

SYSTEMATIC REVIEW OF THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASE INTENTION THROUGH CUSTOMER SATISFACTION

Vidya Damayanti¹, Budi Eko Soetjipto², Ludi Wisnu Wardhana³

¹ Universitas Negeri Malang: Fakultas Ekonomi dan Bisnis, Indonesia

² Universitas Negeri Malang: Fakultas Ekonomi dan Bisnis, Indonesia

³ Universitas Negeri Malang: Fakultas Ekonomi dan Bisnis, Indonesia

vidya.damayanti.2404138@students.um.ac.id¹, budi.eko.fe@um.ac.id², ludi.wishnu.fe@um.ac.id³

Received : 01 June 2025

Revised : 15 June 2025

Accepted : 17 July 2025

Published : 28 July 2025

Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/5061>

Abstract

Consumer behavior in shaping purchase intention has become a primary focus in modern marketing literature. This study employs the Systematic Literature Review (SLR) method to analyze 82 articles published over the past five years, examining the influence of brand image, product quality, price, and promotion on purchase intention, with customer satisfaction as the main mediating variable. The findings indicate that all four variables significantly affect purchase intention, both directly and indirectly through customer satisfaction. Brand image and customer satisfaction emerge as central affective elements, while product quality and price are increasingly perceived through symbolic and psychological interpretations. Promotion has transformed into an engagement-oriented channel focused on value creation. This study reinforces classical theories while proposing an integrative multi-path interaction model, contributing theoretically to the contemporary framework of consumer behavior and offering practical implications for marketing strategies centered on engagement, value creation, and customer satisfaction.

Keywords: *Brand Image, Product Quality, Price, Promotion, Purchase Intention*

INTRODUCTION

In the modern business landscape, marked by digital disruption and rapidly shifting consumer preferences, understanding the determinants of purchasing behavior has become a strategic element in maintaining organizational competitive advantage. Purchase intention serves as a central indicator in the consumer decision-making process and is a strong predictor of actual purchase conversion and long-term loyalty formation. Recent literature confirms that brand image, product quality, price, and promotion are key determinants that significantly influence consumers' purchase intention (Hakim, Pusriadi, & Lestono, 2024; Muthi & Utama, 2023). In addition, customer satisfaction plays a strategic mediating role, strengthening the link between marketing stimuli and purchase intention, thereby fostering sustainable retention effects (de Fatima Carvalho & Saldanha, 2020; Badar, 2021).

Nevertheless, previous studies have yielded mixed results, indicating the presence of unresolved research gaps. For instance, Melati, Rachbini, and Rekart (2021) suggest that brand image may mediate the relationship between product quality and purchase intention, although this finding is not consistently supported in other contexts. Wasik and Nugroho (2023) reveal that price and promotion indirectly influence purchase intention through brand image, whereas Hakim et al. (2024) highlight promotion as the dominant variable. Abubakar and Sugito (2019) further add that brand loyalty can also serve as an additional mediating factor, signaling the need for a more integrative conceptual model. Meanwhile, Helmi and Setyadi (2022) position brand image and product quality as mediators between promotion and purchase decisions, yet fail to consider satisfaction as a critical variable. A study by Suryo et al. (2023) indicates that customer satisfaction can mediate the effects of product quality and brand image on purchase decisions, though these findings are limited to the property sector. On another front, the classical study by Chi et al. (2009) remains frequently referenced in explaining the relationship between endorsement, brand image, and purchase intention. However, its relevance within today's digital marketing landscape warrants a systematic re-evaluation. Several recent studies, including Hakim et al. (2024), have yet to elaborate on the integrative relationships among the aforementioned exogenous variables. Findings from de Fatima Carvalho and Saldanha (2020) and Helmi and Setyadi (2022) suggest that satisfaction may act as a mediating variable between internal and external marketing factors,

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though these findings remain sectorally constrained. Muthi and Utama (2023) emphasize that brand image and promotion often exhibit overlapping effects in influencing customer satisfaction, yet they have not longitudinally outlined the influence pathways toward purchase intention. Abubakar and Sugito (2019) also observe that the effect of brand image on purchase intention may be moderated by loyalty, but have not explicitly incorporated the mediating role of satisfaction in their proposed structural model. Other studies, such as those by Melati *et al.* (2021), Wasik and Nugroho (2023), and Helmi and Setyadi (2022), generally affirm the importance of a holistic understanding of consumers' affective and cognitive processes, yet have not integrated all variables into a systematically analyzed SLR framework.

Given this conceptual disparity, the development of a systematic literature review becomes essential to compile, synthesize, and evaluate all relevant scholarly findings in a comprehensive manner. This approach aims to enrich the conceptual model that investigates the influence of brand image, product quality, price, and promotion on purchase intention, while explicitly mapping the mediating role of customer satisfaction in these relationships. This systematic literature review is expected to offer both theoretical and practical contributions for the development of empirically grounded marketing strategies, particularly in enhancing customer retention and loyalty. The objectives of this study are to: (1) Identify and systematically analyze the literature concerning the impact of brand image, product quality, price, and promotion on purchase intention; (2) Explore the mediating role of customer satisfaction within these relationships; and (3) Uncover thematic patterns and recent research trends related to this topic. The research questions addressed in this study are: (1) How have research trends evolved over the past five years regarding the influence of brand image, product quality, price, and promotion on purchase intention? (2) What is the mediating role of customer satisfaction in the relationship between brand image, product quality, price, and promotion on purchase intention? and (3) What thematic patterns and current research trends can be identified as relevant?

LITERATURE REVIEW

Theoretical studies on consumer behavior, particularly purchase intention, are grounded in fundamental approaches derived from marketing and organizational behavior theories. The Theory of Planned Behavior (TPB) (Ajzen, 1991) asserts that attitudes, subjective norms, and perceived behavioral control collectively influence consumers' purchase intention, with brand image, product quality, price, and promotion playing pivotal roles. The TPB model has been further developed by incorporating customer satisfaction as a strategic mediator within the marketing stimulus-response mechanism (de Fatima Carvalho & Saldanha, 2020). The Expectation-Confirmation Theory (ECT) adds that satisfaction arises when consumer expectations align with actual performance, ultimately leading to loyalty and purchase intention (Hakim *et al.*, 2024). Within this framework, the four primary variables shape initial expectations that, in turn, influence the level of satisfaction as a causal bridge between marketing inputs and behavioral responses. Various conceptual models across studies highlight the dynamic relationships among these variables. Melati, Rachbini, and Rekart (2021) position brand image as a mediator between product quality, service, and price in relation to purchase intention. Badar (2021) places customer satisfaction as an intermediary between brand image and purchase intention. Wasik and Nugroho (2023) examine all exogenous variables simultaneously within a single structural model. The methodological approaches employed, however, continue to display sectoral disparities and limitations in generalizing findings.

Operational definitions help clarify the core constructs of this study. Brand image is defined as consumers' collective perception of a brand's identity and value (Muthi & Utama, 2023). Product quality reflects performance, reliability, and durability (Melati *et al.*, 2021). Price is understood as the monetary exchange value for perceived benefits (Wasik & Nugroho, 2023). Promotion refers to marketing communication activities that influence purchase decisions (Helmi & Setyadi, 2022). Meanwhile, customer satisfaction is described as an affective post-purchase evaluation of the congruence between expectations and actual performance (de Fatima Carvalho & Saldanha, 2020). An integration of prior findings confirms that brand image, product quality, price, and promotion are principal determinants of purchase intention, with customer satisfaction as a central mediator. Muthi and Utama (2023) demonstrate that brand image, price, and promotion affect purchase intention through satisfaction. Hakim *et al.* (2024) find that product quality and price significantly influence purchase intention through brand image and satisfaction. Melati *et al.* (2021) reveal that brand image fully mediates the relationship between product quality and purchase intention. Badar's (2021) findings reinforce that the influence of brand image on purchase intention increases when mediated by customer satisfaction. Helmi and Setyadi (2022) show that the effect of promotion is significantly mediated by brand image and product quality. Wasik and Nugroho (2023) report that product quality and price indirectly influence purchasing decisions through satisfaction and brand image. Suryo *et al.* (2023) emphasize that customer satisfaction mediates the influence of product quality and brand image on purchase decisions, particularly in the real estate sector. Abubakar and Sugito (2019) highlight that brand loyalty strengthens the relationship between

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brand image and price on satisfaction. Furthermore, de Fatima Carvalho and Saldanha (2020) also stress the mediating role of customer satisfaction in the relationship between price and service quality on purchasing decisions. Meanwhile, although considered classical, Chi *et al.* (2009) remain relevant in demonstrating that price promotions and brand image affect purchase intention through consumer brand perceptions.

METHOD

This study adopts a Systematic Literature Review (SLR) approach to map the relationships between brand image, product quality, price, and promotion on purchase intention, with customer satisfaction as the mediating variable (Page *et al.*, 2021). The SLR was conducted manually to ensure traceability, transparency, and a structured synthesis of the literature. The literature was sourced from the Scopus database. Inclusion criteria encompassed peer-reviewed journal articles published between 2019 and 2024, written in English, directly addressing the core variables—either independently or through mediators—and employing quantitative, qualitative, mixed-method, or systematic review methodologies. Excluded from the analysis were non-peer-reviewed articles, editorials, duplicates, and publications that did not explicitly include the relevant variables. The search process utilized Boolean operators and the following keywords: “brand image” AND “purchase intention”, “product quality” AND “purchase intention”, “price” AND “purchase intention”, “promotion” AND “purchase intention”, and “customer satisfaction” AND “purchase intention”. Article selection was conducted by screening titles, abstracts, and performing full-text reading manually. Data were analyzed using both descriptive and thematic approaches to identify conceptual patterns and the strategic positioning of customer satisfaction within inter-variable relationships. Content analysis was applied to examine causal structures and to deepen the interpretation of findings.

RESULT AND DISCUSSION

Descriptive Findings

Theme 1 – Brand Image and Purchase Intention

The systematic review reveals that brand image is a dominant variable consistently featured in literature related to purchase intention. This highlights the importance of consumer perception of brands in shaping purchasing behavior. A total of 22 articles, either explicitly or implicitly, explored this relationship, indicating growing academic interest in brand image, especially within the context of digital marketing transformation. Most of the articles were published between 2020 and 2023, with a peak in 2022, as evidenced by studies such as Riyadi (2022), Yuniasih *et al.* (2022), and Agustin *et al.* (2022). These articles appeared in reputable journals ranging from Scopus Q2–Q4 to nationally indexed SINTA journals, such as those by Pirveli & Zimmermann (2023), Bojkovska *et al.* (2020), and Hariharan & Murugan (2020), reflecting a diverse yet academically rigorous source base. Geographically, the majority of the studies focused on the Indonesian market, including works by Sanny *et al.* (2019), Riyadi (2021, 2022), Yuniasih *et al.* (2022), and Dwiatmojo & Nyura (2023), although global perspectives were also present in studies like Sharma (2020) and Mancha (2020), underscoring the cross-cultural relevance of this phenomenon.

Methodologically, the literature is dominated by quantitative approaches utilizing surveys, SEM, and regression techniques, as seen in Sanny *et al.* (2019), Yuniasih *et al.* (2022), and Bojkovska *et al.* (2020). Several qualitative and case-based studies also emerged, particularly in digital branding contexts such as Riyadi (2021, 2022) and Sharma (2020), although positivist paradigms remain prevalent. In terms of frequency, brand image appeared as a key variable both directly and as a mediator between price, service quality, digital promotion, and product quality in relation to purchase intention. Studies by Helmi & Setyadi (2022) and Muthi & Utama (2023) emphasize the role of brand image in fostering trust and emotional attachment. Its interaction with digital marketing strategies has become a focal point in contemporary literature, as illustrated by Riyadi (2022) and Hariharan & Murugan (2020).

Theme 2 – Product Quality and Purchase Intention

Literature mapping indicates that product quality is a central variable consistently influencing purchase intention across various industrial sectors. A total of 24 articles confirmed the academic intensity directed toward this topic, with a significant rise in publications between 2020 and 2023, especially in the post-pandemic period (Yuniasih *et al.*, 2022; Dwiatmojo & Nyura, 2023; Chomakhashvili *et al.*, 2023). The sources span reputable journals including Scopus Q2–Q4 and SINTA-indexed national journals, such as those by Hariharan & Murugan (2020), Mancha (2020), Yuniasih *et al.* (2022), Sanny *et al.* (2019), and Dwiatmojo & Nyura (2023), demonstrating a diversity of credible academic publications. Spatially, most studies were conducted in Indonesia (Sanny *et al.*, 2019; Dwiatmojo & Nyura, 2023; Yuniasih *et al.*, 2022), complemented by cross-country studies that broaden global perspectives, including Sharma (2020), Bojkovska *et al.* (2020), and Alegre *et al.* (2021), particularly in the retail, manufacturing, and food & beverage sectors.

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In terms of methodology, survey-based quantitative approaches dominate, employing SEM, linear regression, and hedonic pricing models (Mancha, 2020; Sanny et al., 2019; Sharma, 2020). Case studies are also present, particularly within manufacturing and public service contexts (Alegre et al., 2021; Djajasinga, 2021), reinforcing the strategic relevance of product quality in organizational management. Regarding variable engagement, product quality appears prominently as an independent variable affecting purchase intention, both directly and through the mediating roles of customer satisfaction and trust. Yuniasih et al. (2022) illustrate the influence of product quality on satisfaction and purchase intention, while Bojkovska et al. (2020) and Bakhtiar et al. (2021) emphasize its connection with trust and customer loyalty. In financial and transportation sectors, product quality enhances purchase intention by building trust (Agustin et al., 2022; Djajasinga, 2021), affirming that product quality functions not only as a technical attribute but also as a psychological element supporting consumer commitment.

Theme 3 – Price and Purchase Intention

An analysis of 18 articles indicates that price is a central variable in shaping purchase intention, with broad applications across the consumer goods, services, digital technology, and green economy sectors. Price is understood not merely as a nominal figure but as a representation of consumers' perceptions of quality, fairness, and cost-efficiency (Yuniasih et al., 2022; Farhan et al., 2019). The literature shows a significant increase between 2022 and 2025, in line with research focusing on pricing strategies within the context of digitalization, sustainability, and the shifting behaviors of a new generation of consumers. This is reflected in studies by Bejrananda et al. (2025), Ismail et al. (2024), and Gahlaut & Dwivedi (2024), which emphasize the growing complexity of pricing theory in responding to the dynamics of contemporary consumer values (Espejo et al., 2025; Sulistyowati, 2024). Most articles were published in Scopus Q1–Q3 indexed journals, including systematic reviews and meta-analyses with high methodological rigor (Bejrananda et al., 2025; Ismail et al., 2024; Mansour & Vadell, 2024). Geographically, research spans Southeast Asia, India, North America, and cross-national studies (Yuniasih et al., 2022; Sanny et al., 2019; Ismail et al., 2024).

The dominant methodology is quantitative, survey-based research, utilizing regression, SEM, and the hedonic pricing model (Farhan et al., 2019; Mancha, 2018). Recent trends show an increase in the use of systematic reviews and meta-analyses to strengthen theoretical synthesis (Espejo et al., 2025; Sulistyowati, 2024). Functionally, price is analyzed both as an exogenous variable and a mediator via customer satisfaction, trust, perceived value, and consumer behavioral traits (Mittal, 2019; Espejo et al., 2025). Perceived price fairness emerges as a crucial factor in building trust and loyalty (Widjanarko & Cahyanto, 2022; Sharma, 2020). In digital and green economy contexts, price plays a significant role in driving willingness to pay, loyalty, and sustainable consumption (Mansour & Vadell, 2024; Bejrananda et al., 2025; Taneja et al., 2024). Studies also indicate that Generation Z is more responsive to pricing strategies than to conventional promotions (Espejo et al., 2025). Within the sustainability context, price is perceived as an indicator of social responsibility, influencing purchase intention decisions (Taneja et al., 2024).

Theme 4 – Promotion and Purchase Intention

A review of 30 scholarly articles confirms that promotion is a strategic determinant influencing purchase intention across various sectors—including retail, digital marketing, sustainable products, and the green economy. Promotion not only shapes perceived product value but also reinforces trust, loyalty, and buying tendency (Sanny et al., 2019; Riyadi, 2023; Ahmadin & Misbawati, 2024). There has been a significant rise in publication trends from 2023 to 2025, driven by the adoption of increasingly value-oriented digital promotion strategies. Recent studies (Espejo et al., 2025; Singh et al., 2025; Mkheimer et al., 2025) show that Generation Z is more responsive to digital and social promotions than to conventional ones. In contrast, earlier studies (Sharma, 2020; Chandrachud & Rajagopal, 2018) emphasized price promotion and traditional branding. Most of the articles are published in Scopus Q1–Q3 journals and include systematic reviews and bibliometric studies (Ezeh & Dube, 2025; Sulistyowati, 2024; Jerzyk, 2024), reflecting broad academic coverage, particularly in the domains of digital marketing, green marketing, and sustainable consumer behavior. Geographically, the studies are widely distributed—covering Indonesia, India, Europe, North America, and Nigeria. Riyadi (2021, 2023) and Ahmadin & Misbawati (2024) examined promotion in the ride-sharing and tourism industries in Indonesia, while Zubairu & Shah (2024) focused on green promotion in Nigeria. Studies by Singh et al. (2025) and Gahlaut & Dwivedi (2024) addressed promotion in halal cosmetics and electric vehicles, underscoring the importance of context in promotional effectiveness. The methodologies used are predominantly quantitative and survey-based, employing SEM, regression, field experiments, and bibliometric mapping techniques. Studies such as those by Mythili & Manivannan (2023) and Pabalkar & Chanda (2025) analyzed the effect of digital promotion on purchase intention, while bibliometric and systematic reviews (Taneja et al., 2024; Sulistyowati, 2024) mapped long-term trends in promotional strategy effectiveness.

Overall, promotion functions as an exogenous variable that influences purchase intention both directly and indirectly, depending on market segmentation and product characteristics. Mythili & Manivannan (2023) demonstrated the effectiveness of social media promotion among Generation Z, while Rosario et al. (2024) highlighted the importance of consumer behavior-based approaches. Promotion has also been shown to have a long-term impact in fostering emotional attachment to brands. Mkheimer et al. (2025) found that promotion enhances green brand awareness and loyalty. Furthermore, Taneja et al. (2024) and Singh et al. (2025) emphasized that promotions incorporating sustainability narratives and social responsibility can significantly increase purchase intention.

Theme 5 – Customer Satisfaction and Purchase Intention

A systematic mapping of 26 scholarly articles affirms that customer satisfaction is a key variable in shaping purchase intention across various sectors, including e-commerce, retail, transportation, the halal industry, and technology-driven digital marketing (Mahmud et al., 2023; Lien et al., 2023; Shenoy et al., 2024). Customer satisfaction not only triggers initial purchase intention but also fosters sustained consumer loyalty. Publication trends indicate a significant increase from 2021 to 2025, peaking in 2023–2024. The shift from transaction-based satisfaction to value perception and social responsibility-based satisfaction reflects a more strategic approach (Kim et al., 2023; Mahmud et al., 2023; Shenoy et al., 2024; Mkheimer et al., 2025). Most articles are published in reputable international journals indexed in Scopus Q1–Q3, including systematic reviews and bibliometric analyses (Cao et al., 2025; Mansour & Vadell, 2024; Pereira et al., 2021), indicating a more holistic and interdisciplinary marketing approach.

Geographically, the studies span Asia, Europe, and North America, with contributions from multinational datasets (Putri & Santoso, 2022; Kim et al., 2023). Abdullah et al. (2023) and Hassan & Fernando (2025) highlight the importance of satisfaction in digital and halal supply chain contexts, while Okada et al. (2021) emphasizes its role in sustainable electric vehicle purchasing decisions. The dominant methodologies are quantitative surveys and SEM, including PLS-SEM approaches (Kim et al., 2023; Mahmud et al., 2023) and moderated mediation models (Goel et al., 2022). Several studies also adopt experimental methods (Brewer & Sebbby, 2021), along with systematic reviews and meta-analyses (Pereira et al., 2021; Hassan & Fernando, 2025), reinforcing the position of customer satisfaction as a primary predictor in purchasing decisions. Consistently, customer satisfaction serves as a central mediator between various marketing elements and purchase intention. The study by Putri & Santoso (2022) affirms its role in bridging perceived value and purchase intention, while Latif et al. (2023) demonstrates its contribution to forming customer loyalty, especially in online services and e-commerce. In the sustainability context, customer satisfaction acts as a link between environmental awareness and green purchase decisions (Okada et al., 2021; Mkheimer et al., 2025). Additionally, its connection to trust and brand equity is also significant. Prabowo et al. (2021) found that satisfaction mediates the relationship between brand equity and purchase intention, while Latif et al. (2023) emphasize that trust and customer satisfaction are foundational in driving purchase intention in the e-commerce sector.

Thematic Literature Synthesis

Theme 1 – Brand Image and Purchase Intention

Thematic analysis indicates that brand image serves as a primary psychological determinant influencing purchase intention, both directly and through mediating variables such as trust, customer satisfaction, and brand loyalty. Brand image has evolved as a perceptual construct that shapes emotional preferences, strengthens marketing strategies, and fosters long-term brand attachment. Studies by Sanny et al. (2019) and Sharma (2020) confirm the significant impact of brand image on loyalty and purchase intention. In the context of digital marketing, Riyadi (2021, 2022) demonstrates that digital strategies are effective in shaping brand image perceptions, which in turn enhance purchase intention. Zakirov et al. (2020) further support this finding, showing that social media improves brand image, drives engagement, and reinforces purchase intention. Several studies identify brand image as a catalyst in the relationship between service quality and customer satisfaction, as demonstrated by Yuniasih et al. (2022) and Bakhtiar et al. (2021). In the financial sector, Agustin et al. (2022) and Setyawati et al. (2020) emphasize the role of brand image in building trust and preference for financial products, thereby reinforcing loyalty and purchase intention. Furthermore, studies by Bojkovska et al. (2020) and Mancha (2020) state that brand image contributes to shaping perceived value, which directly influences purchasing decisions. A systematic review by Pirveli and Zimmermann (2023) concludes that brand image plays a key role in building trust, emotional appeal, and forms the foundation for purchase decision-making across industries.

Theme 2 – Product Quality and Purchase Intention

Thematic analysis identifies product quality as a fundamental determinant in shaping consumer perception, satisfaction, and trust, all of which directly influence purchase intention. Product quality functions as both an exogenous variable and a reinforcing factor in the causal relationship via customer satisfaction and trust, contributing to the development of loyalty. Studies by Yuniasih et al. (2022) and Sanny et al. (2019) confirm that product quality affects customer satisfaction and trust, which subsequently drive purchase intention and loyalty. Similar findings emerge in the context of modern retail (Sharma, 2020) and financial services (Bakhtiar et al., 2021), indicating that quality fosters long-term preference and retention. Product quality is positioned as a complex perceptual construct. Bojkovska et al. (2020) and Mancha (2020) argue that perceived quality directly influences willingness to buy. These findings are reinforced by Dwiatmojo and Nyura (2023) and Farhan et al. (2019) in studies on food and organic products, as well as by Alegre et al. (2021) in the manufacturing sector, all of which emphasize quality as the foundation for retention without compromising cost efficiency.

Other studies, including those by Chandrachud and Rajagopal (2018), Djajasinga (2021), and Zakirov et al. (2017), expand the understanding of product quality in the private label, public transportation, and service facility quality sectors, all of which affect purchase intention and consumer engagement. The role of product quality is also reflected in the formation of trust and risk mitigation. Hariharan and Murugan (2020) and Agustin et al. (2022) highlight that quality, even when implicit in institutional reputation, has a significant influence. In non-commodity sectors such as healthcare, Chomakhashvili et al. (2023) and Manivannan & Mythili (2019) demonstrate that the quality of work environments and product information on social media contribute to loyalty and purchasing decisions.

Theme 3 – Price and Purchase Intention

Thematic synthesis reveals that price is a multidimensional variable that significantly influences purchase intention. Price is no longer perceived solely in nominal terms but also as a representation of perceived value, transactional fairness, and social identity, affecting both initial purchases and repeat buying intentions. Farhan et al. (2019) and Mancha (2018) assert that willingness to pay is strongly influenced by quality perception and geographic brand image. In e-commerce contexts, Yuniasih et al. (2022) show that competitive pricing enhances satisfaction and purchase intention. Studies by Sharma (2020) and Sanny et al. (2019) indicate that price contributes to store loyalty and satisfaction, while Widjanarko & Cahyanto (2022) highlight the effect of minimum investment pricing on stock purchase decisions. In the healthcare and retail sectors, Mittal (2019) and Chandrachud & Rajagopal (2018) demonstrate that perceptions of affordability reinforce loyalty and purchase intention. Similar findings appear in transportation and culinary industries, where flexible pricing strategies and price relevance are key driving factors (Riyadi, 2021; Dwiatmojo & Nyura, 2023). Recent systematic literature such as Espejo et al. (2025) and Sulistyowati (2024) reveal that Generation Z is highly responsive to value-for-money as a determinant of purchase intention. In the context of digital goods and the metaverse, Mansour & Vadell (2024) emphasize the importance of perceived price fairness in building trust and purchase intention. Bejrananda et al. (2025) highlight the role of price effectiveness in enhancing purchase intention for healthcare services. Price is also a major factor in the halal product sector (Ismail et al., 2024), online consumption (Sulistyowati, 2024), and electric vehicles (Gahlaut & Dwivedi, 2024). In the context of the green economy, green pricing has been proven to increase value-driven purchase intention (Taneja et al., 2024).

Theme 4 – Promotion and Purchase Intention

Thematic synthesis shows that promotion has evolved from an informative function into a strategic tool that shapes value perception, emotional engagement, and consumer loyalty. Through both traditional and digital media, promotion has been proven to drive purchase intention and reinforce long-term buying tendencies. Studies by Sanny et al. (2019) and Sharma (2020) confirm the impact of promotion on satisfaction, loyalty, and store preference. In the ride-sharing context, Riyadi (2021, 2023) demonstrates that discounts, bonuses, and loyalty programs increase purchase intention and customer engagement. Zakirov et al. (2020) adds that social media promotion builds trust and digital engagement. Educational promotions, as examined by Kusumaningrum et al. (2023) and Pabalkar & Chanda (2025), contribute to loyalty by improving consumer literacy. Ahmadin & Misbawati (2024), Mythili & Manivannan (2023), and Dwiatmojo & Nyura (2023) affirm that social media is effective in building emotional connection and purchasing behavior. Sustainability has become a focal point in contemporary promotion literature. Studies by Hongquan & Ibrahim (2024), Singh et al. (2025), Uddin et al. (2025), Mkhaimer et al. (2025), and Jain et al. (2025) highlight that ecologically based promotion can drive purchase intention among environmentally conscious consumers and foster loyalty toward sustainable brands.

Technology plays a crucial role in enhancing promotion effectiveness. Jerzyk (2024) shows that QR codes and interactive visuals strengthen message appeal, while Bulut & Yarar (2024) argue that AI-based and personalized promotions foster loyalty loops and automatic purchase intention. The effectiveness of promotion is also influenced by demographic segmentation. Espejo *et al.* (2025) show that Generation Z responds more favorably to digital promotions. Meanwhile, Gahlaut & Dwivedi (2024) and Rosario *et al.* (2024) emphasize that predictive analytics and contextual promotions improve message accuracy in shaping buying patterns and loyalty. As a component of the marketing mix, promotion must synergize with other elements such as price, quality, and positioning (Zubairu & Shah, 2024; Kumar & Nayak, 2024; Taneja *et al.*, 2024; Alegre *et al.*, 2021) to create both rational and emotional justification in consumers' purchase decisions.

Theme 5 – Customer Satisfaction and Purchase Intention

Thematic synthesis confirms that customer satisfaction serves as a strategic mediating variable with high predictive power in relation to purchase intention. Within the framework of consumer behavior, satisfaction functions as a link between perceived value, service quality, promotion, and brand trust in shaping purchasing decisions. Studies by Lien *et al.* (2023) and Abdullah *et al.* (2023) affirm that satisfaction is formed through perceptions of promotion and value, which significantly influence purchase intention. Kuo *et al.* (2023) positions satisfaction as a primary mediator between service quality and purchase intention. In the context of impulse buying, satisfaction strengthens emotional responses to promotional stimuli (Goel *et al.*, 2022; Mahmud *et al.*, 2023). Within brand equity models, satisfaction bridges the relationship between brand value and purchase intention (Prabowo *et al.*, 2021). Similar findings are presented by Putri & Santoso (2022) and Kim *et al.* (2021), who demonstrate that satisfaction from prior consumption experiences reinforces future buying intentions.

In e-commerce, Latif *et al.* (2023) emphasize that trust and satisfaction together shape long-term loyalty. Yuliani *et al.* (2022) and Pereira *et al.* (2021) show that improvements in service quality yield significant effects only when accompanied by high satisfaction. Within green marketing, satisfaction with sustainability-related dimensions also drives purchase intention (Okada *et al.*, 2021). Satisfaction also plays a vital role in technology-driven emotional engagement, such as AR/VR applications and visual promotions (Pane *et al.*, 2024; Kishor, 2024; Choudhery & Kesharwani, 2024; Brewer & Seby, 2021; Mahmud *et al.*, 2023). Sustainable promotions have been shown to build trust and loyalty through satisfaction (Mkheimer *et al.*, 2025; Uddin *et al.*, 2025), including in halal supply chain contexts (Hassan & Fernando, 2025). A bibliometric analysis by Cao *et al.* (2025) confirms that satisfaction and promotion are dominant variables in purchasing decisions within the restaurant sector. In digital contexts, Mansour & Vadell (2024) highlight that satisfaction with metaverse-based promotions enhances trust and purchasing behavior.

The literature indicates that the relationships among brand image, product quality, price, promotion, and customer satisfaction in relation to purchase intention are simultaneous, complex, and mutually reinforcing. These relationships are not linear but rather form an interdependent system. Brand image frequently acts as both a mediator and an amplifier of other variables. Riyadi (2022) and Sanny *et al.* (2019) show that promotion, quality, and price collectively shape brand image, which directly impacts purchase intention. Yuniasih *et al.* (2022) and Bakhtiar *et al.* (2021) find that product quality and price influence trust and satisfaction, both of which serve as mediators. The interaction between price and promotion is also significant. Perceived price fairness within the context of promotional activities enhances perceived value and purchase intention (Sharma, 2020; Widjanarko & Cahyanto, 2022). Promotion influences not only satisfaction but also brand image, both of which reinforce purchase intention (Zakirov *et al.*, 2020; Mythili & Manivannan, 2023; Bejrananda *et al.*, 2025).

Studies by Putri & Santoso (2022) and Mahmud *et al.* (2023) demonstrate that the combination of price, quality, and promotion significantly affects purchase intention only when mediated by satisfaction. Moreover, brand image can also function as a mediator in the price–intention relationship (Bojkovska *et al.*, 2020; Sharma, 2020; Riyadi, 2021). Customer satisfaction has been empirically validated as the central node in the interactions among variables, as emphasized in the works of Abdullah *et al.* (2023), Kuo *et al.* (2023), and Prabowo *et al.* (2021). In green marketing, the interplay among green promotion, eco-friendly products, brand image, and satisfaction creates a synergistic effect on purchase intention (Taneja *et al.*, 2024; Kumar & Nayak, 2024; Mkheimer *et al.*, 2025). This study extends theoretical understanding across five core dimensions. First, brand image not only influences purchase intention but also mediates the relationships between product quality, price, and promotion (Pirveli & Zimmermann, 2023). Second, product quality remains a key variable in establishing trust and satisfaction; however, its symbolic and ecological dimensions have gained prominence, expanding the conceptual scope of value-based quality (Mancha, 2020; Bojkovska *et al.*, 2020). Third, price is no longer viewed solely as an economic variable but also fulfills a psychosocial function by shaping perceptions of fairness and loyalty (Farhan *et al.*, 2019; Widjanarko & Cahyanto, 2022). Fourth, promotion is increasingly regarded as a value-based interactive space that facilitates engagement and

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co-creation in shaping consumer preference (Bulut & Yasar, 2024; Mythili & Manivannan, 2023). Fifth, customer satisfaction is increasingly recognized as a strategic nexus connecting trust, purchase intention, and advocacy, no longer seen merely as an end-result of service delivery (Kuo *et al.*, 2023; Mahmud *et al.*, 2023). On the other hand, the complexity of inter-variable relationships calls for further exploration of integrated models that combine mediation and moderation within a unified and comprehensive analytical framework (Riyadi, 2022; Yuniasih *et al.*, 2022). From an epistemological perspective, these findings necessitate a deconstruction of singular approaches and encourage cross-theoretical integration from behavioral economics, consumer psychology, digital communication, and sustainability studies to more adaptively and relevantly address the challenges of contemporary consumer behavior.

The theoretical contribution of this study lies in the integration of core marketing mix variables with emerging theoretical approaches such as consumer engagement, digital co-creation, and brand attachment. The findings affirm the relevance of classical theories such as the Theory of Reasoned Action (TRA) and Expectation Confirmation Theory (ECT), while also supporting the development of more complex and contextual mediation–moderation frameworks (Kuo *et al.*, 2023; Bejrananda *et al.*, 2025). The strategic roles of brand image and customer satisfaction as connecting elements among marketing components reinforce the affective-cognitive-conative model (Sharma, 2020; Riyadi, 2022). In terms of practical contribution, this study offers guidance for strategic decision-making in marketing management. Brand image should be managed as a representation of emotional value that influences consumer perception, while product quality development should be directed toward the creation of symbolic value and ecological sustainability (Pirveli & Zimmermann, 2023; Alegre *et al.*, 2021). Pricing strategies should emphasize value fairness through adaptive approaches that enhance trust and satisfaction (Mansour & Vadell, 2024; Gahlaut & Dwivedi, 2024). Promotions should ideally be developed as interactive, personalized platforms grounded in ethical and educational value (Bulut & Yasar, 2024; Mkhimer *et al.*, 2025). Meanwhile, customer satisfaction must be positioned as a strategic intersection between marketing and loyalty, through the optimization of adaptive customer experiences and dynamic feedback systems (Mahmud *et al.*, 2023; Kuo *et al.*, 2023).

Developments in marketing literature reveal a significant shift from linear models to more integrative and multidimensional conceptual structures, aligned with market dynamics, technological advancements, and evolving consumer characteristics. In the context of brand image and purchase intention, the cognitive–affective–conative model remains a primary reference, wherein brand image shapes emotional responses that drive purchase intention—particularly within digital contexts that intensify the affective role in brand perception (Zakirov *et al.*, 2020; Sharma, 2020; Riyadi, 2021; Yuniasih *et al.*, 2022). With regard to the relationship between product quality and purchase intention, Expectation-Confirmation Theory and Perceived Value Theory continue to dominate. These frameworks explain how perceptions of product benefits foster customer satisfaction, which ultimately leads to purchasing decisions (Farhan *et al.*, 2019; Alegre *et al.*, 2021; Bojkovska *et al.*, 2020; Sharma, 2020). In studies on price and purchase intention, perceived price fairness and value equilibrium play central roles, as articulated through equity theory and value-based pricing approaches—especially relevant to Generation Z’s consumption behavior (Widjanarko & Cahyanto, 2022; Sulistyowati, 2024; Espejo *et al.*, 2025; Taneja *et al.*, 2024; Yuniasih *et al.*, 2022).

In the context of promotion, a notable transition is observed from the traditional AIDA framework to consumer engagement theory and the concept of co-creation, which position consumers as active agents in marketing communication processes (Bulut & Yasar, 2024; Bejrananda *et al.*, 2025; Singh *et al.*, 2025; Gahlaut & Dwivedi, 2024). In the theme of customer satisfaction and purchase intention, confirmation–disconfirmation theory and relationship marketing theory are employed to frame satisfaction as both an outcome and a mediator between trust and emotional attachment to the brand (Kuo *et al.*, 2023; Prabowo *et al.*, 2021; Mahmud *et al.*, 2023; Kim *et al.*, 2021). This study identifies several critical limitations in the current marketing literature that warrant further exploration. Research focus remains concentrated on sectors such as retail, online services, and food industries, while domains like agritech, renewable energy, artificial intelligence technologies, and education are still underexplored (Yuniasih *et al.*, 2022; Ismail *et al.*, 2024).

In terms of geographical distribution, the literature is predominantly situated within Southeast and South Asia, with minimal representation from Eastern Europe, Latin America, and Sub-Saharan Africa—thereby constraining the global generalizability of findings (Gahlaut & Dwivedi, 2024; Ezeh & Dube, 2025). Moreover, the integration of mediating and moderating variables remains limited. Constructs such as trust, perceived value, brand loyalty, and emotional engagement are seldom analyzed simultaneously, and moderators like age, digital literacy, and environmental awareness are rarely incorporated into analytical frameworks (Putri & Santoso, 2022; Mahmud *et al.*, 2023). Quantitative approaches still dominate, with insufficient application of qualitative and mixed-method designs that could capture the subjective meaning of consumer experiences (Bulut & Yasar, 2024; Rosario *et al.*, 2024). Longitudinal studies are also notably scarce, despite the temporally dynamic nature of consumer preferences

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(Mansour & Vadell, 2024). Another limitation lies in the underutilization of contemporary theories such as value co-creation, self-congruity, and customer experience, all of which are highly relevant in today's digital marketing landscape. Additionally, most research focuses solely on purchase intention, with limited attention to post-purchase behaviors such as word-of-mouth, switching intention, and customer advocacy (Mkheimer *et al.*, 2025; Cao *et al.*, 2025).

CONCLUSION

A synthesis of the literature from the past five years reveals that brand image, product quality, price, and promotion all exert significant influence on purchase intention, both conceptually and methodologically. These four variables form a complex interactive system within the evolving theoretical landscape. Recent research trends highlight the integration of digital dimensions, social values, and emotional experience—expanding the meaning of brand image as a psychosocial construct, product quality as a perception of ecological value, price as a symbol of fairness, and promotion as an interactive instrument in value co-creation. Customer satisfaction has been consistently validated as the primary mediating variable that links consumer perceptions of marketing stimuli to purchase intention through a complex affective pathway. This study also identifies a number of research gaps, including limited exploration in non-traditional sectors, geographical bias, a shortage of longitudinal approaches, and an underutilization of qualitative and mixed-method designs. Future research directions should adopt multi-pathway models, expand sectoral and geographical contexts, and integrate consumer behavior theories that are adaptive to digitalization and sustainability.

This review extends classical consumer behavior frameworks by integrating the core variables of purchase intention while positioning customer satisfaction as the affective core of the modern marketing value chain. The findings provide a foundation for synthesizing Value Co-Creation Theory, Consumer Engagement Theory, and the Affective-Cognitive Behavioral Framework in the design of contemporary marketing strategies. From a practical standpoint, this study offers evidence-based strategic guidance for managers and policymakers. Brand image should be managed as a symbolic and social representation that influences consumer perception. Product quality development should focus on value-based differentiation, while pricing strategies must emphasize fairness and value-for-money perceptions. Promotion should be designed as an educational and engagement-driven platform. Finally, the optimization of customer satisfaction must serve as the cornerstone for building customer loyalty and sustaining long-term relationships. This study is limited by its five-year literature scope, its predominant focus on Southeast Asia, and the absence of a meta-analytic approach to assess the aggregate strength of inter-variable relationships. Future research is recommended to develop conceptual models incorporating multi-mediation and multi-moderation paths, conduct cross-national studies with comparative cultural approaches, extend the use of longitudinal and mixed-method designs, and integrate post-purchase behavior variables such as switching intention, customer advocacy, and actual behavior to construct a more holistic and predictive consumer behavior model.

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