THE INFLUENCE OF BRAND AND TRUST ON ONLINE CONSUMER BUYING INTEREST

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Abstract

This research study aims to investigate the impact of brand and trust on the online consumer buying interest. With the increasing number of online shopping platforms, it is essential to understand the factors that drive consumers' purchasing decisions. The study will be conducted using a quantitative research approach, and data will be collected through a survey. The sample will consist of online shoppers who have made purchases in the last six months. The study will explore the relationship between brand and trust and their effect on online consumer buying interest. The study will also investigate the mediating effect of trust on the relationship between brand and online consumer buying interest. The study will use a regression analysis to analyze the data. The findings of this research will have implications for marketers and businesses looking to improve their online sales. The study will provide insight into the importance of building a strong brand and fostering consumer trust in driving online purchasing decisions. This research will contribute to the existing literature on online consumer behavior and provide a better understanding of the factors that influence online buying interest.

Keywords**: *Brand, Trust and Intention to Buy online.***

1. INTRODUCTION

One phenomenon related to the influence of brand and trust on purchase intention is known as brand loyalty. Brand loyalty refers to the degree to which a customer consistently purchases products or services from a specific brand over time, even when competing options are available. Research has found that brand loyalty is positively associated with trust and perceived quality, which are components of brand equity (Bonde et al., 2022) .Customers who have a high level of trust in a brand are more likely to develop loyalty towards it, as they perceive the brand to be reliable and dependable. Similarly, customers who perceive a brand to have high quality are more likely to be loyal as they believe the brand consistently delivers products or services that meet or exceed their expectations. Brand loyalty has significant implications for businesses as it can lead to repeat purchases and increased revenue over time. Companies invest in building brand equity and trust with their customers to foster brand loyalty, which can help them achieve a competitive advantage in the market. Another related phenomenon is the influence of online reviews on purchase intention. Online reviews are becoming increasingly important for consumers when making purchasing decisions, and they can be a significant factor in building trust and confidence in a brand. Research has shown that positive online reviews can increase purchase intention, while negative reviews can decrease it (Gunasinghe et al., 2019). Therefore, businesses need to monitor and respond to online reviews to build trust and loyalty with their customers. By addressing customer concerns and providing positive experiences, businesses can build a positive reputation, foster trust, and increase purchase intention.

There has been considerable research conducted on the influence of brand and trust on purchase intention, particularly in the field of marketing and consumer behaviour. The findings

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suggest that both brand and trust play a significant role in shaping consumers' purchase intentions. Brand is a critical factor that influences purchase intention. According (Suleman et al., 2020) , a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitors." Aaker (1991) further argues that a strong brand can help create a positive image and enhance consumer trust, resulting in increased purchase intention. Research has found that strong brand equity positively affects consumers' purchase intention. For example, a study (Rusiyati et al., 2021) found that brand equity has a significant positive impact on consumer purchase intention for a product. Furthermore, the study also found that brand awareness, brand associations, and perceived quality are significant predictors of brand equity and, therefore, have a direct influence on purchase intention. Trust is another important factor that affects consumers' purchase intention. Trust refers to the belief that a company or product is reliable, dependable, and honest (Zuniarti et al., 2020). Consumers' trust in a brand can be developed through positive experiences with the brand, word-of-mouth recommendations, and perceptions of the brand's reputation. Research has shown that trust has a direct and positive impact on purchase intention. For instance, a study by (Ahmad et al., 2020) found that trust is a critical factor that drives online purchasing behaviour. Additionally, a study by (Wu & Ke, 2015) found that trust positively affects consumers' intentions to purchase from e-commerce websites. Overall, both brand and trust play a significant role in shaping consumers' purchase intentions. Strong brand equity and high levels of trust can increase purchase intention, while negative perceptions of the brand and lack of trust can decrease purchase intention. Therefore, companies should focus on building strong brand equity and fostering trust with their customers to increase purchase intention.

2. LITERATURE STUDY AND HYPOTHESES DEVELOPMENT

The research will be conducted using the brand and trust framework to examine their impact on online consumer buying interest. The brand framework involves assessing the brand's perceived quality, brand loyalty, brand awareness, and brand image, while the trust framework focuses on perceived security, privacy, and reliability of the online shopping platform. By using these frameworks, the research aims to understand how the consumers' perceptions of the brand and trust affect their buying interest in the online shopping platform.
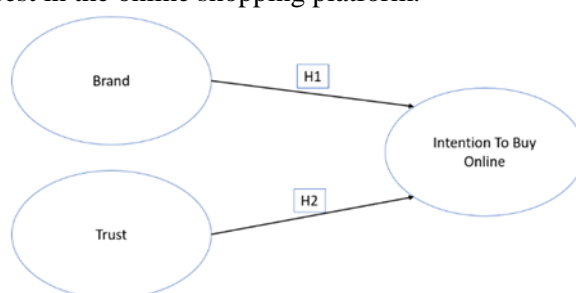

Figure 1 Conceptual Framework

Hypotheses in research are formulated based on previous studies and existing literature on the topic. Researchers review relevant literature and identify gaps in the existing knowledge, which can lead to new research questions. Based on these questions, researchers develop hypotheses that guide their investigation and provide a clear direction for their research. In the case of this research study, the framework used is the brand and trust framework, which has been used in previous

studies to examine their influence on consumer behavior. The hypotheses for this study are likely based on the results of previous research that has shown a relationship between brand, trust, and online consumer buying interest.

2.1 Brand

The meaning of the brand according to experts can vary depending on the perspective and field of study. However, in general, a brand can be defined as a name, term, design, symbol, or other feature that identifies and distinguishes a company or product from its competitors. It is a unique and identifiable element that represents the values, identity, and reputation of a company, product, or service in the minds of consumers. Branding experts often emphasize the importance of creating a strong brand identity that resonates with consumers and builds trust and loyalty. This may involve developing a clear brand message, consistent visual and verbal branding elements, and a reputation for delivering high-quality products or services. A strong brand can also help companies differentiate themselves in a crowded marketplace and build a competitive advantage.(Kotler, 2016). That brand communities can positively influence purchase intention by creating a sense of brand loyalty and trust among customers. They propose that customers who participate in brand communities are more likely to purchase products or services associated with that brand (Bagozzi & Dholakia, 2006).(Górska-Warsewicz et al., 2021) A brand's social responsibility and environmental sustainability can positively influence purchase intention. They propose that customers who perceive a brand as socially responsible and environmentally sustainable are more likely to purchase products or services associated with that brand. Overall, these studies suggest that the influence of the brand on purchase intention is significant, and that a brand's image, reputation, quality, and social responsibility can all play a role in influencing consumer behaviour.
H1 : Brands influence the buying interest of online consumers

2.2 Trust

In the context of business and consumer behaviour, trust can be defined as the belief or perception that a company, product, or service will deliver on its promises, be reliable, and act in the best interest of the consumer. It can be built through various factors, such as brand reputation, past experiences, communication, and transparency. For example, in the field of marketing, trust is often seen as a critical factor in building strong relationships between companies and consumers. Trust can influence various aspects of consumer behaviour, such as purchase intentions, loyalty, and advocacy. Trust can also help companies differentiate themselves from competitors, reduce transaction costs, and increase the perceived value of their products or services (Schiffman et al., 2010). (Arora & Aggarwal, 2018) This study examined the effect of trust and perceived risk on purchase intention among online shoppers in India. The results showed that trust had a positive effect on purchase intention, while perceived risk had a negative effect. The study also found that trust mediated the relationship between perceived risk and purchase intention. This study investigated the role of perceived risk and trust in online shopping behaviour. The results showed that trust had a positive effect on purchase intention, while perceived risk had a negative effect. The study also found that trust partially mediated the relationship between perceived risk and purchase intention.(Ahmed et al., 2018). This study investigated the determinants of online purchase intention, including website quality, trust, and flow. The results showed that trust had a significant positive effect on online purchase intention, while website quality and flow had indirect effects

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through trust.(Arif et al., 2018). This literature review examined the concept of consumer trust in online shopping and its impact on purchase intention. The review found that trust plays a crucial role in online shopping, and several factors such as perceived security, privacy, and reliability contribute to building trust. The review also identified the need for more empirical research to investigate the relationship between trust and purchase intention in the context of online shopping (Suleman et al., 2019). Overall, these studies suggest that trust plays a significant role in influencing purchase intention, particularly in the context of online shopping. Establishing trust through factors such as perceived security, reliability, and social presence can increase consumers' confidence in a brand or website, and thereby enhance their purchase intention.

H2 : Trust influence the buying interest of online consumers

3. RESEARCH METHODS

Through a survey. The survey will be designed to collect data on the variables of interest, namely brand, trust, and online consumer buying interest. To analyze the data, the structural equation modelling (SEM) approach using the Amos software will be used. SEM is a statistical technique that allows researchers to test complex relationships between multiple variables (Ferdinand, 2018). In this study, SEM will be used to test the proposed hypotheses and examine the direct and indirect effects of brand and trust on online consumer buying interest. in this study using 3 variables and 9 dimensions and 18 indicators and the number of samples used using a minimum of 108 samples based on the number of indicators 18x6 with the non-probability sampling quota sample method.

4. RESULTS AND DISCUSSION

4.1 Analysis Goodness of Fit (GOF)

The proposed model fits the observed data. GOF is a statistical measure that assesses the degree to which the hypothesized model fits the data, and it is used to evaluate the validity and reliability of the model. Overall, the GOF statistics are used to assess the adequacy of the model fit and ensure that the model is accurately representing the relationships between the variables of interest. If the model fit is not good, adjustments to the model can be made to improve the fit and increase the accuracy of the results.

The first result (GOF) is that the SEM output from AMOS definitely finds a working size data model that tends to increase the number of predictions of all models (structural and measurement models) for data quality consisting of RMSEA of 0.0048 < 0.07 (model fit) and GFI value of 0.90. In the end, each model tested meets the criteria for testing working models at the appropriate level of testing criteria. And for different model work criteria, the progressive work model consists of several tools to check compliance, especially the value of CFI = 0.90; NFI = 0.89; IFI = 0.90 and RFI = 0.90, the results show that the structural equation model is called reasonable because it is sufficiently reasonable at the level of testing criteria and meets the requirements of the progressive work model. In terms of job size, the job model is rarely reflected in the results PNFI = 0.89; From these results it can be concluded that the model performs quite well at the level of the test criteria and meets the requirements for a strict model.

4.2 Measurement Model

The measurement model is an essential component of the structural equation modeling (SEM) approach. It is used to operationalize the latent variables (i.e., variables that cannot be directly measured, such as brand or trust) and assess their relationship with the observed variables (i.e., variables that can be directly measured, such as survey questions or indicators). The measurement model establishes the validity and reliability of the measures used to operationalize the latent variables. In other words, it tests whether the observed variables are adequate indicators of the latent variables they represent. From the research results, and therefore the results obtained during this study, information can often be seen in the stock table above, which shows that the 18 indicators associated with a quantity (CR) of 0.7 or more and price are valid and reliable. extract. (VE) is greater than 0.05. Therefore, each indicator used in this study is reliable and valid and can be used in analysis. the measurement model establishes the validity and reliability of the measures used in the study and is an essential component of SEM. A well-specified measurement model ensures that the latent variables are accurately measured and the relationships between the variables are accurately modelled.

4.3 Hypothesis Test Results

The hypothesis testing process in SEM involves examining the significance and direction of the paths between the latent variables in the proposed model. The significance of the paths is typically assessed using t-values or z-values, and the direction is indicated by the sign of the path coefficient. In Amos software, hypothesis testing involves examining the standardized path coefficients, which represent the strength and direction of the relationships between the latent variables.

Table 1 Hypothesis testing

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No	Hypotheses		SLF1)	t-value	Conclusion
1	H1	Brand → Purchase Intention	0.27	2.3	Supported
2	H2	Trust → Purchase Intention	0.28	3.0	Supported

We can see together in Table 1 showing the results of testing the structural model can be seen from the table above which shows the results of Amos sem for the results of hypothesis testing. Pay attention to the calculated t value > t-table 1.96 and <0.05, where the size of the influence is shown in the following SLF value which shows how much influence the variable has. have a relationship.

In the hypothesis (H1), which states that brand are influential and important to consumer purchasing Intention, it can be seen that the test results show a t value of 2.3 greater than the table value of 1.96 and the standard coefficient. of 0.27. In addition, for the hypothesis (H2) that Trust are influential and important in consumer purchasing Intention, it is found that the t-product value is 3.0 greater than the table of 1.96, and the standard coefficient is 0.30.

Research on the influence of brands on purchase intention has consistently shown that brands have a significant impact on consumers' decision-making processes. Here are some of the key findings:

1. Brand awareness: Consumers are more likely to consider purchasing a product or service if they are aware of the brand. Brands that are more familiar to consumers are likely to be perceived as more trustworthy, which can increase purchase intention.

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2. Brand image: Consumers' perception of a brand's image can also influence purchase intention. For example, a brand that is perceived as innovative, high quality, or socially responsible is likely to generate more positive purchase intentions.

3. Brand loyalty: Brand loyalty is a key driver of purchase intention. Consumers who are loyal to a particular brand are more likely to purchase products or services from that brand in the future. Brand loyalty can be influenced by factors such as past experience, perceived value, and emotional connections to the brand.

4. Brand trust: Trust in a brand is a significant factor in shaping purchase intention. Consumers are more likely to purchase from brands they trust, as trust reduces perceived risk and increases confidence in the product or service. Trust can be built through factors such as reputation, credibility, and customer service.

5. Brand differentiation: Brands that are perceived as unique or different from competitors are more likely to generate positive purchase intentions. Differentiation can be achieved through factors such as product features, design, or branding strategies.

Overall, the research suggests that brands play a critical role in shaping consumers' purchase intention. Marketers who can build strong brands and establish trust with their target audience are more likely to drive sales and achieve business growth. Research on the effect of consumer trust on online buying interest has consistently shown that trust is a critical factor in shaping consumers' online purchase behavior. Here are some of the key findings:

1. Trust in online retailers: Consumers who trust online retailers are more likely to engage in online shopping activities. Factors that can influence trust in online retailers include website security, privacy policies, payment security, and customer service.

2. Trust in product information: Consumers are more likely to make a purchase online if they trust the product information provided by the retailer. Factors that can influence trust in product information include the accuracy and completeness of the product description, images, and reviews.

3. Trust in other consumers: Consumers may also be influenced by the trustworthiness of other consumers, such as through online reviews or ratings. Positive reviews can increase trust in a product or retailer and encourage online buying interest.

4. Trust in the online environment: The online environment itself can also impact consumer trust and buying interest. Consumers may feel more comfortable purchasing from well-known or reputable websites, or those that display trust signals such as security badges or seals.

Overall, the research suggests that consumer trust is a key factor in shaping online buying interest. Marketers who can build trust with their target audience through a secure and transparent online environment, accurate and complete product information, and positive reviews can increase online buying interest and drive business growth.

5. CONCLUSIONS, IMPLICATIONS

Research on the influence of brand and trust on purchase intention has consistently shown that both brand and trust play significant roles in shaping consumers' purchase decisions. Firstly, brand perception affects purchase intention. Strong brands are associated with positive attributes such as quality, reliability, and innovation, which can increase consumers' willingness to purchase a product or service. Additionally, brand loyalty can lead to repeat purchases and positive word-of-mouth, which can attract new customers.

Secondly, trust is also a crucial factor in shaping consumers' purchase intentions. Consumers are more likely to purchase from brands they trust, as trust reduces perceived risk and increases confidence in the product or service. Trust is built through factors such as reputation, credibility, and customer service. Furthermore, research suggests that the relationship between brand and trust is interdependent. A strong brand can enhance trust, and trust can reinforce a brand's reputation. This mutually beneficial relationship can lead to increased customer loyalty and advocacy. In conclusion, research consistently shows that both brand and trust play significant roles in shaping consumers' purchase intention. Marketers need to focus on building strong brands and establishing trust with their target audience to increase purchase intention and drive business growth.

6. LIMITATIONS OF THE RESEARCH

While much research has been conducted on the influence of brand and trust on purchase intention, there are still opportunities for further exploration. Here are some suggestions for future research:

1. Investigate the impact of different types of brand associations on purchase intention. Most research has focused on positive associations with the brand, but it would be interesting to explore the impact of negative associations or controversial branding strategies.
2. Examine how different types of trust-building strategies influence purchase intention. For example, some companies use transparency or social responsibility as trust-building strategies, while others rely on customer reviews or endorsements.
3. Explore the role of emotions in the relationship between brand, trust, and purchase intention. Emotional responses can influence consumer behavior, and understanding the emotional factors that drive brand and trust perceptions could provide valuable insights for marketers.
4. Investigate how the influence of brand and trust on purchase intention varies across different industries or product categories. For example, the impact of brand and trust may be more significant for high involvement purchases like cars or electronics compared to low involvement purchases like groceries or household items.
5. Examine how brand and trust perceptions change over time and across different stages of the customer journey. For example, customers may have different perceptions of a brand before and after making a purchase, or during the post-purchase phase when they have to interact with customer service or support.

By exploring these and other research questions, marketers can gain a deeper understanding of the factors that influence purchase intention and develop more effective strategies for building brand trust and loyalty.

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