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Brand Image, Environmental Concern, Emotional Desire, and Product Quality in Purchase Decisions

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Abstract

Purchase decisions constitute a central concern in marketing research; however, empirical evidence regarding the combined effects of brand image, environmental concern, emotional desire, and perceived product quality on consumers' purchase decisions for EIGER products in Purwokerto remains limited. This study aims to examine the influence of these four factors on consumers' purchase decisions. A quantitative survey design was employed, involving 100 EIGER consumers in Purwokerto selected through incidental sampling. Data were collected using structured questionnaires and analyzed through multiple linear regression. The findings demonstrate that brand image, environmental concern, emotional desire, and perceived product quality each have a positive and statistically significant effect on purchase decisions. These results indicate that consumers' decisions to purchase EIGER products are shaped by the interaction of brand-related perceptions, environmental awareness, emotional motivations, and evaluations of product quality. The study concludes that strengthening these dimensions can enhance consumers' propensity to purchase EIGER products. These findings contribute to consumer behavior and marketing research by providing empirical evidence on

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the multidimensional determinants of purchase decisions and offer practical implications for EIGER to strengthen its brand image, maintain consistent product quality, communicate environmental initiatives effectively, and develop stronger emotional connections with consumers.

Keywords: Brand Image; Emotional Desire; Environmental Concern; Perceived Product Quality; Purchase Decisions

INTRODUCTION

The development of the outdoor product industry shows the increasing public interest in outdoor activities, resulting in increasingly fierce competition between brands. According to a 6Wresearch report, the hiking equipment market in Indonesia has grown significantly over the past few years. In line with this phenomenon, it is important to understand how consumers ultimately make choices regarding a brand. According to Wardana et al. (2024), "Consumers must make decisions regarding the place of purchase, the desired brand, product model, purchase quantity, transaction time, amount of money to be spent, and payment method." According to Aziezy & Purnomo (2025), brand image plays a crucial role in differentiating a company and serves as a powerful marketing instrument. Environmental concern is also considered an important factor. According to Septiarini et al. (2024), environmental concern is understood as the level of consumer concern or knowledge of environmental issues that influences the decision-making process, thus encouraging purchasing decisions for environmentally conscious products. Another psychological aspect that also plays a role in encouraging consumers to make purchase decisions is emotional desire. Emotional desire is the emotional desire for things like pride, comfort, joy, or enhanced self-image through the ownership or consumption of a product or service. Purchase decisions are also largely determined by consumers' rational assessment of the quality of the product they receive, which this study explains through product quality perception. According to Aprianti & Putri Krismawati (2020), product quality perception reflects the quality of a product sold by a manufacturer to consumers, whether it meets consumer needs and expectations or not.

In a previous study by Ni Made Rani Yulianti entitled "The Influence of Brand Image, Green Marketing Strategy, and Emotional Desire on Purchase Decisions," the green marketing strategy variable did not have a significant impact. Based on these findings, the

researchers felt the need to review the study with a different approach. They replaced it with environmental concern. According to Li et al. (2022), "environmental concern encompasses individuals' awareness of environmental issues and their desire to contribute to solving these problems, including issues such as climate change, pollution, and environmental degradation." The researchers also conducted a mini-study with 38 respondents to identify other factors influencing customers' purchasing decisions for outdoor equipment in Purwokerto.

Table 1. Mini Research Results about Customers Reason Choose a Brand

Reasons	Number of Respondents
Product Quality	33
Price	7
Popular Brand	13
Discounts	5
Recommendations	4
More Variants	7

Source: Primary Processed Data, 2026

As shown in Table 1, Mini Research Results about Customers' Reasons for Choosing a Brand, product quality was identified as the primary reason for selecting an outdoor equipment brand, with 33 respondents choosing this factor. Other reasons included popular brand (13 respondents), price and more variants (7 respondents each), discounts (5 respondents), and recommendations (4 respondents). Based on these findings, perceived product quality was included as an independent variable to provide a more comprehensive explanation of consumers' purchase decisions regarding EIGER products. EIGER's vision, "to be a manufacturing company that blesses, cares for stakeholders, and the environment," together with its mission emphasizing sustainability and product quality, is reflected in the Eiger Green program, which has served as the company's umbrella initiative for environmental sustainability since 2021 through the use of renewable materials, waste reduction, and environmental education. Furthermore, to strengthen the research background, an additional mini-study was conducted to identify the most popular outdoor brands in Purwokerto.

Table 2. Mini Research Results of Most Popular Brands

No.	Brands	No. of Respondents	Percentage (%)
1	EIGER	29	76,3%
2	Arei	4	10,5%
3	Consina	3	7,9%
4	Others	2	5,3%
Total		38	100%

Source : Primary Processed Data, 2026

As shown in Table 2, Mini Research Results of Most Popular Brands, EIGER emerged as the most preferred outdoor brand, selected by 29 respondents (76.3%). The remaining respondents chose Arei (10.5%), Consina (7.9%), and other brands (5.3%). These findings indicate that EIGER dominates consumers' brand preferences in Purwokerto, making it an appropriate context for investigating the factors that influence purchase decisions. Accordingly, this study aims to examine the effects of brand image, environmental concern, emotional desire, and perceived product quality on consumers' purchase decisions for EIGER products in Purwokerto. The findings are expected to contribute to the consumer behavior literature and provide managerial insights for companies in developing more effective marketing strategies through strengthening brand image, enhancing perceived product quality, fostering consumers' emotional attachment, and promoting sustainability-oriented business practices.

Stimulus-Organism-Response (SOR) Theory

The theory underlying this research is the Stimulus-Organism-Response (SOR) theory, which explains that consumer behavior is the result of the interaction between stimuli, internal processes (organisms), and responses (Mehrabian & Russell, 1976). In a marketing context, various stimuli such as brand image, product quality, and environmental messages act as stimuli that influence consumer perceptions and emotions, ultimately resulting in a purchase decision. Therefore, the variables brand image, environmental concern, emotional desire, and product quality perception can be understood as factors influencing the response, which is the purchase decision.

Purchase Decision

The purchase decision is the stage in the consumer decision-making process when consumers actually select and purchase the most preferred brand after going through the stages of need recognition, information search, and alternative evaluation (Kotler et al.,

2022). Arianty & Andira (2021)state that a purchase decision is the result of a consumer's choice after going through the stages of need recognition, information search, and evaluation of alternatives, leading to the decision to purchase a particular brand. Aziezy et al. (2024) emphasize that the purchase decision stage is influenced by trust in risk situations and product perceptions. Consumer purchasing decisions reflect the extent to which marketers have gone to market a product to consumers (Akbar et al., 2024) . According to Kotler et al. (2022), purchase decisions are influenced by several factors, including cultural, social, personal, and psychological factors.

Brand Image

Brand image is defined as the set of beliefs, ideas, impressions, and perceptions consumers hold about a brand (Wardana et al., 2024). Nilowardono et al. (2024) state that brand image is a series of assumptions in the minds of customers that arise from information and experiences with the brand. Rina et al. (2024) define brand image as a representation of the overall perception that develops from past experiences and information. Aziezy et al. (2024) emphasize that brand image plays a crucial role in shaping consumer perceptions, which form the basis for the purchasing decision-making process. Empirically, according to Darta Lembayung & Sentosa (n.d.), the factors influencing brand image are brand identity, brand personality, brand associations, brand attitudes and behaviors, and brand benefits and advantages. Yulianti (2020) found that brand image has a positive and significant effect on purchase decisions. This is supported by Aprianti & Putri Krismawati (2020), and Munawar & Rokhmat (2024). Based on this logic, hypothesis H1 is formulated that brand image has a positive and significant effect on purchase decisions.

Environmental Concern

Environmental concern has consistently been identified as a significant antecedent of pro-environmental behavioral intention. Individuals with higher levels of environmental concern are more likely to develop stronger intentions to engage in environmentally responsible behaviors (Gansser & Reich, 2023; Lou & Li, 2023). According to Budjang et al. (2024), factors influencing environmental concern include environmental knowledge, ecological attitudes or beliefs, and pro-environmental actions or participation. Research by Septiarini et al. (2024) shows that environmental concern has a positive and significant effect on purchase decisions. Therefore, H2 is formulated, stating that environmental concern has a positive and significant effect on purchase decisions.

Emotional Desire

Emotional desire is the emotional desire for things like pride, comfort, and joy through product ownership (Yulianti, 2020). Emotional desire, reflected in consumers' pursuit of happiness, enjoyment, and satisfaction, has been consistently identified as an important determinant of purchasing behavior. Consumers experiencing positive emotions are more likely to develop stronger purchase intentions and make purchasing decisions because emotional gratification enhances the perceived attractiveness of products (Ayuriani Farras Afifah, 2025; Jee et al., 2025; Pakpahan et al., 2026). Several factors can influence emotional desire, namely affective experience with the product or brand (Joshi & Yadav, 2020; Lee, 2025), product or brand compatibility (Bilondatu & Tjokrosaputro, 2023; Rahman et al., 2021), pressure from trends and product availability (Bilondatu & Tjokrosaputro, 2023; Lee, 2025), and product novelty (Setiawan et al., 2025). Research by Yulianti (2020) and Putri (2025) shows that emotional desire has a positive and significant effect on purchase decisions. Therefore, H3 is formulated, which states that emotional desire has a positive and significant effect on purchase decisions.

METHODS

This study adopted a quantitative approach to examine the influence of brand image, environmental concern, emotional desire, and perceived product quality on consumers' purchase decisions regarding EIGER products in Purwokerto. A quantitative approach was considered appropriate because the study sought to test the hypothesized relationships among variables using statistical analysis (Sugiyono, 2021). A cross-sectional survey design was employed to collect data from consumers at a single point in time. The design enabled the measurement of respondents' perceptions of the research variables and the assessment of their effects on purchase decisions through hypothesis testing. The target population comprised consumers who had purchased and used EIGER products in Purwokerto. A total of 100 respondents participated in the study. Participants were selected using a non-probability sampling method with an incidental sampling technique, allowing consumers who met the study criteria and were available during the data collection period to be included in the sample. Primary data were collected using a structured questionnaire based on a five-point Likert scale, with measurement indicators adapted from established studies relevant to each research variable. Before the main analysis, the research instrument was evaluated

through validity and reliability tests to ensure that each item accurately measured the intended construct and produced consistent responses. The questionnaires were distributed directly to eligible respondents, and only completed questionnaires were included in the analysis. The collected data were analyzed using IBM SPSS Statistics. Descriptive statistics were first generated to summarize respondents' characteristics (Sugiyono, 2021). Instrument quality was then assessed through validity and reliability testing. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were subsequently performed to verify the suitability of the regression model. After all assumptions had been satisfied, multiple linear regression analysis was conducted to examine the effects of brand image, environmental concern, emotional desire, and perceived product quality on purchase decisions. The hypotheses were evaluated using the coefficient of determination (R^2), the F-test to assess the simultaneous effects of the independent variables, and the t-test to determine the individual effect of each independent variable on purchase decisions. Statistical significance was determined at the 5% significance level ($\alpha = 0.05$).

RESULTS

Table 3. Multiple Linear Regression Results

Variable	Coefficient
Constanta	1.130
Brand Image (X1)	0.487
Environmental concern (X2)	0.257
Emotional desire (X3)	0.171
Product quality perception (X4)	0.291

Source: SPSS Processed Data, 2026

Based on table 3, the multiple linear regression equation model can be seen as follows: Y = 1.130 + 0.487X1 + 0.257X2 + 0.171X3 + 0.291X4 + e. The constant of 1.130 indicates that if the brand image, environmental concern, emotional desire, and product quality perception variables are zero or do not change, then the purchase decision for EIGER products in Purwokerto has a value of 1.130. The regression coefficient of the brand image variable (X1) of 0.487 indicates that brand image has a positive effect on purchase decisions. This can be interpreted that every increase in brand image by one unit will increase the purchase decision for EIGER products in Purwokerto by 0.487 units, assuming other variables are constant. The regression coefficient of the environmental concern variable (X2)

of 0.257 indicates that environmental concern has a positive effect on purchase decisions. This means that if consumer environmental concern increases by one unit, then the purchase decision for EIGER products in Purwokerto will increase by 0.257 units, assuming other variables remain constant. The regression coefficient of the emotional desire variable (X3) of 0.171 indicates that emotional desire has a positive effect on purchase decisions. This means that a one-unit increase in consumer emotional desire will drive an increase in the purchase decision of EIGER products in Purwokerto by 0.171 units, assuming other variables remain constant. Furthermore, the regression coefficient of the product quality perception variable (X4) of 0.291 indicates that product quality perception has a positive influence on purchase decisions. Thus, if product quality perception increases by one unit, then the purchase decision for EIGER products in Purwokerto will increase by 0.291 units, assuming other variables remain unchanged.

Table 4. R^2 Table

R^2 Value	Description
0.583	Quite Strong Influence

Source: SPSS Processed Data, 2026

As shown in Table 4, R^2 Table, the coefficient of determination (R^2) is 0.583, indicating that the proposed model explains 58.3% of the variance in consumers' purchase decisions for EIGER products. The remaining 41.7% of the variance may be attributed to other determinants that were not examined in this study, including price, word of mouth, and lifestyle.

Table 5. F test Results

F count	Ftable	Description
33.174	2.47	Accepted

Source: SPSS Processed Data, 2026

As shown in Table 5, F Test Results, the calculated F value is 33.174, which is greater than the critical F value of 2.47 (33.174 > 2.47). This result indicates that the regression model is statistically significant and suitable for explaining consumers' purchase decisions. Therefore, the null hypothesis (H_0) is rejected, indicating that brand image, environmental concern, emotional desire, and perceived product quality jointly have a significant effect on purchase decisions.

Table 6. Hypothesis Testing (t-Test)

Variable	T count	T table	Sig.	α (0,05)	Decisions
Brand Image (X_1)	3.383	1.661	0.001	0,05	H_1 Accepted
Environmental Concern (X_2)	2.152	1.661	0.034	0,05	H_2 Accepted
Emotional Desire (X_3)	3.073	1.661	0.003	0,05	H_3 Accepted
Product Quality Perception (X_4)	2.220	1.661	0.029	0,05	H_4 Accepted

Source: SPSS Processed Data, 2026

As shown in Table 6, Results of Hypothesis Testing (t-Test), all independent variables have positive and statistically significant effects on consumers' purchase decisions. Brand image has a positive and significant effect (t = 3.383, p = 0.001), supporting H_1. Similarly, environmental concern significantly influences purchase decisions (t = 2.152, p = 0.034), supporting H_2. Emotional desire also demonstrates a positive and significant effect (t = 3.073, p = 0.003), confirming H_3. Likewise, perceived product quality positively and significantly affects purchase decisions (t = 2.220, p = 0.029), supporting H_4. These findings indicate that all proposed hypotheses are supported.

DISCUSSION

The influence of brand image on purchase decisions for EIGER products in Purwokerto

The research results show that the first hypothesis which states that brand image has a positive and significant effect on purchase decisions for EIGER products is accepted, with a value of (3.383 > 1.66105) and significance (0.001 < 0.05). This means that the better the EIGER brand image perceived by consumers, the higher the consumer's tendency to make purchasing decisions. The results of this research support previous research by Yulianti (2020)and Nurulia et al. (2023).

The findings contribute to the development of the Stimulus–Organism–Response (SOR) theory by providing empirical evidence that brand image remains an important external stimulus influencing consumer purchasing behavior in the context of outdoor apparel products. This study also extends the application of the SOR framework to the Indonesian outdoor equipment market, demonstrating that consumers' perceptions of brand reputation and credibility significantly shape their purchasing behavior. As a result, the study enriches the literature on consumer behavior by confirming the relevance of brand image as a key determinant of purchase decisions in a competitive retail environment.

From a practical perspective, the findings provide useful insights for EIGER and other outdoor product companies in developing marketing strategies that strengthen brand equity. Companies should consistently maintain a positive brand image through product innovation, effective brand communication, high-quality customer service, and marketing campaigns that reflect the brand's values and identity. These strategies can enhance consumer trust, strengthen emotional attachment to the brand, and ultimately increase purchase decisions.

This study is limited by its focus on consumers of EIGER products in Purwokerto, which may restrict the generalizability of the findings to consumers in other geographical areas or market segments. In addition, the cross-sectional research design only captures consumer perceptions at a single point in time and therefore cannot explain changes in brand image or purchasing behavior over time. Future studies are encouraged to include respondents from different cities or regions, employ longitudinal or comparative research designs, and investigate additional moderating or mediating variables, such as brand trust, customer satisfaction, or brand loyalty, to provide a more comprehensive understanding of the relationship between brand image and purchase decisions.

The influence of environmental concerns on purchase decisions for EIGER products in Purwokerto

The research results show that the second hypothesis, which states that environmental concern has a positive and significant effect on purchase decisions for EIGER products, is accepted. This finding indicates that consumers with higher levels of environmental awareness are more likely to purchase EIGER products. Increasing environmental concern encourages consumers to consider not only the functional benefits of a product but also its environmental impact, making sustainability an important factor in the purchasing decision process. This finding suggests that environmental values have become increasingly integrated into consumer decision-making, particularly among consumers who are concerned about environmental preservation.

The findings provide a different perspective from Yulianti (2020), who reported that green marketing strategy did not significantly influence purchase decisions. This difference may be explained by the distinction between corporate marketing efforts and consumers' intrinsic environmental values. While green marketing strategy reflects a firm's promotional

activities, environmental concern represents consumers' personal awareness and commitment to environmental sustainability, which may exert a stronger influence on purchasing behavior. Therefore, the present findings suggest that internal psychological factors related to environmental responsibility may be more influential than external promotional strategies in encouraging consumers to purchase environmentally responsible products. Furthermore, these findings are consistent with the Stimulus–Organism–Response (SOR) theory, in which environmental concern represents the organism component, reflecting consumers' internal psychological evaluation that mediates the relationship between environmental stimuli and purchasing behavior.

The findings contribute to the development of consumer behavior literature by extending the application of the Stimulus–Organism–Response (SOR) theory to the context of environmentally conscious purchasing behavior in the outdoor apparel industry. This study provides empirical evidence that environmental concern is an important psychological determinant of purchase decisions, particularly in markets where consumers increasingly value sustainability. Practically, the findings suggest that EIGER should strengthen its environmental sustainability initiatives by implementing eco-friendly production practices, reducing environmental impacts throughout the product life cycle, and communicating these efforts transparently through its marketing activities. Such strategies may enhance consumer trust, reinforce the company's environmental reputation, and encourage environmentally conscious consumers to choose EIGER products.

This study is limited by its focus on consumers in Purwokerto, which may limit the generalizability of the findings to consumers with different demographic or cultural characteristics. In addition, environmental concern was examined as a direct predictor of purchase decisions without considering other psychological mechanisms that may influence this relationship. Future studies are encouraged to expand the research to different geographical regions, include more diverse consumer groups, and investigate mediating or moderating variables such as environmental knowledge, green trust, green perceived value, or environmental attitudes. Employing longitudinal or mixed-method approaches may also provide a deeper understanding of how environmental concern influences purchasing behavior over time.

The influence of emotional desire on purchase decisions for EIGER products in Purwokerto

The research results show that the third hypothesis, which states that emotional desire has a positive and significant effect on purchase decisions for EIGER products, is accepted. This finding indicates that stronger emotional desire toward EIGER products increases consumers' likelihood of making purchase decisions. Emotional desire reflects consumers' affective attachment to a brand, where positive emotions, such as excitement, pride, and a sense of belonging, encourage consumers to move beyond rational product evaluation and engage in purchasing behavior. This finding demonstrates that emotional aspects are an important component of consumer decision-making, particularly in the context of outdoor lifestyle products that often represent consumers' identity and personal values.

The findings are consistent with previous studies by Yulianti (2020)and Putri (2025), which reported that emotional factors significantly influence consumer purchase decisions. From a theoretical perspective, the results support the Stimulus–Organism–Response (SOR) theory, in which emotional desire represents the organism component that emerges after consumers receive external stimuli from the brand. These emotional responses shape consumers' internal evaluations and subsequently influence their behavioral response in the form of purchase decisions. The findings therefore reinforce the view that consumer behavior is influenced not only by cognitive assessments but also by affective processes.

The findings contribute to the development of consumer behavior literature by providing empirical evidence that emotional desire is a significant psychological mechanism influencing purchase decisions in the outdoor apparel industry. This study extends the application of the Stimulus–Organism–Response (SOR) theory by highlighting the importance of emotional responses in explaining consumer purchasing behavior within the Indonesian market. From a practical perspective, the findings suggest that EIGER should develop marketing strategies that strengthen consumers' emotional attachment to the brand through storytelling, experiential marketing, outdoor community engagement, and campaigns that communicate the brand's values and lifestyle. Building stronger emotional connections with consumers may increase brand preference and encourage repeat purchase behavior.

This study is limited by its focus on consumers in Purwokerto and the use of a cross-sectional research design, which may limit the generalizability of the findings and does not capture changes in consumers' emotional responses over time. Furthermore, emotional desire was examined as a direct predictor of purchase decisions without considering other psychological mechanisms that may influence this relationship. Future studies are encouraged to involve broader geographical areas and more diverse consumer groups while incorporating mediating or moderating variables, such as brand attachment, customer engagement, perceived value, or consumer experience. Longitudinal or mixed-method research designs are also recommended to provide a more comprehensive understanding of how emotional desire develops and influences purchase decisions over time.

The influence of product quality perception on purchase decisions for EIGER products in Purwokerto

The research results show that the fourth hypothesis, which states that perceived product quality has a positive and significant effect on purchase decisions for EIGER products, is accepted. This finding indicates that consumers who perceive EIGER products as having high quality are more likely to make purchase decisions. Perceived product quality reflects consumers' evaluations of product performance, durability, reliability, and overall value, which reduce uncertainty and strengthen confidence during the purchasing process. These findings suggest that quality perception remains a fundamental determinant of consumer behavior, particularly for outdoor products where functionality, safety, and durability are essential considerations.

The findings are consistent with previous studies conducted by Rahmanisa and Rahmanisa & Mardhiyah (2022)and Mu'tashim et al. (2024), which concluded that perceived product quality significantly influences purchase decisions. From a theoretical perspective, the findings also support the Stimulus–Organism–Response (SOR) theory. Within this framework, perceived product quality represents the organism component, in which consumers cognitively evaluate product attributes after receiving external stimuli from the brand. These cognitive evaluations subsequently shape consumers' behavioral responses in the form of purchase decisions. Therefore, the findings reinforce the importance of cognitive assessment as a mechanism through which marketing stimuli influence consumer behavior.

The findings contribute to the development of consumer behavior literature by providing empirical evidence that perceived product quality is a significant cognitive determinant of purchase decisions in the outdoor apparel industry. This study further extends the application of the Stimulus–Organism–Response (SOR) theory by demonstrating that consumers' quality evaluations play a critical role in transforming external marketing stimuli into purchasing behavior within the Indonesian outdoor product market. From a practical perspective, the findings suggest that EIGER should continue to prioritize product quality by maintaining high manufacturing standards, ensuring product durability and reliability, and continuously innovating to meet consumer expectations. Communicating product quality through certifications, product testing, customer testimonials, and transparent product information may further strengthen consumer confidence and encourage purchasing decisions.

This study is limited by its focus on consumers in Purwokerto and the use of a cross-sectional research design, which may restrict the generalizability of the findings and does not capture changes in consumers' quality perceptions over time. In addition, perceived product quality was examined as a direct predictor of purchase decisions without considering other variables that may strengthen or weaken this relationship. Future studies are encouraged to include broader and more diverse samples from different geographical regions, employ longitudinal or comparative research designs, and examine potential mediating or moderating variables such as perceived value, customer satisfaction, brand trust, or customer loyalty. Such approaches would provide a more comprehensive understanding of how perceived product quality influences consumer purchase decisions across different market contexts.

CONCLUSION

The findings of this study demonstrate that brand image, environmental concern, emotional desire, and perceived product quality are important determinants of consumers' purchase decisions for EIGER products in Purwokerto. Collectively, these findings indicate that both functional considerations, represented by perceived product quality, and psychological factors, reflected in brand image, environmental concern, and emotional desire, play complementary roles in shaping consumer purchasing behavior. Therefore, the research objectives were successfully achieved, and all proposed hypotheses were supported.

This study contributes to the literature on consumer behavior by providing empirical evidence that purchase decisions for outdoor apparel products are influenced by a combination of cognitive, emotional, and sustainability-related factors. The findings enrich the understanding of purchase decision models by demonstrating the simultaneous importance of these dimensions in the context of EIGER consumers in Purwokerto. From a practical perspective, the results suggest that companies should strengthen their brand positioning, maintain product quality, and integrate environmental values and emotional engagement into their marketing strategies to encourage consumer purchase decisions.

Future research is recommended to extend this model by incorporating additional variables that may explain purchase decisions, such as price perception, word of mouth, lifestyle, and customer trust. Expanding the research to different geographical areas and consumer segments would also improve the generalizability of the findings. In addition, future studies may employ more comprehensive analytical approaches or comparative research designs to provide deeper insights into the factors influencing consumer purchase decisions.

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