

The Influence of Brand Image and Product Quality on Purchase Decisions of Eiger Products in Surabaya

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ABSTRACT

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In today's competitive business world, companies need effective strategies to attract customers and keep them loyal. Two important factors that influence consumer purchasing decisions are brand image and product quality. This research explores how brand image and product quality affect the purchasing decisions of Eiger products in Surabaya. The study uses a quantitative approach with a survey method. The target population includes consumers who have bought Eiger products in Surabaya. A purposive sampling technique was used, involving 156 respondents. Data was collected through a questionnaire distributed via Google Forms. For data analysis, multiple linear regression was applied to examine the relationship between independent and dependent variables. The findings reveal that brand image has a positive and significant effect on consumer purchasing decisions. Likewise, product quality plays a crucial role in influencing purchasing choices. Overall, both brand image and product quality contribute significantly to shaping consumer decisions when purchasing Eiger products in Surabaya.

INTRODUCTION

In today's era of globalization, there is a constant need to create competition in response to the ever-changing environment in a country's development process. One of the current challenges faced by companies is competing to find the best ways to capture and maintain market share. Therefore, companies must implement appropriate marketing strategies to attract consumers and achieve their business objectives. In Indonesia, business competition in the outdoor equipment industry has become increasingly intense. One of the leading companies that manufactures outdoor gear and equipment and has a significant market share—dominating 80% of the local market—is PT. Eigerindo Multi Produk Industri, commonly known as Eiger (Dhani et al., 2023).

Consumer needs and preferences are currently influenced by the emergence of a new phenomenon in Indonesian society—a growing interest in outdoor

activities, commonly referred to as the "back to nature" trend. Outdoor activities have now become a new lifestyle among Indonesians, attracting not only nature enthusiasts but also various groups who enjoy adventure or simply follow the trend. These activities vary widely, including visits to natural attractions such as beaches, forests, waterfalls, and mountains (Husen, 2023).

Every hobby and activity requires supporting equipment. For those passionate about adventure and outdoor activities, there are various brands offering high-quality gear to enhance their experience. Several well-known brands in Indonesia's outdoor equipment retail industry include:

Table 1. The Best Outdoor Brand In Indonesia

No.	The Best Outdoor Brand
1.	Eiger
2.	Arei
3.	Consina
4.	Claw
5.	Cartenz
6.	Cozmeed

Source: Gayaremaja.com, 2022

Based on Table 1. we can see that several top outdoor equipment brands are produced in Indonesia, such as Eiger, Consina, Cozmeed, Claw, Arei, and Cartenz. This indicates that businesses related to outdoor activities are growing rapidly in line with Indonesia's economic growth, particularly in the retail sector for outdoor equipment. The presence of many companies providing outdoor gear makes it easier for consumers to select products that align with their needs and preferences.

Consumer purchase decisions play a crucial role in the economy, as the ultimate goal of economic activities from production to marketing is to encourage consumers to buy products. Understanding consumer behavior is complex, as each individual has different preferences, expectations, and reasons for choosing a particular brand or store (Bagus & Tantowi, 2019).

Product quality refers to the physical attributes and functionality of a product that meet consumer needs and justify its price (Murdapa in Larasati, 2023). Kotler & Armstrong (in Larasati, 2023) found that product quality has a significant positive impact on purchasing decisions, as consumers prioritize reliable products. However, research by Bagus Fajar (2021) suggests that product quality may not always influence purchasing decisions, highlighting inconsistencies in previous studies.

Brand image is another critical factor in consumer decision-making, reflecting not only a brand's quality but also its emotional connection with consumers (Larasati, 2023). According to Suherman et al. (2021), brand awareness plays a key role in shaping brand image, helping consumers recognize and recall a brand, which ultimately influences their purchase intentions. Zhang (2023) further supports this, emphasizing that the quality of e-commerce websites directly affects consumer attitudes toward brands, reinforcing the significance of a strong brand image in driving purchase interest.

With the growing interest in outdoor activities, East Java, as the largest province on Java Island, offers abundant natural tourism destinations. This rising

trend has created a demand for high-quality outdoor gear. Eigerindo Multi Produk Industri, known as Eiger, is Indonesia's leading manufacturer and retailer of outdoor adventure equipment. Founded in 1993 by Ronny Lukito in Bandung, Eiger has established itself as a top local brand (www.eigeradventurenews.com). It competes with several other outdoor brands in Surabaya, such as Merapi Mountain, Arei, and Consina, which offer similar products at lower prices.

Despite competition, Eiger maintains a strong brand image and product quality, which helps sustain its market position. The brand is widely recommended by members of Backpacker Indonesia, indicating high consumer trust (www.backpackerindonesia.com). Additionally, Eiger has consistently ranked among the top three brands in its category at the Top Brand Awards from 2020 to 2024, demonstrating its competitive strength (www.topbrandaward.com).

Given the significance of brand image and product quality in consumer purchase decisions, this study aims to analyze their impact on Eiger's market performance in Surabaya. Understanding these factors will provide valuable insights for Eiger to strengthen its market position and customer loyalty.

LITERATURE REVIEW

Brand Image

Brand image is a crucial factor influencing consumer purchasing behavior. According to Kotler & Keller (2018), brand image refers to consumer perceptions and associations related to a specific brand, influencing their decision-making process. A strong brand image helps businesses differentiate their products from competitors, build customer trust, and increase brand loyalty (Keller, 2018).

Several studies have examined the impact of brand image on consumer purchasing decisions. For instance, Suherman et al. (2021) found that brand awareness plays a crucial role in shaping brand image and influences consumers' repurchase intentions. Similarly, Zhang (2023) emphasizes that e-commerce website quality directly affects consumers' attitudes towards a brand, demonstrating the importance of a positive brand image in increasing purchase intentions.

Furthermore, brand image is not only influenced by marketing strategies but also by consumer experiences. Consumers tend to purchase products from brands that align with their values and identity (Wijaya & Junaedi, 2021). Therefore, companies must actively manage their brand image through effective marketing communication and customer engagement. H1: Brand image has a significant influence on the purchase decision of Eiger products in Surabaya.

Product Quality

Product quality significantly affects consumer purchasing decisions. According to Kotler & Armstrong (2023), product quality encompasses features, durability, reliability, and overall performance. High product quality enhances customer satisfaction, fosters brand loyalty, and leads to positive word-of-mouth marketing (Larasati, 2023).

Empirical studies support the importance of product quality in purchasing decisions. Research by Bagus & Tantowi (2019) found that product quality positively and significantly impacts consumers' buying behavior. Additionally, Nursanti et al. (2019) highlight that superior product quality not only attracts new customers but also retains existing ones, ultimately boosting a company's market share.

However, some studies suggest that product quality alone may not always determine purchasing decisions. Bagus Fajar (2021) found that in some cases, product quality had a weak influence on purchase decisions, indicating the presence of other factors such as price perception and promotional strategies. Thus, while product quality is essential, it must be complemented by strong branding and effective marketing strategies. H2: Product Quality has a significant influence on the purchase decision of Eiger products in Surabaya.

Relationship Between Brand Image and Product Quality on Purchase Decisions

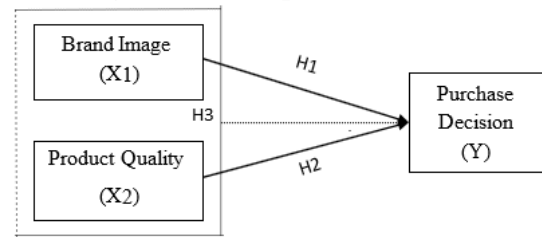
The interaction between brand image and product quality significantly impacts consumer behavior. A study by Serli (2021) demonstrated that both brand image and product quality simultaneously influence consumer purchase decisions, reinforcing the idea that companies must focus on both aspects to remain competitive.

Moreover, Rizky Dwijantoro (2022) found that price, product quality, and promotion collectively influence consumer purchasing behavior in online marketplaces. This suggests that while brand image and product quality are critical, companies should also integrate pricing strategies and promotional efforts to maximize sales performance.

Based on the reviewed literature, brand image and product quality are key determinants of purchase decisions. Companies must continuously enhance their brand image while maintaining high product quality to sustain competitive advantages and improve customer satisfaction.

H3: Brand image and product quality simultaneously influence consumer purchase decisions.

Figure 1. Conceptual Framework



Source :Processed by the author, 2025

METHOD

This study adopts a quantitative approach with an associative method to analyze the relationship between predetermined variables. The research follows a survey design, where data is gathered through questionnaires distributed to respondents. The target population consists of Eiger product consumers in Surabaya, with a sample size of 156 respondents determined using the Slovin formula with an 8% margin of error. The sampling method applied is purposive sampling.

Both primary and secondary data are utilized in this research. Primary data is collected directly from questionnaires completed by consumers, while secondary data is obtained from books, journals, articles, sales reports, and social media sources. Data analysis is performed using multiple linear regression with the assistance of SPSS software to assess the impact of brand image and product quality on consumer purchasing decisions.

RESULT

Respondent Classification

a. Based on Gender

Out of 156 respondents, the majority are male, totaling 93 people (60%), while female respondents account for 63 people (40%). This indicates that Eiger users in Surabaya are predominantly male.

b. Based on Age

The largest age group is 21–24 years, with 122 respondents (78%). Meanwhile, 17 respondents (11%) are aged 18–20 years, 12 respondents (8%) are aged 25–28 years, 5 respondents (2%) are aged 29–32 years, and only 1 respondent (1%) is over 32 years old. Therefore, the majority of Eiger users in Surabaya are aged 21–24 years.

d. Based on Occupation

Most respondents are students, totaling 130 people (83%). Additionally, 11 respondents (7%) work as government employees, 9 respondents (6%) are self-employed, 4 respondents (2%) are laborers, and 1 respondent (1%) works as a barista and a motorcycle

mechanic, respectively. Thus, the majority of Eiger users in Surabaya come from the student demographic.

Validity Test

The validity test results for each indicator in the variables show values exceeding the r-table value of 0.157. This confirms that the indicators used in this study are valid and suitable for data collection.

Reliability Test

The reliability test using Cronbach's Alpha confirms that all variables meet the reliability criteria, with a cut-off value of 0.60. Brand Image (0.611), Product Quality (0.647), and Purchase Decision (0.605) all exceed this threshold, indicating that the measurement instrument is consistent. While the results confirm reliability, further improvements, such as refining or expanding questionnaire items, could enhance consistency to a higher standard (≥ 0.70).

Normality Test

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual	
N		156	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.79917361	
Most Extreme Differences	Absolute	.042	
	Positive	.040	
	Negative	-.042	
Test Statistic		.042	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.713	
	99% Confidence Interval	Lower Bound	.701
		Upper Bound	.724

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source : Ouput SPSS 25, 2025

Based on the table above, since the p-value (0.200) is greater than 0.05, we do not reject the null hypothesis. This indicates that the data does not significantly deviate from normality. Therefore, the residuals can be considered normally distributed, supporting the assumption of normality for further statistical analysis.

Heteroscedasticity Test

Table 3. Heteroscedasticity Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.140	1.475		2.806	.006
	X1	-.061	.054	-.105	-1.126	.262
	X2	-.014	.041	-.031	-.332	.740

a. Dependent Variable: ABS_RES

Source : Ouput SPSS 25, 2025

Based on the Coefficients table, the heteroscedasticity test can be verified by examining the significance (Sig.) values of the independent variables. In heteroscedasticity analysis, if the significance value is greater than 0.05, it indicates that heteroscedasticity is not present in the regression model. The results show that the Sig. value for X1 is 0.262, while for X2, it is 0.740. Both values exceed the 0.05 threshold, meaning that the independent variables do not significantly affect the distribution of residuals. This confirms that the assumption of homoscedasticity is met, ensuring that the regression model does not suffer from heteroscedasticity issues and can be reliably used for further analysis.

Multicollinearity Test

Table 4. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	6.644	2.345		2.833	.005		
	X1	.205	.086	.167	2.378	.019	.739	1.353
	X2	.523	.065	.563	8.003	<.001	.739	1.353

a. Dependent Variable: Y

Source : Ouput SPSS 25, 2025

Based on Table 4, the Variance Inflation Factor (VIF) values for X1 and X2 are both 1.353, and their Tolerance values are 0.739. Since VIF values are below 10 and Tolerance values are above 0.1, it confirms that there is no multicollinearity issue between the independent variables.

Overall, both X1 and X2 significantly influence Y, with X2 showing a stronger effect. Additionally, the absence of multicollinearity suggests that the regression model is reliable for further analysis.

Multiple Linier Regression Analysis Test

Based on Table 4 above the resulting multiple linear regression equation is as follows : Purchase Decisions = 6.644 + 0.205X1 + 0.523X2 + e

From Tabel 3, it can be seen that:

- The coefficient of X1 is 0.205, meaning that for every 1% increase in X1, the dependent variable Y will increase by 0.205 (20.5%). Conversely, if X1 decreases by 1%, Y will decrease by 0.205 (20.5%) as well.
- The coefficient of X2 is 0.523, indicating that for every 1% increase in X2, Y will rise by 0.523 (52.3%). Similarly, if X2 decreases by 1%, Y will decrease by 0.523 (52.3%).
- The constant value of 6.644 suggests that if there is no change in X1 and X2 (both variables are zero), the predicted value of Y will be 6.644.

Hypothesis Test

F-Test

Table 5. F.Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	957.844	2	478.922	60.334	<.001 ^b
	Residual	1214.483	153	7.938		
	Total	2172.327	155			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source : Ouput SPSS 25, 2025

From the table output, it can be seen that the F-calculated value (60.334) is greater than the F-table value (3.05) and the significance value (0.001) is less than 0.05. Therefore, the hypothesis is accepted. It can be concluded that Brand Image and Product Quality have a significant influence on Purchase Decision simultaneously.

t-Test

the t-Test result shown in Table 4 indicate that: The Brand Image (X1) variable has a t-calculated value of 2.378, while the t-table value at df = 153 with a 0.05 significance level is 1.975. Since the t-calculated value (2.378) is greater than the t-table value (1.975) and the significance level (0.019) is less than 0.05, it can be concluded that Brand Image has a positive and significant impact on Purchase Decision.

Similarly, the Product Quality (X2) variable has a t-calculated value of 8.003, exceeding the t-table value of 1.975 at df = 153 with a 0.05 significance level. Additionally, the significance value (0.001) is below 0.05. These results confirm that Product Quality has a positive and significant influence on Purchase Decision.

Coefficient of Determination Test R²

Table 5. R square Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.434	2.817

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source : Ouput SPSS 25, 2025

From Table 5, the R value in the multiple linear regression analysis is 0.664, indicating a moderate relationship between Brand Image, Product Quality, and Purchase Decision. Meanwhile, the coefficient of determination (R²) is 0.434 or 43.4%, meaning that the independent variables (Brand Image and Product Quality) explain 43.4% of the variance in the dependent variable (Purchase Decision), while the remaining 56.6% is influenced by other factors not included in the model.

According to Chin (1998), an R² value greater than 0.67 is considered strong, greater than 0.33 is moderate, and greater than 0.19 is weak. Based on this classification, the coefficient of determination in this study falls into the moderate category.

DISCUSSION

The Influence of Brand Image on Purchase Decision

Based on the results of the first hypothesis test (H1), it is proven that the brand image variable has a positive and significant influence on the purchase decision of Eiger products in Surabaya. This finding aligns with Pratiwi (2019), who stated that brand image affects consumer purchase decisions. This is further reinforced by Fristiana (2020), who found that brand image has a significant impact on consumer purchasing decisions. Similarly, Serli (2021) concluded that brand image has a positive and significant effect on purchase decisions.

According to Kotler's Brand Image Theory (as cited in Larasati, 2023), brand image contributes to purchase decisions by shaping a positive perception of the product. This perception is driven by consumer trust in the quality and reputation of the brand, which meets their needs and preferences. This positive perception encourages consumers to trust and be more interested in the product, ultimately leading to increased purchase decisions.

From the descriptive analysis of respondents' answers, the statement "Eiger's brand image gives an exclusive and high-quality impression compared to other brands" received the highest score. This indicates that consumers directly benefit from the brand image in building their trust and interest in Eiger products. Since Eiger has established a strong

reputation through effective marketing strategies and consistent product quality, consumers feel more confident in making purchasing decisions. This, in turn, enhances brand loyalty and positively impacts the company's overall sales volume.

The Influence of Product Quality on Purchase Decision

Based on the second hypothesis test (H2), product quality has a positive and significant impact on the purchase decision of Eiger products in Surabaya. This result aligns with Hidayat (2020), who found that product quality influences consumer purchasing decisions. This is further supported by Aldini (2021), who stated that product quality has a significant impact on purchase decisions. Similarly, Dwijantoro (2022) concluded that product quality positively and significantly affects purchase decisions.

According to Kotler's Product Quality Theory (as cited in Larasati, 2023), consumers tend to choose products based on reliability, durability, and the benefits they offer. When a product has high quality, consumers experience greater satisfaction, leading to repeat purchases and positive recommendations to others.

From the descriptive analysis of respondents' answers, the statement "Eiger products have durable materials and are comfortable to use for outdoor activities" received the highest score. This indicates that consumers highly prioritize quality in their purchasing decisions. Products with high durability and comfort are the main factors influencing consumers to choose Eiger over other brands. This competitive advantage in product quality strengthens Eiger's position in the outdoor industry and enhances customer loyalty to the brand.

The Influence of Brand Image and Product Quality on Purchase Decision

Based on the third hypothesis test (H3), brand image and product quality collectively have a positive and significant impact on the purchase decisions of Eiger products in Surabaya. This finding aligns with the research of Zamhuri (2021), who stated that brand image and product quality significantly influence consumer purchasing decisions. Additionally, Serli (2021) reinforced this conclusion by demonstrating that both factors jointly affect purchase decisions. Likewise, Bagus Fajar (2021) found that brand image and product quality positively and significantly impact consumer choices.

The descriptive analysis of respondents' answers further supports this, as the statement "Eiger has a strong brand image and high-quality products, making

it the top choice for purchasing outdoor equipment" received the highest score. This indicates that consumers highly value both brand image and product quality in their decision-making process. A strong brand image fosters positive consumer perceptions, while high product quality enhances customer loyalty and satisfaction.

Therefore, the synergy between brand image and product quality plays a crucial role in influencing purchasing decisions, ultimately strengthening Eiger's position in the outdoor equipment market in Surabaya. Surabaya.

CONCLUSION

The results of this study reveal that Brand Image and Product Quality have a significant positive impact on Purchase Decisions for Eiger products in Surabaya. A strong Brand Image enhances consumer trust and loyalty, increasing the likelihood of purchasing Eiger products. Likewise, Product Quality plays a vital role in shaping consumer satisfaction, which encourages repeat purchases. The combined effect of Brand Image and Product Quality further strengthens consumer confidence in their buying decisions, emphasizing the importance of these factors in maintaining Eiger's competitive position in the outdoor equipment market.

These findings align with previous research. Pratiwi (2019) and Fristiana (2020) found that Brand Image positively influences consumer purchase decisions. Similarly, Hidayat (2020) and Aldini (2021) demonstrated that Product Quality significantly affects purchasing behavior. Furthermore, Serli (2021) and Zamhuri (2021) confirmed that the combined influence of Brand Image and Product Quality has a strong impact on consumer purchasing decisions. In conclusion, this study reveals that brand image and product quality have a significant impact on purchasing decisions for Eiger products in Surabaya. These findings have practical implications for PT. Eigerindo Multi Produk Industri, suggesting that the company should continue strengthening its brand image through effective marketing strategies, such as increasing digital engagement and expanding branding campaigns. Additionally, maintaining and improving product quality by innovating more durable and comfortable materials for outdoor activities is essential.

From a scientific perspective, this research contributes to the understanding of the role of brand image and product quality in influencing purchasing decisions, particularly in Indonesia's outdoor equipment industry. The findings serve as a reference for future studies in marketing and consumer behavior, especially in industries related to lifestyle and outdoor activities.

Despite its valuable insights, this study has some limitations. First, the research was conducted only in Surabaya, making it difficult to generalize the results to other regions in Indonesia. Second, other factors such as price, promotions, and brand loyalty were not analyzed, even though they might also influence consumer purchasing decisions. Future research is encouraged to expand the study area and include additional variables to gain a more comprehensive understanding of the factors affecting consumer purchasing decisions for outdoor products in Indonesia.

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