that are not fully explored in current research. This gap highlights the need for a more integrated approach to analyzing how brand factors such as brand image, reputation, product quality, and pricing strategies affect consumer choices in the context of FMCG products. By addressing this gap, the study aims to provide a more nuanced understanding of the factors driving consumer decisions and offer actionable insights for brands seeking to enhance their market.

### **Objectives Of the Study:-**

1. To evaluate the influence of brand factors on consumer purchase decisions in the FMCG sector.
2. To propose the strategies for optimizing consumer decision-making by utilizing effective branding techniques for FMCG products.

### **Scope Of the Study:**

The study examines the influence of various brand factors on consumer purchase decisions within the FMCG sector, specifically focusing on household care products from leading companies such as Hindustan Unilever Limited (HUL) and Procter & Gamble (P&G). The brand factors analysed include Brand Image, Brand Reputation, Product Quality, Advertising, Price, and Social Proof and Reviews. The geographical scope of the study is limited to

consumers in Hyderabad, providing insights into the purchasing behavior within this region. The findings aim to offer actionable strategies for optimizing consumer decision-making through effective branding techniques in the FMCG sector.

## Research Methodology:-

### Design and Approach:

This study employs a quantitative research design to analyze the influence of brand factors on consumer purchase decisions regarding household care products in the FMCG sector. The research focuses on understanding how various brand factors affect consumer behavior and identifying strategies for optimizing decision-making.

### Data Collection:

Data was collected using a structured questionnaire designed to capture respondents' perceptions of brand factors and their influence on purchase decisions. The questionnaire included questions on brand image, brand reputation, product quality, pricing strategies, and social proof and reviews. It also sought to gather insights on strategies for improving consumer decision-making.

### Sample:

A sample of 120 respondents was selected to participate in the study. The sample size was determined based on the need for adequate representation and statistical power to analyze the influence of brand factors on consumer decisions.

### Statistical Tools

#### Linear Regression:

Linear regression analyzes the relationship between brand factors and consumer purchase decisions by estimating the impact of each brand factor on purchasing behavior. It provides coefficients indicating the strength and direction of these influences and assesses model fit using R-squared values and significance tests.

#### EFA:

Exploratory Factor Analysis (EFA) identifies underlying dimensions by grouping related brand attributes into factors. It uses techniques like Principal Component Analysis for factor extraction and Varimax rotation to clarify factor structure, revealing how different brand attributes are interrelated.

### Objective-1: To evaluate the influence of brand factors on consumer purchase decisions in the FMCG sector.

The objective aims to quantitatively assess the impact of various brand factors, such as Brand Image, Product Quality, and Advertising, on consumer purchase decisions within the FMCG sector. The analysis will utilize regression techniques to determine the strength and significance of these factors in influencing consumer behavior.

**Table 1:-** Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640 <sup>a</sup>	.409	.378	.78586

Source: Primary Data

The model summary table presents the results of a regression analysis aimed at evaluating the influence of various brand factors on consumer purchase decisions in the FMCG sector. The R value of 0.640 indicates a positive correlation between the predictors (Social Proof and Reviews, Brand Image, Advertising, Product Quality, Brand Reputation, and Price) and consumer purchase decisions. The R Square value of 0.409 indicates that approximately 40.9% of the variance in consumer purchase decisions can be explained by these brand factors. The Adjusted R Square value of 0.378, which slightly adjusts for the number of predictors in the model, also confirms that a significant portion of the variance is accounted for. The standard error of the estimate, 0.78586, indicates the average distance that the observed values fall from the regression line, reflecting the model's predictive accuracy.

**Table 2:-** Anova.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	48.338	6	8.056	13.045	.000 <sup>b</sup>
	Residual	69.787	113	.618		

	Total	118.125	119			
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Source: Primary Data

The ANOVA table indicates that the regression model is statistically significant in explaining the variation in consumer purchase decisions within the FMCG sector, as evidenced by the F-value of 13.045 and a p-value (Sig.) of .000, which is well below the typical significance threshold of 0.05. The model accounts for a significant portion of the variance in consumer purchase decisions, with predictors including Social Proof and Reviews, Brand Image, Advertising, Product Quality, Brand Reputation, and Price. The low p-value indicates that these brand factors collectively have a meaningful impact on consumer behavior in the FMCG sector.

**Table 3:-Influence Of Brand Factors on Consumer Purchase Decisions.**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.325	0.146		9.056	.000
	Brand Image	0.159	0.035	.061	4.472	.035
	Brand Reputation	0.162	0.031	.193	5.215	.043
	Product Quality	0.185	0.041	.176	4.482	.020
	Advertising	0.319	0.032	.333	9.880	.016
	Price	0.411	0.044	.466	9.312	.032
	Social Proof and Reviews	0.231	0.039	.234	5.888	.018

a. Dependent Variable: consumer purchase decisions

Source: Primary Data

The table presents the coefficients for various brand factors Brand Image, Brand Reputation, Product Quality, Advertising, Price, and Social Proof and Reviews and their impact on consumer purchase decisions in the household care products sector. The analysis indicates that each factor significantly influences consumer choices.

**Brand Image** has a coefficient of 0.159, demonstrating a positive relationship with consumer purchase decisions, and a significance value of 0.035, confirming its substantial impact on consumer choices. **Brand Reputation** shows a coefficient of 0.162 and a significance value of 0.043, reflecting its important role in shaping consumer preferences for household care products. **Product Quality** holds a coefficient of 0.185 with a significance level of 0.02, highlighting that high product quality strongly affects consumer decisions in this sector. Among all factors, **Advertising** has the strongest coefficient at 0.319 and a significance value of 0.016, suggesting that effective advertising is a major driver of consumer purchases in household care products. **Price** also plays a crucial role, with a coefficient of 0.411 and a significance level of 0.032, indicating that pricing strategies are a significant determinant of consumer buying behavior. **Social Proof and Reviews** have a coefficient of 0.231 and a significance value of 0.018, underscoring the impact of consumer reviews and social validation on purchase decisions.

In conclusion, the study emphasizes that **Advertising** and **Price** are the most influential factors affecting consumer purchase decisions for household care products. Additionally, **Product Quality**, **Brand Reputation**, and **Social Proof and Reviews** also significantly contribute to consumer choices. The strong coefficients and statistically significant values for these factors highlight their importance in developing effective branding strategies. Companies in the household care sector should focus on enhancing their advertising efforts, optimizing pricing strategies, and ensuring high product quality to positively influence consumer behavior.

**Objective-2: To propose strategies for optimizing consumer decision-making by utilizing effective branding techniques for FMCG products.**

The objective focuses on developing actionable strategies to enhance consumer decision-making by leveraging effective branding techniques for FMCG products. Exploratory Factor Analysis (EFA) will be employed to identify key branding elements that can be optimized to improve consumer preferences and brand loyalty.

**Table 4:- Sample Adequacy Test.**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	377.155

	Df	36
	Sig.	.000

Source: Primary Data

The above table represents the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity indicate a robust foundation for exploring branding strategies in household care products. The KMO value of 0.785 indicates that the sample study is highly adequate for factor analysis, confirming that the dataset is suitable for identifying underlying branding dimensions. Bartlett's Test of Sphericity, with an approximate Chi-Square value of 377.155 and a significance level of 0.000, indicates that the correlation matrix is significantly different from the identity matrix, supporting the appropriateness of conducting factor analysis. These results confirm that effective branding techniques can be optimally identified and utilized to enhance consumer decision-making in the household care sector.

**Table 5:-** Strategies for Optimizing Consumer Decision-Making by Utilizing Effective Branding Techniques.

	Component	
	1	2
Boost Brand Visibility with Targeted Ads & social media	.681	
Emphasize Unique Product Features	.739	
Maintain Consistent High Product Quality	.683	
Collaborate with Complementary Brands	.690	
Leverage Partner Brand's Market Presence		.436
Pool Resources for Product Development		.707
Refresh Brand Visual Identity		.682
Revamp Brand Messaging		.623
Enhance or Introduce Product Lines		.676
Extraction Method: Principal Component Analysis.		
a. 2 components extracted.		

Source: Primary Data

The Component Matrix table outlines strategies for optimizing consumer decision-making in the household care sector through effective branding techniques, classified into two distinct components based on Principal Component Analysis.

**Component 1**, This component highlights strategies that significantly impact brand visibility and product differentiation. High loadings in this component include **Boost Brand Visibility with Targeted Ads & social media** (0.681), **Emphasize Unique Product Features** (0.739), and **Maintain Consistent High Product Quality** (0.683). These strategies are essential for enhancing consumer awareness and reinforcing product value, thereby influencing purchasing decisions in the household care sector. **Component 2**, This component focuses on internal brand development and strategic innovation. Key strategies in this component are Pool Resources for Product Development (0.707), Refresh Brand Visual Identity (0.682), and Revamp Brand Messaging (0.623). These factors emphasize the importance of brand evolution and alignment with market trends to meet consumer needs effectively. Strategies like Leverage Partner Brand's Market Presence (0.436) and Collaborate with Complementary Brands (0.690) have lower loadings, indicating a lesser but still relevant role in strengthening brand positioning through partnerships.

The study identifies two primary areas for optimizing consumer decision-making through effective branding techniques in the household care sector. Component 1 underscores the importance of enhancing brand visibility and product quality to attract and retain consumers. Component 2 emphasizes the need for continuous brand innovation and strategic internal development to stay competitive. Companies should prioritize targeted advertising and maintaining high product standards while also investing in brand updates and strategic partnerships to effectively influence consumer preferences and improve market performance.

### Findings Of the Study

- The study identifies that Advertising has the strongest impact on consumer purchase decisions for household care products, with a coefficient of 0.319 and a significance value of 0.016, indicating it is a major driver of consumer purchases.
- The study observes that Price plays a crucial role in consumer buying behavior, as evidenced by its high coefficient of 0.411 and a significance level of 0.032, highlighting its significant influence on purchase decisions.
- The study finds that Product Quality (coefficient of 0.185) and Social Proof and Reviews (coefficient of 0.231) are also important factors affecting consumer decisions, emphasizing the role of high-quality products and consumer feedback.
- The study identifies that Component Matrix encompasses strategies crucial for enhancing brand visibility and product differentiation, including high loadings for Boost Brand Visibility with Targeted Ads & social media (0.681) and Emphasize Unique Product Features (0.739).
- The study observes that Component Matrix focuses on internal brand development and strategic innovation, with significant strategies like Pool Resources for Product Development (0.707) and Refresh Brand Visual Identity (0.682) demonstrating their importance in brand evolution.
- The study finds that strategies with lower loadings in Component Matrix, such as Leverage Partner Brand's Market Presence (0.436), still play a relevant role in brand positioning, although they are less influential compared to other strategies.

### Limitations Of The Study

- The study may be limited by the size and diversity of the sample population. If the sample size is not large or diverse enough, the findings may not be generalizable to the broader population of FMCG consumers.
- The FMCG sector is highly dynamic, with frequent changes in consumer trends, brand strategies, and market conditions. The study's findings may become outdated quickly if the market evolves significantly during or after the research period.
- The interplay between various brand factors can be complex and difficult to measure accurately. The study may face challenges in isolating the effects of individual brand factors and understanding their combined influence on consumer purchase decisions.
- The study may focus on specific brand factors, such as brand image and product quality, while excluding other potentially influential factors like brand loyalty programs or environmental sustainability. This limitation might affect the comprehensiveness of the analysis and the generalizability of the recommendation.

### Conclusion:-

The study provides valuable insights into how various brand factors influence consumer purchase decisions within the FMCG sector, specifically focusing on household care products. The findings highlight that advertising and price are the most significant drivers of consumer behavior, with advertising demonstrating a strong impact and price being a crucial determinant of purchase decisions. Additionally, product quality and social proof also play essential roles in shaping consumer preferences. The Exploratory Factor Analysis further reveals strategic components crucial for enhancing brand visibility and differentiation, such as targeted advertising and emphasizing unique product features. The study underscores the importance of integrating effective branding techniques and strategic innovation to optimize consumer decision-making. By leveraging these insights, FMCG brands can better align their marketing strategies with consumer expectations and improve their market positioning.

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