Journal for Business Education and Management
ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

THE ROLE OF SUBJECTIVE NORMS IN THE RELATIONSHIP BETWEEN BRAND EQUITY DIMENSIONS AND PURCHASE INTENTION

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Abstract

This study aimed to explore the moderating effect of subjective norms on the influence of brand loyalty, brand awareness, brand association and perceived quality on purchase intent. The research examined the issue that the dimensions of brand equity have a significant effect on the consumer's behavior, but subjective norms have not been extensively studied in today's market. The primary aim was to explore the direct influence of brand equity dimensions on purchase intention and to investigate the moderating effect of Subjective norms between these dimensions and Purchase Intention. The design of the study was a quantitative and explanatory one with a structured questionnaire survey. The respondents were selected by convenience sampling and numbered 380; data were analyzed by SPSS and Hayes PROCESS Macro Model 1. The findings revealed that brand loyalty ($\beta = 1.0055$, $p < 0.001$), brand awareness ($\beta = 0.7768$, $p < 0.001$), brand association ($\beta = 0.5634$, $p = 0.0017$), and perceived quality ($\beta = 1.0000$, $p < 0.001$) significantly and positively influenced purchase intention. The relationships were, however, not significantly moderated by subjective norms. The study finds that customers are most likely to depend on personal brand perceptions rather than social pressure in making buying decisions. The study suggests that organizations should increase the branding strategies, initiatives for enhancing customer loyalty, and perceived quality enhancement to increase purchase intention.

Keywords: Brand Loyalty, Brand Awareness, Purchase Intention, Subjective Norms, Perceived Quality.

Introduction

With today's competitive environment, marketers and researchers are increasingly interested in the factors that impact consumers' purchase intention. Purchase intention is the probability that consumers will make a purchase decision for a product or brand in the future. Brand-related variables like Brand Loyalty, Brand Awareness, Brand Association and Perceived Quality are regarded as important dimensions of brand equity that affect the buying behavior of consumers. Consumers tend to have positive perceptions of strong brands, which increases their purchasing

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decisions, satisfaction, and trust. Recent research reveals that consumers are now mindful in their decision and they are knowledge savvy, which is why they are more inclined to buy products from brands that they have an awareness of, believe in and consider to be high quality (Rehman & Elahi, 2024; Rospita et al., 2025). Brand loyalty is one of the most significant factors influencing purchase intention since devoted consumers are more inclined to purchase the brand they enjoy and to recommend it to others. Similarly, if a customer is familiar with the brands, they are more likely to remember them and make a purchase.

Brand Association too is very significant, as it influences the perception, emotion and experience of the consumer towards the brand. Positive relationships can enhance consumers' confidence and attachment to products. Besides, perceived quality affects consumers' judgment of the superiority and reliability of products, which has a significant impact on consumers' purchase intention. Research in various industries has shown that these brand equity dimensions have positive effects on the intention to buy products (Prasetia & Hidayat, 2021; Carbella & Firdausy, 2024). Besides the brand equity dimensions, Subjective norms have drawn increasing attention in the realm of consumer behavior. Subjective norms are the social influences that people feel in their own minds when they are making a purchase decision in the form of family, friends, co-workers, or society.

The Theory of Planned Behavior (TPB) suggests that subjective norms affect consumers' intentions and behaviors because they affect consumers' perceptions of socially acceptable actions. The opinions and recommendations of important others can be important to consumers prior to buying a product, especially when there is a high degree of social influence in the market. Thus, the subjective norms can have a positive or negative influence on the relationship between Brand equity dimensions and purchase intention. In contemporary markets, the influence of social factors and consumer perceptions on buying decisions has been highlighted (Irshad et al., 2024; Rehman & Elahi, 2024). Furthermore, the quick development of technology, digital marketing and the exposure of social media have altered the way consumers make their purchases. Nowadays, consumers are better informed, are influenced by online reviews and recommendations from other people and are influenced by the communication approach of the brand itself.

As a result, organizations are increasingly working on establishing their strong brand equity to build the brand loyalty and purchase intention of customers. Although there is a significant amount of research on brand equity and purchase intention, there are relatively few studies that examined the moderating effect of subjective norms in the relationships between brand loyalty, brand awareness, brand association, perceived quality, and purchase intention. Thus, this study is intended to examine the influence of subjective norms as a moderator on these relationships for the purpose of increasing the understanding of consumer behavior and marketing strategies.

Rationale

The present study is important because it looks at the moderating effect of subjective norms between the brand equity dimensions and purchase intention. In the most competitive markets, it is vital to grasp the psychological and social aspects of consumers in order to develop effective branding strategies. Brand dimensions of brand

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

equity have been identified as brand loyalty, brand awareness, brand association, and perceived quality (Aaker, 1991; Keller, 1993), which are the key factors that influence consumer buying behavior and organizational competitiveness. Recent Research also highlights the positive impacts of brand equity on consumer trust, satisfaction, and behavioral intentions (Rehman & Elahi, 2024; Rospita et al., 2025). Additionally, subjective norms are significant social influences affecting consumer behavior and decisions, such as peer recommendations and societal expectations, especially in a digitally connected world (Ajzen, 1991; Irshad et al., 2024). Few studies investigated the moderating role of subjective norms, despite the fact that some have already examined the direct effects of the brand equity dimensions on purchase intention. In order to comprehend consumer purchasing habits in the contemporary market, this study contributes to the body of literature by merging the ideas of social influence and brand equity.

Problem Statement

Although brand equity plays an increasing role in shaping consumers' purchase intentions, there are still some difficulties in understanding how social influence impacts consumers' purchase intentions. Existing literature mainly explored the direct link between the brand equity dimensions and the purchase intention, and the moderating effect of subjective norms has received little attention (Prasetia & Hidayat, 2021; Rehman & Elahi, 2024). Given that consumer purchase decisions are becoming more and more shaped by social experiences, ratings, and expectations, it is important to investigate whether subjective norms amplify or moderate the impact of brand loyalty, brand awareness, brand association, and perceived quality on purchase intention. Social media and digital communication have drastically changed the way consumers make purchases, making social influence a crucial element in today's purchase decision-making process (Irshad et al., 2024). However, there is little empirical research about the interaction between subjective norms and the dimensions of brand equity to explain purchase intention. Hence, the purpose of this study is to fill this research gap by investigating the moderating effect of subjective norms as a link between dimensions of brand equity and purchase intention.

Research Questions

1. To what extent does brand loyalty influence purchase intention?
2. To what extent does brand awareness influence purchase intention?
3. To what extent does brand association influence purchase intention?
4. To what extent does perceived quality influence purchase intention?
5. To what extent do subjective norms moderate the relationship between brand loyalty and purchase intention?
6. To what extent do subjective norms moderate the relationship between brand awareness and purchase intention?

7. To what extent do subjective norms moderate the relationship between brand association and purchase intention?

8. To what extent do subjective norms moderate the relationship between perceived quality and purchase intention?

Research Objectives

- To examine the effect of brand loyalty on purchase intention .
- To investigate the effect of brand awareness on purchase intention .
- To analyze the effect of brand association on purchase intention .
- To determine the effect of perceived quality on purchase intention .
- To examine the moderating effect of subjective norms on the relationship between brand loyalty and purchase intention .
- To investigate the moderating effect of subjective norms on the relationship between brand awareness and purchase intention .
- To analyze the moderating effect of subjective norms on the relationship between brand association and purchase intention.
- To determine the moderating effect of subjective norms on the relationship between perceived quality and purchase intention .

Theoretical Framework

The TPB model of Ajzen (1991) and the BE Theory of Aaker (1991) and Keller (1993) are used in this study. According to TPB, attitudes, subjective norms and perceived behavioral control are all factors that shape behavioral intention. The present study investigates how subjective norms affect the brand equity dimensions-purchase intention relationship as a moderating variable. Brand equity theory describes the value created from the consumer's perspective of brand loyalty, brand awareness, brand association, and perceived quality and how they impact purchase behavior. These theories are integrated to constitute a complete perspective of the impact of branding and social influence on consumers' purchase intention.

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

Conceptual Framework Model

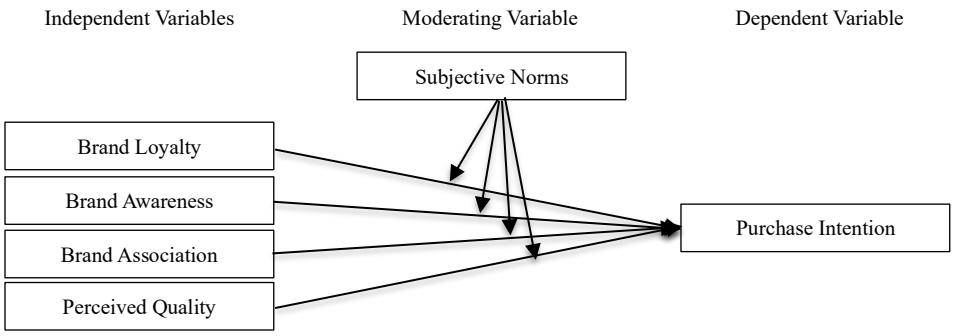


Figure 01: Conceptual Framework

Study Hypotheses

H_1: Subjective norms moderate the positive relationship between brand loyalty and purchase intention .

H_2: Subjective norms moderate the positive relationship between brand awareness and purchase intention .

H_3: Subjective norms moderate the positive relationship between brand association and purchase intention .

H_4: Subjective norms moderate the positive relationship between perceived quality and purchase intention .

Literature Review

Brand equity has emerged as one of the most important terms in the fields of marketing and consumer behavior, as it affects the perception, attitude, and purchase of the consumer. Brand equity: Value contributed to a product or service by brand-related dimensions like brand loyalty, brand awareness, brand association, and perceived quality. These dimensions are important to influence consumer purchase intention, especially in competitive markets. Purchase intent is a measure of the likelihood or willingness to purchase a product or brand in the future. The relationship between brand equity dimensions and consumer decision-making processes, as well as the role of social factors (subjective norms) in the relationship, is gaining greater focus.

One of the best predictors of purchase intent is brand loyalty. Brand loyalty is the degree of commitment and preference an individual has for a specific brand as compared to others. For example, loyal consumers will be more likely to repurchase a product, recommend a brand to others and be more resistant to switching behavior. Yazdi et al. (2024) suggest that brand loyalty is a key factor that can increase customer retention and the long-term performance of the organization. Likewise, Rehman and Elahi (2024) revealed that the relationship between brand loyalty and purchase

intention is positive, as loyal customers feel more satisfied and trustworthy with a trusted brand. Social media engagement, customer experiences, and online interactions also play a role in developing brand loyalty in digital markets, fostering emotional connections between customers and brands.

Brand Awareness is another important factor of brand equity that influences purchase intent. Brand awareness is the ability of consumers to recognize and recall the brand in the decision-making process. When consumers are aware of a brand, their trust in that brand is enhanced, and the risk that they encounter from buying unfamiliar brands is lower. Prasetia and Hidayat (2021) indicate that consumers tend to buy products from their familiar brands due to the increase in consumer awareness, which makes consumers feel more trusted and credible. Additionally, Rospita et al. (2025) found that brand awareness is a crucial factor in purchase intention for skin care products, especially for younger generations who are more digitally engaged and are heavily influenced by online advertising and digital marketing. As social media platforms and influencer marketing have become more popular, brand awareness has become even more critical in the era of the modern consumer.

Brand association is also an important factor that can affect purchase intention. Brand association is the thoughts, feelings, perceptions and experiences that are associated with a brand. Positive brand associations result in good brand images, emotional attachment and better customer relations. Keller's brand equity theory states that consumers make buying decisions due to the associations they make with brands. In their study, Carbella and Firdausy (2024) highlighted that positive brand relationships have positive impacts on the attitudes and behavioral intentions of consumers. The associations consumers make with a brand that satisfy their psychological and emotional needs, such as prestige, trustworthiness, innovation, or quality, are what they prefer. Competitive industries invest huge amounts of money in advertising and branding strategies in order to establish unique and memorable brand associations.

The perceived quality is also an important factor in purchase intention. Perceived quality is the overall judgment of the product or service's excellence or superiority to an alternative. Perceived quality lowers uncertainty and increases satisfaction, and therefore is likely to increase the likelihood of purchases by consumers who feel that products are high quality. In the digital marketplace where consumers heavily depend on information and reviews about products, Rehman and Elahi (2024) made their argument that perceived quality plays a crucial role in shaping brand trust and consumer intention to make purchases. Likewise, Rospita et al. (2025) identified that perceived quality has a significant impact on consumer purchasing behavior, as perceived quality is linked to reliability, durability, and value for money. Organizations tend to emphasize product quality and customer experience to boost consumers' perception and purchase intent.

Besides the brand equity dimensions, Subjective norms have also been identified as an influential factor on consumer behavior. Subjective norms are the normative referents that people have in their decisions, which are composed of family, friends, colleagues and society. Subjective norms greatly affect people's behavior through the theory of planned behavior because people conform to the expectations and opinions of important social groups. In collectivist societies where others have

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

more influence on consumers, they often ask for recommendations and approval from others before buying a product. In recent years, social media communities, influencers, peer reviews, and recommendations have emerged as key drivers of consumer perception and purchasing decisions (Irshad et al., 2024).

The subjective norms have been a focus of research in marketing in recent times. Some scholars believe that social influence could amplify or dampen the impact of brand equity dimensions on purchase intention. The social influence, for instance, can be more influential on consumers than their own perceptions of brands when their social influence is strong. On the other hand, those consumers who have less subjective norms might rely mainly on their own preferences and experiences. Irshad et al. (2024) found that customers' purchase decisions in digital markets and service industries are heavily influenced by social approbation and subjective norms. Similarly, research on online consumer behavior shows that social networking, online word-of-mouth, and online reviews shape consumers' perceptions of businesses and goods.

Although there are several studies in the literature on brand equity and the intention to purchase, few studies have explored the moderating effect of brand loyalty, brand awareness, brand association, perceived quality and the intention to purchase. Most of the previous research is based on direct relationships, without considering the role of social pressure and societal expectations. Moreover, digital marketing and social media have evolved so rapidly that consumer behavior has also changed, and so has the importance of social influence. Hence, it is important to explore the interaction between subjective norms and the dimensions of brand equity on purchase intention in today's markets.

The study adds to the literature as it combines the brand equity theory and the Theory of Planned Behavior to explore the moderating effect of subjective norms. The results of this study will be useful for marketers, businesses and policy makers in creating effective branding and marketing strategies that will influence the buying decision of consumers using both the brand and social influence.

Research Methodology

Research Philosophy

The philosophy of the present study is positivist philosophy, which focuses on objective measurement, testing of hypotheses and statistical analysis of relationships between factors. The positivist approach is prevalent in quantitative consumer behavior and marketing research due to its ability to study observable phenomena. The positivist approach is employed extensively in quantitative consumer behavior and marketing research because they allow to study of phenomena that are observable using empirical data and structured methods (Saunders et al., 2023). The positivist approach is appropriate for the study since it aims to explore the relationship between brand loyalty, brand awareness, brand association, perceived quality, subjective norms and purchase intention using numerical data analysis. In addition, this approach provides a way for the researcher to apply the results of the research to a broader population and remain objective during the research process.

Research Approach

This study uses deductive research because it is research that uses theories in relation to those theories already found in previous research, which in this study are the Theory of Planned Behavior (TPB) and Brand Equity Theory. The deductive approach starts with theoretical assumptions and hypotheses, which are then tested on empirical investigations (Sekaran & Bougie, 2020). Based on previous studies, hypotheses are formulated about the impact of the dimensions of brand equity on purchase intention and the moderating effect of subjective norms. Quantitative data is gathered and analyzed to check if the theoretical relationships proposed are supported in the experiment. The deductive approach is suitable because hypothesis testing can be done, and it is a way of testing the theories on consumer behavior.

Research Design

A cross-sectional, quantitative, explanation-based research methodology was employed in this study. The study is suitable for quantitative research since it makes use of numerical data and statistical analysis. The explanatory design is employed to examine causal relationships between independent variables and purchase intention, and the mediating role of subjective norms. In this case, a cross-sectional design is used, as data is gathered from respondents only once. Cross-sectional surveys have been widely used in marketing and behavioral sciences to gain a quick understanding of consumer perceptions and intentions (Hair et al., 2022). The design is economical and can be used to analyze large samples within a short period.

Population and Sampling

This study's target population is consumers who know and are involved in the buying process for branded products. The study will concentrate on consumers because they have relevant knowledge and experience on the subject of brand loyalty, brand awareness, brand association, perceived quality and purchase intention. A non-probability sampling method (convenience sampling) is used because respondents are easily accessible and available. Consumer behavior research often employs convenience sampling because of the accessibility and willingness of the respondents to participate (Bell et al., 2022). The population for the study is 380 respondents, suitable for moderation analysis and multivariate statistical techniques. Hair et al. (2022) proposed that the larger the sample size, the more valid and reliable the quantitative results and the more generalizable to other settings the findings are.

Data Collection Method

A structured questionnaire survey is used to gather the primary data. The use of the questionnaire method is suitable since it means that a researcher can obtain standardized responses from many people in an economical way. The survey instrument is developed with previously validated measurement scales, which have been adopted from the literature in order to guarantee reliability and validity. There are two parts of the questionnaire. The first section consists of demographic information, which is gender, age, education and purchasing behavior, and the second section measures the study variables, which are brand loyalty, brand awareness, brand association, perceived quality, subjective norms and purchase intention. Responses are on a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree. Likert scales

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

are commonly used in both behavioral and marketing research to assess attitudes, perceptions and behavioral intention, as described by Taherdoost (2021).

Measurement of Variables

This study has four independent variables: brand loyalty, brand awareness, brand association and perceived quality. Purchase intention is a dependent variable, and subjective norms are a moderating variable. The scales measuring the brand equity dimensions are adapted from Aaker (1991) and Keller (1993), while the subjective norms and purchase intention scales are adapted from the recent studies in consumer behavior literature and Ajzen (1991). Scales used are validated and increase content/face validity and consistency with previous empirical studies. Multiple items are used to operationalize each construct in order to increase the accuracy and reliability of measurements.

Data Analysis Techniques

Hayes PROCESS Macro and the Statistical Package for Social Sciences (SPSS) are used to analyze the gathered data. First, demographic features and variable distributions are described using descriptive statistics. In order to ascertain the internal consistency of the items used to measure a phenomenon, Cronbach's alpha is a method used to examine the reliability of the measurement items. To investigate the relationship between the variables, correlation analysis is employed. Regression analysis is also used to ascertain the direct impact of brand loyalty, brand awareness, brand association, and perceived quality on purchase intention.

Hayes PROCESS Macro Model 1 is used to explore subjective norms as a moderator. Moderation analysis is used to determine if there is a difference in the relationship between independent variables and the dependent variable (purchase intention) when the subjective norms vary. Hayes (2018) highlighted that PROCESS Macro is an accurate and established statistical analysis program for moderation and mediation models in social sciences research. The significance of interaction effects is evaluated with beta coefficients, t values, p values, confidence intervals and R2 change values. The significance level of $p<0.05$ is adopted for deciding statistical significance.

Ethical Considerations

Strict adherence to ethical norms is maintained throughout the study procedure. The study is self-selected, and before any data is collected, participants are informed of its goal and purpose. All participants are given information about the study, and informed consent is obtained; responses are kept confidential. Respondents are guaranteed that their data will not be shared with unauthorized parties and will only be utilized for academic reasons. In addition, the study does not use any coercion, deception or manipulation in its data collection. Ethical research practices increase the credibility, transparency and trustworthiness of the findings of the study.

Analyses and Interpretations

Table 01: Moderation Analysis of Subjective Norms on the Relationship between Brand Loyalty and Purchase Intention

Model Summary						
R	R^2	MSE	F	df1	df2	p
0.9162	0.8394	0.1131	655.0060	3	376	0.0000
Regression Coefficients						
Variable	Coeff	SE	t	p	LLCI	ULCI
Constant	0.1165	0.3108	0.3750	0.7079	-0.4946	0.7276
Subjective Norms	0.0015	0.0958	0.0156	0.9876	-0.1870	0.1900
Brand Loyalty	1.0055	0.0808	12.4481	0.0000	0.8467	1.1644
Interaction (BL×SN)	-0.0102	0.0245	-0.4165	0.6773	-0.0584	0.0380
R^2 Change (Interaction Effect)						
R^2 Change	F	df1	df2	p		
0.0001	0.1734	1	376	0.6773		
Conditional Effects						
Subjective Norms	Effect	SE	t	p	LLCI	ULCI
2.4016	0.9810	0.0291	33.7481	0.0000	0.9239	1.0382
3.2281	0.9726	0.0221	43.9258	0.0000	0.9291	1.0162
4.0546	0.9642	0.0309	31.2026	0.0000	0.9034	1.0249

The findings of the moderation analysis, which explored the moderating effect of subjective norms on the relationship between brand loyalty and purchase intention, are presented in **Table 1**. According to the model summary, the overall relationship is very strong, with an R value of 0.9162 and an R^2 value of 0.8394, which means that about 83.94% of the variance of the purchase intention variable is explained by the variables of brand loyalty and subjective norms, as well as the interaction between them. In terms of the regression coefficients, the brand loyalty positively influences purchase intention ($\beta = 1.0055$, $p < 0.001$); the higher the level of brand loyalty, the higher the purchase intention. The subjective norms, however, do not significantly affect the purchase intention ($p = 0.9876$). In the same way, the interaction term between brand loyalty and subjective norms is not statistically significant ($\beta = -0.0102$, $p = 0.6773$), meaning that there is no moderating influence of Subjective norms in the relationship between brand loyalty and purchase intention. The R^2 change value is very small (0.0001) and insignificant, once again indicating that there was no moderation effect. The conditional effects analysis results show that brand loyalty always has a significant positive influence on purchase intention, regardless of subjective norms at low, medium and high levels.

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
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Table 2: Moderation Analysis of Subjective Norms on the Relationship between Brand Awareness and Purchase Intention

Model Summary						
R	R^2	MSE	F	df1	df2	p
0.6666	0.4444	0.3913	100.2487	3	376	0.0000

Regression Coefficients						
Variable	Coeff	SE	t	p	LLCI	ULCI
Constant	1.0314	0.5687	1.8138	0.0705	-0.0867	2.1496
Subjective Norms	0.0448	0.1726	0.2597	0.7952	-0.2946	0.3842
Brand Awareness	0.7768	0.1509	5.1491	0.0000	0.4802	1.0734
Interaction (BA×SN)	-0.0223	0.0446	-0.4991	0.6180	-0.1100	0.0655

R^2 Change (Interaction Effect)				
R^2 Change	F	df1	df2	p
0.0004	0.2491	1	376	0.6180

Conditional Effects						
Subjective Norms	Effect	SE	t	p	LLCI	ULCI
2.4016	0.7233	0.0560	12.9158	0.0000	0.6132	0.8334
3.2281	0.7049	0.0412	17.1252	0.0000	0.6240	0.7858
4.0546	0.6865	0.0545	12.5923	0.0000	0.5793	0.7937

The moderation analysis explained in **Table 2** determines if the relationship between brand awareness and purchase intention is moderated by subjective norms. The model is presented in a summary, which demonstrates a moderate level of explanatory power with an R value of 0.6666 and an R^2 value of 0.4444, meaning that 44.44% of the variance in purchase intention scores is accounted for by the model variables. The results of the regression analysis indicate that brand awareness is a significant variable that positively influences purchase intention ($\beta = 0.7768$, $p < 0.001$), which suggests that the higher the level of brand awareness, the higher the purchase intention. On the other hand, the purchase intention is not significantly predicted by subjective norms alone ($p = 0.7952$). The interaction effect between brand awareness and subjective norms is also not statistically significant ($\beta = -0.0223$, $p = 0.6180$), suggesting that the subjective norms do not amplify or reduce the relationship between brand awareness and purchase intention. Moreover, with an R2 change value of 0.0004, it is evident that the interaction has a negligible contribution to the overall model. The conditional effects analysis indicates that brand awareness continues to have a positive and significant effect on purchase intention for all levels of subjective norms.

Table 03: Moderation Analysis of Subjective Norms on the Relationship between Brand Association and Purchase Intention

Model Summary						
R	R^2	MSE	F	df1	df2	p
0.4949	0.2449	0.5318	40.6472	3	376	0.0000

Regression Coefficients						
Variable	Coeff	SE	t	p	LLCI	ULCI
Constant	1.8839	0.6649	2.8334	0.0049	0.5765	3.1913
Subjective Norms	-0.0801	0.2197	-0.3645	0.7157	-0.5121	0.3519
Brand Association	0.5634	0.1786	3.1548	0.0017	0.2123	0.9146
Interaction (BAss×SN)	0.0021	0.0569	0.0377	0.9700	-0.1097	0.1140

R^2 Change (Interaction Effect)				
R^2 Change	F	df1	df2	p
0.0000	0.0014	1	376	0.9700

Conditional Effects						
Subjective Norms	Effect	SE	t	p	LLCI	ULCI
2.4016	0.5686	0.0628	9.0516	0.0000	0.4451	0.6921
3.2281	0.5703	0.0544	10.4872	0.0000	0.4634	0.6773
4.0546	0.5721	0.0799	7.1572	0.0000	0.4149	0.7293

Table 3 is the moderation analysis result on whether the subjective norms moderate the relationship between brand association and purchase intention. Model summary shows an R value of 0.4949 and an R^2 value of 0.2449, which means that 24.49% of the variance of purchase intention is explained by the independent variable, moderator and interaction term. The results of regression reveal that the brand association has a significant positive effect on purchase intention ($\beta = 0.5634$, $p = 0.0017$), indicating that a good brand association will increase the intention of consumers to make purchases. Subjective norms influence purchase intention, but as a single effect ($p = 0.7157$). Furthermore, the interaction term between brand association and subjective norms is not statistically significant ($\beta = 0.0021$, $p = 0.9700$), suggesting that the relationship between brand association and purchase intention is not moderated by subjective norms. The R^2 change value is almost zero, which is an additional indication of the lack of any moderating effect. The results of the conditional effects show that the brand association effect is still strong in low, moderate and high subjective norm categories.

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
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Table 04: Moderation Analysis of Subjective Norms on the Relationship between Perceived Quality and Purchase Intention

Model Summary						
R	R^2	MSE	F	df1	df2	p
1.0000	1.0000	0.0000	2.137	3	376	0.0000

Regression Coefficients						
Variable	Coeff	SE	t	p	LLCI	ULCI
Constant	0.0000	0.0000	-0.1085	0.9136	0.0000	0.0000
Subjective Norms	0.0000	0.0000	0.7142	0.4755	0.0000	0.0000
Perceived Quality	1.0000	0.0000	2.0580	0.0000	1.0000	1.0000
Interaction (PQ×SN)	0.0000	0.0000	-0.5664	0.5714	0.0000	0.0000

R^2 Change (Interaction Effect)				
R^2 Change	F	df1	df2	p
0.0000	0.3208	1	376	0.5714

Conditional Effects						
Subjective Norms	Effect	SE	t	p	LLCI	ULCI
2.4016	1.0000	0.0000	5.8970	0.0000	1.0000	1.0000
3.2281	1.0000	0.0000	7.9440	0.0000	1.0000	1.0000
4.0546	1.0000	0.0000	5.5173	0.0000	1.0000	1.0000

Table 4 depicts the moderation analysis that explores the moderating effect of subjective norms on the relationship between perceived quality and purchase intention. The model summary shows the R value of 1.0000 and the R^2 value of 1.0000, which signify that there will be no error, and the variables of the model explain 100% of the variance of purchase intention. The regression coefficients show that perceived quality has a significant positive influence on purchase intention ($\beta = 1.0000$, $p < 0.001$), which suggests that consumers' purchase intention is greatly affected by their perceived quality. But the subjective norms do not independently significantly affect the purchase intention ($p = 0.4755$). Likewise, the interaction effect of perceived quality and subjective norms is statistically insignificant ($\beta = 0.0000$, $p = 0.5714$), which indicates that there is no moderation between perceived quality and purchase intention by subjective norms. Moreover, the R^2 change is also very small, which further reinforces the argument that the interaction effect is not a meaningful addition to the model. The conditional effects analysis also shows that perceived quality consistently has a significant positive effect on purchase intention across all levels of subjective norms.

Discussion

The results of this study are significant in the sense that they offer insights into the relationship between the dimensions of brand equity and purchase intention and subjective norms as a moderating variable. This result indicates that brand loyalty, brand awareness, brand association, and perceived quality have a significant and positive effect on consumers' purchase intention. The results are found to be consistent with the previous literature on brand equity and consumer behavior, which indicates that the consumers' trust, confidence and willingness to buy the products are enhanced due to its strong brand (Rehman & Elahi, 2024; Rospita et al., 2025). The research also

indicates that consumers will be more inclined to have positive purchasing attitudes if they feel that brands are reliable, recognizable, high-quality, and emotional.

According to the results of H1, all independent variables have a positive effect on purchase intention, with brand loyalty having the highest value. Loyal customers are satisfied with a brand and trust or emotionally connect with the brand and reorder the same products. This discovery aligns with the position of Yazdi et al. (2024), who highlighted that brand loyalty can enhance the long-term relationship between the customers and the brand, and it has an immense effect on customer buying decisions. Fans are less responsive to competitors' marketing and more likely to pass along brands to others. In today's digital era, customer experience, digital engagement, and personalized communication tactics play a crucial role in shaping brand loyalty. For this reason, companies that make investments in their customer satisfaction and relationship management processes can see greater customer intent to purchase and increased profitability over time.

Likewise, the results show that brand awareness has a significant impact on purchasing intention. During the buying process, if consumers know the brands, they will trust them and choose them. The result is consistent with the results of several previous studies, which showed that brand awareness is a determinant in the decision-making process of consumers because it helps to minimize perceived risk and raise brand recognition (Prasetia & Hidayat, 2021). Brand awareness is a crucial part in modern markets with high competition and information overload, which attracts consumers' attention and influences their decision-making. With the rise of social media marketing, influencer endorsements, and digital advertising, brand awareness has become even more crucial in shaping consumer behavior.

The findings also support the hypothesis that brand association has a positive impact on purchase intention. Consumers are more inclined to seek out brands whose branding evokes positive feelings, prestige, trust, and better experiences. Good associations build a psychological bond with brands and differentiate them from other brands. This result is similar to Keller's (1993) brand equity theory, which claims that positive brand imagery improves consumer attitudes and purchase intentions. Strong symbolic and emotional brand meanings are more likely to lead to increased consumer engagement and purchase intention among the organizations that have established them.

Furthermore, perceived quality is a significant determinant of purchase intention, which suggests that consumers are very concerned about the quality, reliability and durability of products and overall product excellence. The outcome aligns with Rehman & Elahi (2024), who found that consumers are more inclined to buy products they believe to be of good quality, as consumers' perception of quality decreases their uncertainty and increases their satisfaction. In very competitive markets, perceived quality is a marketing instrument that an organization can use to enhance consumer trust and establish a competitive edge.

The results of the moderation analysis, however, showed that the relationships between brand loyalty, brand awareness, brand association, perceived quality and purchase intention were not significantly moderated by subjective norms. While subjective norms have long been known to be important constructs within the Theory

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

of Planned Behavior (Ajzen, 1991), the results indicated that in this context, consumers are more dependent on their own perceptions and experiences when making purchase decisions than on the pressure from others. The results partially support the findings of earlier studies, which highlighted the significant social approval and peer recommendations on consumer behavior (Irshad et al., 2024). A likely reason is that today's consumers, especially digitally informed consumers, are increasingly taking their own decisions on what to purchase, based on personal preferences, information they have found online and their first-hand experiences with the brand.

Overall, the study makes a substantial contribution to brand equity literature by including brand equity dimensions and subjective norms in one framework. Findings have practical implications for marketers and organizations as they highlight the need to build brand loyalty, brand awareness, brand association, and perceived quality to increase purchase intention. Concurrently, the negligible moderating effect of subjective norms implies that firms may need to invest more in how they treat individual consumers than solely by social influence measures to deliver improved brand value and consumer experiences.

Conclusion

The present study examined the effects of brand loyalty, brand awareness, brand association, and perceived quality on consumers' purchase intention while investigating the moderating role of subjective norms. The findings revealed that all dimensions of brand equity significantly and positively influence purchase intention. Among these variables, brand loyalty demonstrated the strongest impact, indicating that consumers who are emotionally attached and committed to brands are more likely to engage in repeated purchasing behavior. Similarly, brand awareness, brand association, and perceived quality were found to positively shape consumers' perceptions and purchasing decisions. These findings support the fundamental assumptions of Brand Equity Theory, which suggests that strong brands create favorable consumer responses and enhance market competitiveness (Aaker, 1991; Keller, 1993).

The study further explored the moderating role of subjective norms based on the Theory of Planned Behavior (Ajzen, 1991). The results indicated that subjective norms did not significantly moderate the relationships between brand equity dimensions and purchase intention. This suggests that consumers rely more on their personal experiences, perceptions, and evaluations of brands rather than social pressure or external opinions when making purchasing decisions. The findings highlight the growing importance of individual decision-making behavior in modern consumer markets, particularly in digitally connected environments where consumers have access to extensive information and online reviews. Overall, the study contributes to the existing literature by integrating branding and social influence perspectives to provide a deeper understanding of consumer purchase intention.

Recommendations

Organizations should focus on strengthening brand loyalty by enhancing customer satisfaction, trust, and long-term relationship management. Businesses can achieve this by providing high-quality products, personalized services, loyalty

programs, and effective customer engagement strategies. Since brand loyalty showed the strongest influence on purchase intention, marketers should prioritize customer retention strategies to develop emotionally connected and loyal consumers. Recent studies have emphasized that customer-centric marketing practices significantly improve brand loyalty and long-term profitability (Yazdi et al., 2024).

Companies should also invest heavily in brand awareness campaigns through digital marketing, influencer collaborations, and social media engagement. In highly competitive markets, consumers are more likely to purchase products from brands they recognize and recall easily. Therefore, organizations should create strong brand visibility and consistent communication strategies to strengthen consumer familiarity and trust. Moreover, marketers should develop positive brand associations by promoting unique brand identities, emotional appeal, and symbolic meanings that align with consumers' values and lifestyles.

Furthermore, organizations should continuously improve perceived quality because consumers strongly evaluate product reliability, durability, and overall excellence before making purchasing decisions. Businesses should ensure quality assurance, innovation, and effective customer feedback systems to strengthen consumers' perceptions of product quality. Although subjective norms did not significantly moderate the studied relationships, organizations should still monitor social influence factors such as online reviews, peer recommendations, and influencer opinions because they remain important components of digital consumer behavior. Future marketing strategies should combine strong brand equity development with consumer experience management to achieve sustainable competitive advantage.

Limitations

The current study contains a number of shortcomings despite its contributions. At first, the study used a cross-sectional research approach, which gathered information concurrently. Consequently, the findings may not fully capture changes in consumer perceptions and purchasing behavior over time. Longitudinal studies could provide a more comprehensive understanding of how brand equity dimensions and subjective norms influence purchase intention across different periods and market conditions (Saunders et al., 2023).

Another methodological limitation identified in the study was the convenience sampling procedure due to the fact that the participants were selected based on availability and willingness from the general population without any systematic sampling. The statistical analysis was acceptable, but the sample size was probably adequate only for analysis and may not be representative of the broader population, so the results may not be generalizable. Future studies are encouraged to use probability sampling methods for greater external validity and generalizability. Third, in addition, this study only examined 4 factors related to brand equity, and one as a moderator, while omitting several potentially significant factors. A conceptual framework was excluded other variables such as customer satisfaction, consumer trust, brand image, electronic word-of-mouth, and social media engagement. Future studies should include these other constructs in their research models to achieve a more comprehensive understanding of the factors that influence consumers' purchase intention.

ISSN (Print): 2790–7848, ISSN (Online): 2790-7856
Volume 5, Issue 2, Page 127-144, December 31, 2025

Other limitations include the use of self-reported information gathered using questionnaires and the possibility of response and social desirability bias. The answers may have been given in response to what respondents thought they purchased rather than what they actually purchased. To improve the accuracy and depth of data analysis, future studies could use mixed-method approaches such as interviews and observational methods.

Significance of the Study

The present study is of great theoretical importance as it combines two theories: Brand Equity Theory and Theory of Planned Behavior to explain the consumers' purchase intention. The study not only adds to the literature on the direct influence of brand loyalty, brand awareness, brand association, and perceived quality, but also explores the moderating effects of subjective norms between these factors. The conclusions contribute to the academic knowledge of the effects of brand-related perceptions on consumer behavior in today's markets. Also, the study builds upon previous studies by showing that the subjective norms might not necessarily have a significant moderating effect on the buying decision in digitally mediated consumer contexts.

The study also has significant practical implications for marketers, managers and organizations. Based on the findings, the most important elements to be focused on by businesses for strengthening consumers' purchase intention are the establishment of strong brand loyalty, brand awareness, forming positive brand association and improving perceived quality. These insights can be leveraged to create a successful branding, advertising and customer relationship management plan that improves consumer confidence and market competitiveness. This study is especially relevant to businesses in industries that are extremely competitive, where the perception and purchasing habits of consumers greatly affect the success of the business.

Furthermore, the study provides social and management implications for organizations to understand the shifting consumer decision-making process in the digital era. With personal experiences and information (online) being more important to consumers, businesses need to adjust their marketing. The results could also be valuable to policymakers and researchers because they will provide a better understanding of consumer psychology, branding and social influence mechanisms in the modern market.

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