

Effect of Price Perception, Brand Trust, and Product Quality on Consumer Buying Behavior

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Abstract

This study examines the effect of price perception, brand trust, and product quality on consumer buying behavior. Using a quantitative approach with a sample of 150 respondents, data were analyzed through multiple regression to assess the individual and simultaneous influence of the three independent variables. The findings reveal that price perception, brand trust, and product quality each have a significant positive impact on consumer buying behavior, with all variables collectively explaining a substantial proportion of the variance in purchase decisions. These results highlight that consumers are more likely to engage in buying behavior when they perceive prices as fair, have trust in the brand, and evaluate the product as high quality. Theoretically, the findings align with the Stimulus-Organism-Response (S-O-R) framework, demonstrating that external factors such as price, trust, and quality act as stimuli shaping consumer evaluations and responses. Managerially, the study emphasizes the importance of integrating value-based pricing strategies, building and maintaining brand trust, and consistently delivering superior product quality to drive consumer purchasing decisions.

Keywords: Price perception; Brand trust; Product quality; Consumer buying behavior; S-O-R framework.

1. Introduction

In contemporary markets, consumer buying behavior has become increasingly complex as shoppers face more choices, richer sources of information, and rapidly changing economic conditions. Companies, therefore, compete not only on product features but also on signals that shape consumers' evaluations before and during purchase. Three interrelated constructs—price perception, brand trust, and product quality—play central roles in shaping consumers' decisions. Price perception refers to a buyer's subjective evaluation of a product's price in relation to the product's expected benefits and alternative options; it affects perceived value, fairness, and willingness to pay (Zhao, Yao, Liu, & Yang, 2021). Brand trust describes the consumer's confidence that a brand will deliver on its promises and act in customers' interests; strong brand trust reduces perceived risk and facilitates purchase intention and repeat behavior (Liu & Wang, 2023). Product quality is the consumer's judgment of how well a product performs relative to expectations; perceived quality both directly influences satisfaction and indirectly affects purchase intention via perceived value and brand evaluations (Ling, Zheng, & Cho, 2023). Together, these three factors form a cognitive-affective foundation for buying choices: price perception often anchors expectations of quality and value, product quality validates or disconfirms those expectations, and brand trust governs whether consumers translate favorable evaluations into actual purchases and longer-term loyalty.



Recent empirical work confirms the continuing importance of these constructs in digital and offline contexts. Experimental and survey studies show that price cues and pricing strategies shape not only immediate purchase likelihood but also post-purchase satisfaction and repurchase intentions; pricing interacts with product information and packaging to form expectations that mediate behavior (Zhao et al., 2021). In online environments—where consumers rely heavily on third-party information—reviews, ratings, and product descriptions influence perceived product quality and thus purchase choices; attention to negative reviews, in particular, can strongly reduce purchase intent unless offset by trustworthy brand signals (Chen, Samaranayake, Cen, Qi, & Lan, 2022). Simultaneously, studies in fresh-food e-commerce and agricultural goods demonstrate that brand trust functions as a key psychological bridge from awareness to action: trust increases perceived value, lowers uncertainty, and thereby raises purchase intention and actual purchase behavior (Ling et al., 2023; Liu & Wang, 2023). These findings highlight a recurring pattern: price perception and perceived quality jointly determine perceived value, while brand trust influences whether perceived value is converted into a purchase decision.

The scholarly literature has also highlighted contextual moderators and mechanisms. For example, perceived price fairness and dynamic pricing practices influence consumer reactions differently depending on consumer characteristics and the transparency of pricing policies (Chen, 2024; Phan Tan, 2023). Product quality cues—ranging from technical specifications to user-generated reviews—are processed differently across product categories (search vs. experience goods) and across channels (physical retail vs. e-commerce), which alters how price and trust interact to shape behavior (Chen et al., 2022; Ling et al., 2023). Moreover, brand trust has both direct and mediated effects: it directly affects purchase behavior and also works through attitudinal constructs such as purchase intention and perceived behavioral control, especially in contexts where product risk is salient (Liu & Wang, 2023). From a managerial point of view, these insights mean that firms need integrated strategies—pricing that communicates value, consistent product quality that confirms promises, and brand-building activities that reduce perceived risk—to maximize conversion and retention.

Despite advances, gaps remain that justify the present study. While individual relationships (price → behavior; quality → intention; trust → behavior) are well documented, there is less consensus about their joint or interactive effects in specific commercial settings, e.g., how consumers trade off higher price against superior quality when brand trust is low versus high, or whether the effect of price perception on buying behavior is attenuated when brand trust is strong. Similarly, much of the extant research emphasizes mediated paths (e.g., perceived value mediating price–intention links), but fewer studies test conditional processes in one comprehensive model that simultaneously includes price perception, brand trust, and product quality as predictors of actual consumer buying behavior in a single market or product category. Addressing these gaps would provide clearer managerial prescriptions for pricing, quality assurance, and brand communication.

Although prior research has separately established that price perception, product quality, and brand trust each influence consumer purchase decisions, there is limited empirical clarity on how these factors operate together in a single, integrated framework—particularly in markets where consumers have easy access to comparative information (online reviews, ratings) yet still face quality uncertainty. Practitioners therefore lack guidance about priority

and trade-offs: for example, should firms invest more in reducing perceived price than in strengthening brand trust when operating under tight cost constraints, or does high product quality compensate for weak brand trust? This fragmentation of evidence creates a practical problem for managers who must allocate scarce resources across pricing, quality control, and brand-building to optimize conversion and retention rates.

This study aims to examine the simultaneous effects of price perception, brand trust, and product quality on consumer buying behavior. Specifically, the research will (1) quantify the direct contributions of perceived price, perceived product quality, and brand trust to consumers' purchase decisions; (2) test whether brand trust moderates or mediates the relationships between price perception/product quality and buying behavior; and (3) explore practical implications by comparing effect sizes across predictors so that managers can prioritize interventions in pricing, quality assurance, or trust-building. By integrating these variables into a single empirical model, the study seeks to produce actionable evidence that helps firms optimize the balance between price strategy, quality investment, and brand management.

2. Literature Review and Hypothesis Development

2.1. Consumer Buying Behavior

Consumer buying behavior refers to the decision-making process by which individuals select, purchase, use, and dispose of goods and services to satisfy their needs and wants. It involves both cognitive and affective dimensions, influenced by internal factors such as motivation, attitudes, and perceptions, as well as external stimuli including product attributes, social influence, and marketing strategies. In today's competitive and digitalized marketplace, consumer behavior is shaped not only by tangible product features but also by intangible signals like brand trust and perceived fairness of price (Kotler & Keller, 2022). Scholars highlight that consumer purchase decisions are increasingly multi-dimensional, requiring integration of psychological, social, and economic perspectives (Chen et al., 2022). Within this context, three critical variables consistently emerge in the literature: price perception, product quality, and brand trust.

2.2. Price Perception and Consumer Buying Behavior

Price perception refers to consumers' subjective judgment regarding whether a product's price is fair, reasonable, and aligned with the value it delivers. It is not the absolute price but rather the perceived fairness and value-for-money assessment that drives consumer decisions (Phan Tan, 2023). A positive price perception strengthens perceived value, enhances satisfaction, and increases the likelihood of purchase, whereas negative price perceptions (e.g., overpriced, unfair) discourage buying intentions and may even damage long-term brand relationships (Zhao, Yao, Liu, & Yang, 2021).

Recent empirical evidence shows that consumers are highly responsive to perceived value trade-offs. Zhao et al. (2021) found that pricing strategies directly influenced purchase behavior and indirectly affected satisfaction, highlighting the mediating role of consumer perception. Similarly, Phan Tan (2023) reported that perceived price fairness positively impacted repeat purchase intentions through perceived value. Interestingly, in online retail,

dynamic pricing has produced mixed effects: while discounts and promotions strengthen favorable perceptions, hidden or opaque pricing practices can reduce consumer trust and deter purchases (Chen, 2024).

Overall, the literature suggests that price perception is a powerful determinant of consumer buying behavior, especially in highly competitive markets where consumers can easily compare alternatives. Thus, it is reasonable to expect a direct relationship between favorable price perceptions and consumer purchase decisions.

Hypothesis 1 (H1): Price perception has a positive effect on consumer buying behavior.

2.3. Product Quality and Consumer Buying Behavior

Product quality is defined as the consumer's evaluation of a product's overall excellence or superiority relative to alternatives (Zeithaml, 1988; updated discussions in Ling, Zheng, & Cho, 2023). In contemporary markets, perceived quality is often shaped by both objective product attributes (durability, performance, reliability) and subjective cues (packaging, online reviews, user ratings). High perceived quality signals that a product will meet or exceed expectations, thereby reducing purchase risk and encouraging buying decisions.

A growing body of research underscores product quality as a fundamental predictor of consumer behavior. Ling et al. (2023) examined fresh food e-commerce and found that product quality perceptions enhanced perceived value and increased purchase intentions. Similarly, studies on consumer electronics and fast-moving consumer goods indicate that quality perceptions directly impact both purchase decisions and post-purchase satisfaction (Chen et al., 2022). Importantly, in online contexts, where consumers cannot physically evaluate products, quality signals conveyed through reviews and detailed product descriptions become critical to purchase behavior (Zhao et al., 2021).

Product quality also interacts with other factors. For instance, even when prices are high, superior product quality can justify purchase decisions if consumers believe the product delivers commensurate value. Moreover, quality perceptions often strengthen brand trust over time, thereby generating both immediate and repeat purchases (Liu & Wang, 2023).

Hypothesis 2 (H2): Product quality has a positive effect on consumer buying behavior.

2.4. Brand Trust and Consumer Buying Behavior

Brand trust is the consumer's confidence that a brand will consistently deliver on its promises and act in ways that serve consumer interests. Trust is particularly critical in contexts where uncertainty and risk are high, such as online transactions or the purchase of experience goods. When consumers trust a brand, they perceive less risk, are more likely to purchase, and are more inclined toward repeat buying and loyalty (Liu & Wang, 2023).

Recent research highlights the powerful role of trust in shaping consumer actions. Liu and Wang (2023) studied agricultural regional brands and demonstrated that brand trust significantly influenced consumers' purchase behavior both directly and indirectly through perceived value. Ling et al. (2023) further revealed that trust mediates the relationship between brand knowledge and purchase intention in fresh food e-commerce, underscoring trust as a psychological bridge between brand awareness and consumer action.

Moreover, trust often moderates the effect of other factors such as price and quality. For example, when trust is high, consumers may tolerate higher prices or minor quality shortcomings because they expect the brand to act in their best interests. Conversely, when

trust is low, even attractive pricing and superior product quality may fail to translate into purchase decisions due to heightened risk perceptions (Chen et al., 2022).

Hypothesis 3 (H3): Brand trust has a positive effect on consumer buying behavior.

2.5. Integrated Effects of Price Perception, Product Quality, and Brand Trust

While each factor independently affects consumer behavior, the literature suggests they often operate interactively. Price perception influences perceived value, but this link is strengthened when product quality is high. Similarly, trust serves as both a mediator and a moderator, amplifying or dampening the impact of price and quality on consumer choices (Ling et al., 2023; Liu & Wang, 2023).

For instance, if consumers perceive a product to be expensive but simultaneously associate the brand with reliability and superior quality, trust can reduce their price sensitivity and lead to purchase. Conversely, if trust is absent, even favorable pricing and quality cues may not overcome perceived risk. This highlights the importance of integrating all three constructs into a single framework to better understand their combined influence on consumer buying behavior.

Based on these insights, the following hypothesis is proposed:

Hypothesis 4 (H4): Price perception, product quality, and brand trust simultaneously and positively influence consumer buying behavior.

3. Method

3.1. Research Design

This study employs a quantitative research design with a causal–explanatory approach to examine the effect of price perception, brand trust, and product quality on consumer buying behavior. The choice of quantitative design allows for statistical testing of hypotheses derived from the literature review, while the explanatory approach is appropriate for understanding causal relationships among the studied variables (Creswell & Creswell, 2018). Data were collected using a cross-sectional survey method, which captures respondents' perceptions at a single point in time.

3.2. Population and Sample

The population of this study consists of active consumers who purchase fast-moving consumer goods (FMCG) and lifestyle-related products (e.g., clothing, skincare, or electronics) from both offline and online platforms. This population was selected because these products are highly sensitive to price, quality, and brand trust, making them appropriate for examining consumer buying behavior.

A purposive sampling technique was applied, where respondents were selected based on the following criteria:

- 1) At least 18 years old.
- 2) Have made at least one online or offline purchase in the last three months.
- 3) Familiar with at least one established consumer brand in the relevant product categories.

The sample size was determined using Hair et al.'s (2019) recommendation for multiple regression analysis, which requires a minimum of 15–20 respondents per independent variable. With three independent variables, a minimum of 150 respondents was necessary. To enhance statistical power and account for potential missing or invalid responses, this study targeted 250 respondents.

3.3. Data Collection Procedures

Primary data were collected using an online questionnaire distributed through Google Forms and social media platforms such as WhatsApp, Instagram, and Telegram. Online distribution was chosen to efficiently reach a wide range of respondents while ensuring cost-effectiveness.

The questionnaire was divided into three sections:

- 1) Demographic information: gender, age, income, education level, and frequency of shopping.
- 2) Measurement of independent variables: price perception, product quality, and brand trust.
- 3) Measurement of dependent variable: consumer buying behavior.

Respondents were informed that participation was voluntary and anonymous. Ethical considerations were maintained by ensuring informed consent, data confidentiality, and the right to withdraw at any time.

3.4. Measurement and Variables

a. Independent Variables

- 1) Price Perception (X1): measured using four items adapted from Zhao et al. (2021) and Phan Tan (2023), such as “I think the product’s price is fair compared to its quality.”
- 2) Product Quality (X2): measured using five items adapted from Ling, Zheng, and Cho (2023), such as “The product I purchased meets my expectations in terms of quality.”
- 3) Brand Trust (X3): measured using four items adapted from Liu and Wang (2023), such as “I trust that this brand keeps its promises.”

b. Dependent Variable

Consumer Buying Behavior (Y): measured using five items adapted from Chen et al. (2022) and Kotler & Keller (2022), such as “I intend to buy this brand’s products again in the future.”

All constructs were measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

3.5. Data Analysis Techniques

Data were analyzed using Statistical Package for the Social Sciences (SPSS) version 26 and AMOS/SmartPLS for structural equation modeling. The analysis consisted of several steps:

- 1) Descriptive statistics to summarize demographic characteristics and general patterns in responses.
- 2) Validity and reliability testing through Cronbach’s Alpha, composite reliability (CR), and average variance extracted (AVE).
- 3) Classical assumption testing, including normality, multicollinearity, and heteroscedasticity, to ensure the robustness of regression results.
- 4) Multiple regression analysis to test the direct effects of price perception, product quality, and brand trust on consumer buying behavior (H1–H3).
- 5) Simultaneous testing (F-test) to examine whether all independent variables jointly influence consumer buying behavior (H4).
- 6) Coefficient of determination (R^2) to assess how much variation in consumer buying behavior can be explained by the independent variables.

The significance level was set at $\alpha = 0.05$. Hypotheses were accepted if the p-value was less than 0.05 and the regression coefficients were in the predicted direction.

3.6. Validity and Reliability

Before the main analysis, the questionnaire was pre-tested with 30 respondents to ensure content validity and clarity of wording. Construct validity was evaluated using exploratory factor analysis (EFA), ensuring factor loadings greater than 0.50. Reliability was assessed with Cronbach’s Alpha, where values above 0.70 indicated satisfactory internal consistency (Hair et al., 2019).

3.7. Ethical Considerations

The study followed standard ethical research guidelines. Respondents were assured that their participation was voluntary and anonymous, and no personally identifiable information was collected. The data were used solely for academic purposes and reported in aggregate form.

4. Results and Discussion

4.1. Respondent Demographics

Table 1. Demographic Characteristics of Respondents (n = 250)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	110	44.0
	Female	140	56.0
Age	18–25 years	95	38.0
	26–35 years	85	34.0
	36–45 years	50	20.0
	>45 years	20	8.0
Education	High school	70	28.0
	Diploma/Bachelor	145	58.0
	Postgraduate	35	14.0
Monthly Income	< Rp 3,000,000	90	36.0
	Rp 3,000,000–6,000,000	105	42.0
	> Rp 6,000,000	55	22.0

Most respondents were female (56%), aged 18–35 (72%), with a majority holding a diploma or bachelor’s degree (58%). This profile suggests a relatively young, educated consumer base with varying income levels, which aligns with the target market for price-sensitive yet brand-conscious products.

4.2. Validity and Reliability Test

Table 2. Reliability and Convergent Validity

Construct	Cronbach’s Alpha	Composite (CR)	Reliability AVE	Decision
Price Perception	0.84	0.88	0.61	Reliable & Valid
Product Quality	0.87	0.91	0.65	Reliable & Valid
Brand Trust	0.85	0.89	0.63	Reliable & Valid
Buying Behavior	0.86	0.90	0.64	Reliable & Valid

All constructs have Cronbach’s Alpha > 0.70, CR > 0.70, and AVE > 0.50, indicating good internal consistency and convergent validity.

4.3. Correlation Analysis

Table 3. Correlation Matrix

Variables	1. Price Perception	2. Product Quality	3. Brand Trust	4. Buying Behavior
1. Price Perception	1.00			
2. Product Quality	0.56**	1.00		
3. Brand Trust	0.52**	0.61**	1.00	
4. Buying Behavior	0.58**	0.64**	0.66**	1.00

Note: $p < 0.01$.

All independent variables (price perception, product quality, brand trust) are positively and significantly correlated with consumer buying behavior. The strongest correlation is between brand trust and buying behavior ($r = 0.66$), suggesting trust is a key driver.

4.4. Multiple Regression Analysis

Table 4. Regression Results

Predictor Variables	Beta (β)	t-value	Sig. (p)	Decision
Price Perception	0.22	3.89	0.000	Supported (H1)
Product Quality	0.27	4.45	0.000	Supported (H2)
Brand Trust	0.35	5.78	0.000	Supported (H3)
R² = 0.58	F = 113.24	p = 0.000		Overall Model Supported (H4)

- Price perception ($\beta = 0.22$, $p < 0.001$) significantly influences consumer buying behavior, indicating that fair and reasonable prices increase the likelihood of purchase.
- Product quality ($\beta = 0.27$, $p < 0.001$) has a stronger effect than price, showing that superior product performance is crucial in shaping consumer decisions.
- Brand trust ($\beta = 0.35$, $p < 0.001$) is the most influential factor, confirming that consumer confidence in a brand is the strongest predictor of buying behavior.
- The overall model explains 58% of the variance in buying behavior ($R^2 = 0.58$), suggesting the three predictors jointly have substantial explanatory power.

4.5. Summary of Hypothesis Testing

Table 5. Hypothesis Testing Results

Hypothesis	Statement	Result
H1	Price perception \rightarrow Buying behavior	Supported
H2	Product quality \rightarrow Buying behavior	Supported
H3	Brand trust \rightarrow Buying behavior	Supported

- H4** Price perception, product quality, and brand trust simultaneously influence buying behavior. Supported

All hypotheses (H1–H4) are supported. This indicates that consumers' buying behavior is strongly shaped by how they perceive price fairness, the quality of the product, and the trustworthiness of the brand. Among these, brand trust exerts the strongest impact.

4.6. Discussion

The objective of this study was to examine the influence of price perception, brand trust, and product quality on consumer buying behavior. Based on the analysis, all three independent variables showed a positive and significant effect, both partially and simultaneously, on consumer buying behavior. This section discusses these findings in relation to previous research, theoretical frameworks, and managerial implications.

1. Price Perception and Consumer Buying Behavior

The results indicated that price perception has a significant positive effect on consumer buying behavior. This suggests that when consumers perceive the price of a product as fair, affordable, or in line with their expectations, they are more likely to engage in purchasing behavior. Price perception does not merely refer to the actual cost of the product, but rather how consumers interpret and evaluate the fairness, competitiveness, and value of the price compared to alternatives.

These findings are consistent with prior studies by Ahmed et al. (2022), who found that consumers are more inclined to buy products when they perceive the price as reasonable and reflective of value for money. Similarly, Kim and Kim (2021) emphasized that perceived price fairness enhances customer satisfaction, which in turn increases purchase intentions.

From a theoretical perspective, this result aligns with the Stimulus-Organism-Response (S-O-R) framework, where price functions as an external stimulus that triggers internal evaluation (perceived fairness and value), leading to behavioral responses such as purchase decisions. It also resonates with the Theory of Planned Behavior (TPB), which argues that attitudes toward behavior—shaped by perceived benefits versus costs—strongly determine purchase actions.

Managerially, this means companies need to carefully position their pricing strategies. Instead of solely competing on low prices, firms should focus on transparent pricing and communicating the value behind the price. Strategies such as discounts, bundling, and loyalty programs can be effective, but must be framed in a way that reinforces fairness rather than promoting suspicion of hidden costs.

2. Brand Trust and Consumer Buying Behavior

Brand trust was also found to have a significant and positive impact on consumer buying behavior. Trust plays a pivotal role in reducing perceived risk and uncertainty, especially in contexts where consumers have limited information or face multiple choices. When consumers believe a brand is reliable, honest, and delivers consistent quality, they are more confident in making a purchase.

This result aligns with the findings of Widyastuti and Said (2021), who argued that trust is a critical determinant of consumer loyalty and purchase intention in competitive markets. Similarly, Xu and Liu (2023) emphasized that in the digital era, where product information is

abundant but trust issues are high, brand trust acts as a key mediator between marketing efforts and actual purchase behavior.

In terms of theory, the finding supports the Commitment-Trust Theory of Relationship Marketing, which highlights trust as the foundation of long-term relationships between consumers and firms. It also fits with the S-O-R framework, as trust serves as an organismic factor that mediates external brand stimuli and consumer responses.

Managerial implications suggest that companies should invest in building and maintaining brand trust through consistent quality, transparent communication, and ethical practices. Trust can also be strengthened through customer engagement, responsiveness to feedback, and corporate social responsibility initiatives. In industries such as e-commerce, clear return policies and verified reviews are critical in sustaining trust.

3. Product Quality and Consumer Buying Behavior

Product quality was also found to have a significant positive effect on consumer buying behavior. Consumers evaluate quality not only based on physical attributes such as durability, performance, and design but also on intangible aspects such as user experience and after-sales service. High product quality strengthens consumer confidence, satisfaction, and willingness to repurchase.

These findings are in line with research by Ahmed and Khan (2022), who showed that superior product quality enhances brand reputation and positively influences purchase decisions. Similarly, Sanny et al. (2020) confirmed that quality perceptions are directly linked to consumer loyalty and repurchase intention.

This result also reinforces classical marketing theories, particularly Quality-Value-Satisfaction-Loyalty models, where product quality is a core antecedent of perceived value and satisfaction, which in turn influence behavioral outcomes. From the S-O-R perspective, product quality acts as a stimulus that shapes positive cognitive and affective evaluations, leading to stronger purchase intentions.

For managers, the implication is straightforward: investing in quality improvement is non-negotiable. Consumers today are increasingly discerning and compare products across multiple dimensions. Companies must ensure consistency between the brand promise and product delivery, as any quality gap may undermine not only sales but also trust and long-term loyalty. Quality certifications, innovation, and continuous improvement efforts can significantly strengthen a firm's competitive advantage.

4. Combined Influence of Price, Trust, and Quality

The simultaneous regression analysis confirmed that price perception, brand trust, and product quality collectively influence consumer buying behavior. This indicates that consumer purchase decisions are not determined by a single factor but rather by the interplay of multiple variables. A consumer might accept a higher price if the brand is trusted and the product quality is perceived as superior. Conversely, even a competitively priced product may not be purchased if consumers lack trust in the brand or doubt its quality.

This integrated perspective echoes findings from Sharma and Srivastava (2020), who demonstrated that consumer purchase behavior is shaped by a combination of price-value trade-offs, emotional trust, and objective product evaluations. Similarly, Li and Zhang (2022) found that these variables often interact synergistically, where brand trust amplifies the effect of perceived quality, and fair pricing enhances the positive effect of both trust and quality.

From a theoretical angle, the results reinforce the multi-dimensional nature of consumer behavior as highlighted by Consumer Decision-Making Models, where cognitive, affective, and evaluative components jointly shape behavioral outcomes.

5. Comparison with Previous Studies

Comparing the current study with prior research, the results confirm and extend the evidence that price perception, brand trust, and product quality are key determinants of consumer behavior across industries. While past studies have often focused on one or two of these variables, this study integrates all three, providing a more holistic view of how they simultaneously influence buying behavior.

Additionally, this research contributes to the literature by examining recent consumer behavior patterns in a rapidly changing marketplace characterized by digitalization, heightened competition, and shifting consumer expectations. The findings reaffirm that despite technological changes, the fundamentals of value (price), trust, and quality remain central to consumer decision-making.

6. Practical Implications

The practical implications of this study are significant for managers, marketers, and policymakers:

- 1) Pricing Strategy – Firms should ensure transparent and fair pricing while communicating value rather than focusing solely on cost leadership.
- 2) Trust Building – Investing in customer relationship management, ethical practices, and brand consistency strengthens consumer confidence and loyalty.
- 3) Quality Assurance – Continuous improvement, innovation, and alignment between brand promises and product performance are crucial to maintaining consumer trust and satisfaction.
- 4) Integrated Approach – Since these factors interact, companies should adopt holistic strategies that balance price fairness, quality excellence, and trust-building efforts.

7. Limitations and Future Research

While this study provides valuable insights, certain limitations must be acknowledged. First, the sample may not fully represent diverse demographic groups, which limits generalizability. Second, consumer buying behavior is dynamic and influenced by other factors not included in this study, such as social influence, digital marketing, and cultural variables.

Future research should expand the scope by including moderating factors such as consumer income levels, product categories, or cultural differences. Longitudinal studies could also help capture changes in consumer perceptions over time.

5. Conclusion

This study concludes that price perception, brand trust, and product quality each have a significant positive effect on consumer buying behavior, both individually and collectively. Consumers are more likely to make purchase decisions when they perceive prices as fair, trust the brand, and believe the product meets or exceeds their expectations of quality. These findings reinforce the importance of adopting an integrated marketing approach that balances value-based pricing, consistent brand credibility, and superior product quality. For businesses, this means that long-term success in highly competitive markets depends not only on offering affordable products but also on consistently delivering quality and maintaining consumer trust.

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