

# THE INFLUENCE OF BRAND AFFECTING THE PURCHASING BEHAVIOR OF CONSUMERS OF DAILY NECESSITIES – A CASE STUDY OF CUSTOMER TRUST AS THE INTERMEDIARY VARIABLE\*

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## Abstract

Brand is the foundation on which an enterprise relies on to survive and develop. In the information age, the transmission speed of information and technology is accelerated, and the homogenization of all kinds of daily necessities is serious, so that consumers cannot distinguish the advantages and disadvantages of products. Using the brand effect, enterprises can reflect the advantages of their products through brand differences, and consumers can also identify the required goods through the brand. Using customer trust, the brand effect is divided into brand quality, brand image and brand awareness to study the relationship between brand purchase behavior and brand trust. Empirical research results show that the brand effect and consumer purchase behavior and customer trust, and customer trust has an intermediary role between brand effect and consumer purchase behavior. Finally, according to the research results, this paper hopes to provide some reference for the development of the relationship between commodity brands and consumers.

**Keywords:** brand effect, consumer purchase behavior, customer trust

## Introduction

With the development of society, the economy is increasingly prosperous and the national income level increases. On this basis, people's consumption concept tends to be higher standards, and the term brand gradually appears in the scope of public cognition. In the daily necessities industry with unstable product quality and serious homogenization, consumers especially need brands to help themselves distinguish the advantages and disadvantages of products. Brand effect, as an effective marketing means, can help consumers to identify goods quickly. Most consumers are more willing to choose big brand products when buying daily necessities, because the word brand has a certain sense of commitment for consumers. And most of the people have a herd mentality, think that more people to buy, this thing must be good. And enterprises also use advertising marketing and social reputation and other methods to publicize their product quality, price for consumers have certain advantages over similar goods, constantly affecting consumers from the visual, auditory and even senses. Therefore, it is of great significance to study the influence mechanism between brand effect, consumer purchase behavior and customer trust for the development of commodity necessities enterprises.

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## Objective

The main purpose of this paper is as follows: first, the relationship and influence of brand effect on consumer purchasing behavior; second, the relationship and influence of brand effect on customer trust; third, whether customer trust, as an intermediary variable, can play an intermediary role in brand effect and consumer purchasing behavior.

## Literature review

Lei Guoqiong (2004) that the so-called brand effect refers to the comprehensive product quality and brand reputation influence on consumers, including the diffusion effect of product quality, the continuous effect of product good reputation, advertising amplification effect, and the first three after the product to stimulate market demand, etc. Based on this, this paper divides the brand effect into brand quality, brand image and brand awareness to analyze the relationship between consumer purchase behavior and brand trust.

Ding Limin (2007) said that the gap between consumers' understanding of the product quality before the purchase and the actual value felt after the purchase determines their attitude and behavior after the purchase. For a brand, quality is the fundamental of its development, and image is the consumers' cognition of the brand. With the development of society and the improvement of national income, people's demand for goods is no longer limited to only meeting their functional needs, but also pay more attention to the spiritual sustenance brought by products. The brand image can just reflect people's emotions and highlight people's identity and status. Xu(2008)&Elliot(1997) proposed that consumers buy products not only for their material utility but also for symbolism related to their image. Jiang (2004) believes that consumers in today's society are trying to gain a sense of social belonging by buying specific products. In addition, well-known brands can help consumers simplify their information, especially when consumers buy unfamiliar products. Samiee (1994) found that consumers perceive relatively low risk when facing high-known brands, and even if they are not familiar with the performance of the product, consumers are more inclined to choose relatively familiar brands for purchase.

Balasubramanian, Sathyanarayan (2008) believes that the success of any business lies in maintaining a strong and loyal customer base base and that trust is of absolute importance in relational marketing, regardless of the size or nature of the company. Since human behavior is dominated and controlled by psychological activity, although consumer demand is ever-changing, these needs are also largely based on psychological activity. Reichheld (1996) says consumers who trust and are loyal to the brand will be willing to pay more expensive for the brand's goods because the value they need is no brand but the brand. Alba(2000) proposed that the higher brand credibility, the more positive customers are towards the brand, and the more conducive to buying. Since the "word of mouth effect" gives new customers psychological security to brands such as Coca-Cola, consumers will not worry about any buying risks when buying the products of these brands.

## Material and Method

Zhang Zhen, Qiao Juan (2014) concluded through the research that the urban residents' purchase of brand pork is affected by the quality of pork, the safe source of pork and the negative news of the pork market. Sasmita&Suki (2015) surveyed 200 consumers in

Malaysia about the relationship between air conditioning brand image and purchase behavior, which showed that the brand image of air conditioning brand will affect consumer purchase of air conditioning. Yang Weiwen and Liu Xin (2008) proposed in the model of brand knowledge, brand relationship and consumers 'current purchase and future purchase behavior that consumers' current purchase behavior is affected by the brand image and brand awareness, and the future purchase behavior determines whether consumers trust the brand or not. Based on the above analysis, this study assumes as follows:

H1: The brand effect has a positive impact on consumer purchase behavior

H1a: The brand quality has a positive impact on consumer purchasing behavior

H1b: The brand image has a positive impact on consumer purchase behavior

H1c: The brand awareness has a positive impact on consumer buying behavior

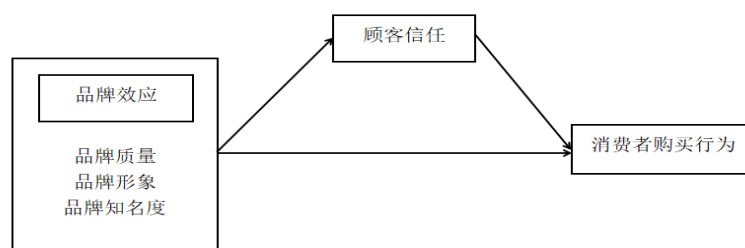
In conducting research on the analysis related to technological innovation and customer brand trust, Liu Mei (2020) pointed out that competitive brands can use the brand effect to gain more attention from consumers, and it is easier for brands to gain the trust of consumers. Zhang Zhen (2008), in studying the consumer choice and purchase of daily consumer goods brands, found that the product quality of the brand is one of the key factors in consumer trust. Halim&Bambang(2014) In a survey of customer brand Sharp electronics, empirical research shows an absolute positive impact of brand quality and image on customer trust. Yu Wei and Ni Huijun (2009) surveyed 500 customers who were served by logistics companies, and found that brand awareness would affect consumers' trust in logistics companies. Based on the above analysis, this study assumes as follows:

H2: The brand effect has a positive impact on customer trust

Alpine, Li Lina (2013) in studying the impact of online shopping on consumer behavior found that when the site provides consumers with multiple services to help consumers solve problems, consumers have a high degree of trust in the site, as consumers trust in the site, the more likely consumers to purchase on the site. Asadollahi (2012) In the market survey of the impact of mineral water brands on consumer purchasing behavior, it is found that long-term brand success is inseparable from trust, which plays an important role in purchasing behavior. Based on the above analysis, this study assumes as follows:

H3: customer trust has a positive impact on consumer purchasing behavior

H4: customer trust has an intermediary role between brand effect and consumer purchase behavior



## Results and Discussion

### 1. Descriptive analysis

The analysis of the effective sample data revealed that the number of females in the sample sex distribution was slightly higher than in males, with 166 People, accounting for the total number of people 53.2%; Sample age structure was mainly concentrated on 18-34 years old, accounting for the total sample size 51.9%; In terms of education, the largest number of people is a bachelor's degree, accounting for 39.4%; the highest proportion of employees and the total number 40.7%.

Population characteristics	Classification metrics	Number of people	Percentage
Gender	Male	146	46.8%
	Female	166	53.2%
Age	Under the age of 18	37	11.9%
	18 – 35 Years of age	162	51.9%
	36 Years and older	113	36.2%
Academic degree	High school or below	58	18.6%
	Junior college	96	30.8%
	University undergraduate course	123	39.4%
	Masters students or above	35	11.2%
Career	Students in school	57	18.3%
	Corporate employees	127	40.7%
	Civil servants or personnel of public institutions	55	17.6%
	Private owners	43	13.8%
	freelance	30	9.6%

## 2. Correlation analysis

		Brand quality	Brand image	Brand visibility
Consumer purchase behavior	Pearson correlation Significance (bilateral)	0.371** 0.000	0.367** 0.000	0.361** 0.000
Customer trust	Pearson correlation Significance (bilateral)	0.443** 0.000	0.411** 0.000	0.363** 0.000
p <0.05** p <0.01				

As shown in the table, the Pearson correlation coefficient for brand quality, brand image, brand awareness and consumer purchase behavior is respectively 0.371, 0.367 and 0.361, and All in the 0.01 level is significant, indicating that the brand quality, brand image and brand awareness all have a positive impact on consumer purchase behavior. The correlation coefficient of brand quality, brand image, brand awareness and customer trust is respectively 0.443, 0.411 and 0.363. And All in The 0.01 level was significant, It shows that brand quality, brand image and brand awareness all have a positive impact on customer trust.

		Consumer purchase behavior
Customer trust	Pearson correlation Significance (bilateral)	0.423** 0.000
p <0.05** p <0.01		

The Pearson correlation coefficient between consumer purchase behavior and customer trust is 0.423, In the 0.01 level was significant, It shows that customer trust has a positive impact on consumer purchase behavior.

## 3. Regression Analysis

This study is designed to test the relationship between brand effect, consumer purchase behavior and customer trust SPSS The software constructed multiple regression models to ensure the rationality and authenticity of this study. Since the correlation can only prove whether there is a correlation or closeness between the variables, we was used to further explain the causality and influence between the variables by regression analysis.

3.1 Regression analysis of brand effect and consumer purchase behavior

Regression Analysis Table of Brand Effect and Consumer Purchase Behavior

model	R	R square	Adjusting the R party	Error in the standard estimates
1	0.478a	0.228	0.221	0.33568
a.Predictor variables: (constant), brand awareness, brand quality, brand image				

Regression Analysis Table of Brand Effect and Consumer Purchase Behavior

model		Square and	Liberty	Equal square	F	Significanc e
1	regressio n	10.272	3	3.424	30.388	0.000b
	Residual	34.706	308	0.113		
	Total	44.978	311			
a.Caactor variable: Purchase behavior						
b.Predictor variables: (constant), brand awareness, brand quality, brand image						

The Regression Analysis Table of Brand Effect and Consumer Purchase Behavior

model		Unstandardize d coefficients		Standar dization coefficients	t	Signifi cance	Conlinear statistics	
		B	Stand ard error	Beta			toleran ce	VIF
1	(constants)	1.931	0.238		8.127	0.000		
	Brand quality	0.201	0.045	0.245	4.514	0.000	0.850	1.176
	Brand image	0.173	0.053	0.191	3.243	0.001	0.719	1.390
	Brand visibility	0.160	0.051	0.186	3.168	0.002	0.726	1.377
a.Caactor variable: Consumer purchase behavior								

As in Table shown, in the multiple regression model of brand effect and consumer purchase behavior, the correlation coefficient R The value is 0.478, Decide the coefficient R The square is 0.228, Indicates the independent variables Brand quality, brand image and brand awareness can explain 22.8% of the dependent variable changes. That is, the dependent

variable Consumer purchases is 22.8% Is subject to The impact of brand quality, brand image, and brand awareness.

Table shown The data results show that, The F value is 30.388, with the P value of 0.000 and less than 0.05, It shows that the regression effect of the model is more significant.

As the Table shown, the regression coefficient of brand quality is 0.201, the return coefficient of brand image is 0.173, the return coefficient of brand awareness is 0.160, and the three significance is less than 0.05, indicating that brand quality, brand image and brand awareness have a significant positive impact on consumer purchase behavior. And VIF Less than 5, proving that there is no multiple collinearity between the three independent variables.

3.2 Regression analysis of brand effect and customer trust

Regression analysis table of brand effect and customer trust

model	R	R square	Adjusting the R party	Error in the standard estimates
1	0.536a	0.288	0.281	0.33207
a .Predictor variables: (constant), brand awareness, brand quality, brand image				

Regression Analysis table of brand effect and customer trust

model	Square and	Liberty	Equal square	F	Significance	
1	regression	13.727	3	4.576	41.493	0.000b
	Residual	33.964	308	0.110		
	Total	47.691	311			
a.Caactor variable: Purchase behavior						
b.Predictor variables: (constant), brand awareness, brand quality, brand image						

Regression analysis table of brand effect and customer trust

Model		Unstandardized coefficients		Standardization coefficients	t	Significance	Collinearity statistics	
		B	Standard error	Beta			tolerance	VIF
1	(constant)	1.582	0.235		6.733	0.000		
	Brand quality	0.268	0.044	0.317	6.072	0.000	0.850	1.176
	Brand image	0.128	0.053	0.232	4.086	0.000	0.719	1.390
	Brand visibility	0.128	0.050	0.144	2.558	0.011	0.726	1.377
a.Cause variable: Customer trust								

As in Table shown, the correlation coefficient is found in a multiple regression model of brand effect and customer trust The R value is 0.536, The R square is 0.288, Indicates the independent variables Brand quality, brand image and brand awareness can explain 28.8% of the changes in dependent variables. That is, the dependent variable customer trust is 28.8%. Is subject to The impact of brand quality, brand image, and brand awareness.

The data results in Table show that the F value is 41.493 and the P value of 0.000 is less than 0.05, indicating a significant regression effect of the model.

As shown in Table, the regression coefficient of brand quality is 0.268, the return coefficient of brand image is 0.216, and the return coefficient of brand awareness is 0.128, which are less than 0.05, which shows that brand quality, brand image and brand awareness have a significant positive impact on customer trust. And the VIF is less than 5, proving that there is no multiple collinearity between the three independent variables.

### 3.3 Return analysis of consumer purchase behavior and customer trust

Regression Analysis table of Consumer purchase behavior and customer trust

model	R	R square	Adjusting the R party	Error in the standard estimates
1	0.423a	0.179	0.176	0.34518
a .Predictor variables: (constant), customer trust				

Regression Analysis table of Consumer purchase behavior and customer trust

model		Square and	Liberty	Equal square	F	Significance
1	regression	8.041	1	8.041	67.482	0.000b
	Residual	36.937	310	0.119		
	Total	44.978	311			
a. Caactor variable: Consumer purchase behavior						
b. Predictor variables: (constant), customer trust						

Regression Analysis table of Brand Effect and customer trust

model		Unstandardized coefficients		Standar dization coefficients	t	Signif icance	Conlinear statistics	
		B	Standard error	Beta			tolerance	VIF
1	(constants)	2.478	0.209		11.866	0.000		
	Customer trust	0.411	0.050	0.423	8.215	0.000	1.000	1.000
a. Caactor variable: Consumer purchase behavior								

As in table shown, in the multiple regression model of consumer purchase behavior and customer trust, the correlation coefficient R value is 0.423, and the determination coefficient R party is 0.179, indicating that the independent variable customer trust can explain 17.9% of the dependent variable changes, that is, the dependent variable consumer purchase behavior has 17.9%Is subject to The impact of customer trust.

Table The data for 5.18 showed a F value of 67.482 and a significance of 0.000 less than 0.05, It shows that the regression effect of the model is more significant.

As in table shown, the regression coefficient for customer confidence is 0.411, with significance less than 0.05, said Ming Customer trust to Consumer purchases have been made Significant positive effects.

#### 4. mediation effect test

Intermediation effect inspection table for customer trust

Cause variable: Customer trust							
	R	R-sq	MSE	F	df1	df2	p
	0.5142	0.2644	0.1108	111.4455	1.000	310.000	0.000
Model							
	coeff	se	t	p	LLCI	ULCI	
(constants)	1.6419	0.2395	6.8564	0.000	1.1707	2.1131	
Brand effect	0.5975	0.0566	10.5568	0.000	0.4861	0.7088	

Mediation effect inspection table for customer trust

Caactor variable: Consumer purchase behavior							
	R	R-sq	MSE	F	df1	df2	p
	0.4845	0.2348	0.1103	47.4049	2.000	309.000	0.000
Model							
	coeff	se	t	p	LLCI	ULCI	
(constants)	1.7	0.2564	6.6301	0.000	1.1954	2.2045	
Customer trust	0.2213	0.0567	3.9048	0.0001	0.1098	0.3328	
Brand effect	0.3715	0.0658	5.6421	0.000	0.2419	0.501	

Mediation effect inspection table for customer trust

	Effect	se	Z	p
	0.1322	0.0362	3.6479	0.0003

As shown in Table 5.22, the mediation effect of Sobel test is 0.1322, and the P value is less than 0.05, indicating a significant mediation effect, namely, customer trust can play an obvious intermediary role between brand effect and consumer purchase behavior.

## Conclusion

First, all three dimensions of brand effect have a positive impact on consumer purchase behavior, but among them, the effect of brand quality is the most significant. Brand quality is the premise of long-term development and brand construction, is also the foundation of brand image and brand awareness, and a strong daily brand needs to have the understanding of consumer demand and quality of customer reputation, and the brand image and bring the brand cognition to consumers. Image and popularity are the initial impression brought by the brand to consumers, but quality is the premise for consumers to trust the brand.

Second, the brand effect has a positive impact on customer trust. The quality of daily brands pass, positive image and high visibility will indeed encourage consumers to trust the

brand. And the establishment of customer trust is conducive to save marketing costs, analogy exchange theory, enterprise use good brand image and high praise customer feedback to attract consumers, and provide its quality products, consumers continue to feedback to enterprise positive purchase evaluation and bring new customer resources, these are the embodiment of customer trust.

Third, the empirical analysis, customer trust between the independent brand effect and dependent consumer purchase behavior. Brand brand effect will affect customer trust, after which consumers will respond to trust in the brand in the purchase behavior, and may produce repeat purchase behavior. In the whole process of consumers' purchase behavior, if consumers have confidence in a brand, the willingness to buy in consumers will be strengthened at this time. Consumers subconsciously believe that the brand is reliable, which causes consumers to have some emotion about the brand that will react to the consumer behavior, namely, the purchase behavior gradually increases.

### **Research Revelations**

Based on the research conclusions drawn above, this article puts forward the following countermeasures and suggestions for daily commodity brand:

1) takes into account product quality and marketing promotion. For any enterprise, the development of the brand is based on the brand having good product quality, and the relationship between product quality and brand image and awareness complement each other. Poor quality products, the brand can enhance popularity can only maintain temporary popularity; good quality products are not known by consumers; only with both brand quality, image and visibility, the product can open the market. Moreover, brand quality is one of the important factors for enterprises to obtain stable customer resources. Therefore, this article suggests that the brand strictly control the product quality and refuse the assembly line products, but at the same time, the brand publicity should also be gradually carried out to enhance the popularity of the brand.

2) creates a unique brand image. At the beginning of establishing the brand, enterprises should determine whether their brand is niche or popular, the consumer group tends to be high or low consumer groups, and should accurately locate the audience of the brand. Building a brand image is equivalent to labeling the brand, sticking to the label in line with the style of the brand, and just cut the needs of consumers. Therefore, this article suggests that the brand side should have an accurate cognition of their own image, aim at the audience, and carry out brand awareness of them. In addition, the brand needs to repeatedly emphasize its own personality and style in the hearts of consumers, so as to strengthen the brand's impression in the context of consumers' memory.

3) strengthens its interaction with consumers. In the process of information interaction with consumers, the brand can timely understand what the needs of consumers are. According to different needs, the brand can provide targeted products and provide consumers with specific product information, so that the exchange of information can enable both sides to obtain information beneficial to themselves. In addition, on the basis of a certain communication with consumers, maintain moderate contact, so that customers have a good impression of the brand. When conducting the post-purchase evaluation after the purchase, enterprises should timely conduct an after-sales return visit to consumers 'attitude, understand

customers' attitude towards the product, so that consumers can realize the sincerity of the enterprise, and it is to consider the interests of consumers to the greatest extent.

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