

Brand Image and Digital Advertising as Determinants of Consumer Purchase Intention

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Abstract

A decrease in sales combined with shifting consumer perceptions within the dishwashing liquid market signals the importance of studying what factors might determine purchase intention. This study focuses on assessing how Brand Image and Digital Advertising shape Consumer Purchase Intention for Sunlight products. The investigation relied on a quantitative method featuring a descriptive-associative research design. The study obtained its data by distributing questionnaires to 100 respondents, chosen from a population of 25,625 consumers via probability sampling and the Slovin formula. Data analysis involved validity and reliability checks, classical assumption tests, simple and multiple linear regression, correlation analysis, the coefficient of determination, and hypothesis testing, each conducted through SPSS version 26. According to the results, Brand Image has a positive and significant impact on Consumer Purchase Intention, reflected in a regression coefficient of 0.465, a correlation coefficient of 0.440, and a coefficient of determination of 19.4%. A similar positive and significant impact comes from Digital Advertising, which records a regression coefficient of 0.509, a correlation coefficient of 0.519, and a coefficient of determination of 26.9%. When considered simultaneously, Brand Image and Digital Advertising significantly affect Consumer Purchase Intention, with a correlation coefficient of 0.551 and a coefficient of determination of 30.3%. These findings indicate that strengthening brand perceptions and improving the effectiveness of digital advertising can support higher consumer purchase intention. The study provides practical implications for marketing strategies through consistent brand communication, clear advertising messages, and relevant digital content.

Keywords: Advertising Effectiveness, Brand Perception, Consumer Behavior, Marketing Communication, Purchase Intention.

1. Introduction

How firms connect with customers and implement marketing plans has been notably reshaped by the rise of digital technology. Social media, websites, and online marketplaces are among the digital platforms that enable companies to distribute product information rapidly, broaden their consumer reach, and communicate with buyers more directly. These shifts have also influenced consumer decision-making, as people can now obtain product information and make comparisons with greater ease prior to purchase (Otopah et al., 2024). In the competitive household consumer goods market, companies therefore need to maintain favorable brand perceptions and communicate marketing messages effectively.

What makes up brand image is the perception and impression consumers develop toward a brand as a result of their experiences, information received, product quality, and marketing communication (Widyanti & Rastini, 2024). A favorable brand image can



strengthen consumer confidence when evaluating a product against competing brands (Iskamto & Rahmalia, 2023; Jonathan & Tunjungsari, 2025). In the context of Sunlight products, brand image is reflected through the strength of brand associations, brand superiority, and brand uniqueness.

Digital advertising is another factor that may influence purchase intention. Digital platforms allow companies to present product information through visual, interactive, and targeted content (Otopah et al., 2024; Sunjaya et al., 2024). Its effectiveness depends on factors such as advertising appeal, information clarity, exposure frequency, and message relevance (Masuda et al., 2022; Ngo et al., 2024). Effective digital advertising can therefore help attract consumer attention, communicate product benefits, and maintain consumer interest.

The research problem is reflected in the sales performance of PT Alamuimas Distribusi Indonesia. Company data show that outlet transactions declined from 11,921 in 2023 to 6,449 in 2024 and approximately 5,691 in 2025. Sunlight sales also decreased from 3,592,378 units in 2023 to 2,749,905 units in 2024 and 2,003,552 units in 2025. This decline indicates reduced market activity that requires further investigation. However, sales performance cannot be treated as a direct measure of purchase intention because actual sales may also be affected by distribution, product availability, pricing, competition, and purchasing behavior. Consumer-based analysis is therefore needed to examine the extent to which brand image and digital advertising are associated with purchase intention.

The preliminary survey further indicates that consumers generally responded positively to Sunlight's digital advertising, particularly in terms of visual presentation and information clarity. However, lower responses were observed in statements related to the ability of advertisements to attract attention and the suitability of advertising messages to consumer needs. Previous study have shown that brand image and digital marketing activities are associated with purchase intention (Alwan & Alshurideh, 2022). However, differences in product categories, consumer characteristics, and market contexts make further examination relevant in the household consumer goods sector. Accordingly, this study focuses on consumers of Sunlight products in Tangerang City and examines brand image and digital advertising as two marketing factors that may influence purchase intention.

This study aims to examine how brand image affects consumer purchase intention, how digital advertising affects consumer purchase intention, and how both variables together affect consumer purchase intention. The analysis draws on primary data gathered through a structured questionnaire and uses statistical testing to establish the direction, strength, and significance of the relationships among the variables. The findings are expected to contribute empirical evidence on consumer purchase intention in the household consumer goods context and provide practical insights for strengthening brand communication and improving digital advertising effectiveness.

2. Literature Review

2.1. Brand Image

The perceptions, impressions, and associations that consumers build toward a brand constitute what is known as brand image (Chang, 2025; Widyanti & Rastini, 2024). These perceptions develop through product experiences, information, product quality, and marketing communication. A favorable brand image can reduce uncertainty and help consumers evaluate competing products. In consumer goods markets, brand image is therefore an important factor in shaping brand recognition, evaluation, and preference.

Brand associations play an important role in this process (Alwan & Alshurideh, 2022). Consumers are more likely to recall and consider a brand when it is strongly associated with relevant benefits, quality, or distinctive characteristics. In this study, brand image is measured through three dimensions: strength of brand associations, brand superiority, and brand uniqueness. These dimensions capture consumers' ability to recognize and remember the brand, perceive its advantages, and identify its distinctive characteristics.

The strength of brand associations refers to how easily consumers recall and recognize a brand when a relevant need arises. Brand superiority reflects perceptions of the benefits, quality, and advantages offered by the brand compared with competitors. Brand uniqueness refers to characteristics that distinguish the brand from competing products. These dimensions are relevant to household products because consumers often encounter brands with similar functions and may rely on brand perceptions when choosing among alternatives.

The underlying study found that brand image received an overall mean score of 4.22, indicating a very good perception among respondents. However, differences across indicators show that some aspects remain stronger than others. This provides a basis for examining whether stronger brand perceptions are associated with higher purchase intention.

This relationship has been supported by prior studies. A significant relationship between brand image and purchase intention was reported by Kurniawan et al. (2026), while a positive and significant effect was identified by Wirayanthi and Santoso (2018). In a digital marketing context, Devananda and Sutrisni (2025) also found a positive association between brand image and purchase intention. According to these findings, strong brand perceptions can enhance consumer confidence and motivate purchase intention (Jonathan & Tunjungsari, 2025).

2.2. Digital Advertising

A form of marketing communication that relies on internet-based media to deliver information and persuasive messages to consumers is known as digital advertising (Hien & Nhu, 2022). It enables companies to communicate through social media, websites, marketplaces, and other digital platforms. Digital advertising also allows information to be delivered rapidly and repeatedly through visual, textual, and interactive content.

From a consumer behavior perspective, digital advertising can serve as a stimulus that attracts attention, provides information, and supports product evaluation (Nekmahmud et al., 2022). Its effectiveness depends on the attractiveness, clarity, relevance, and usefulness of the content. Frequent exposure alone may not generate consumer interest if the advertisement fails to communicate meaningful product benefits.

In this study, digital advertising is measured through four dimensions: advertising appeal, clarity of information, frequency of exposure, and message suitability. Advertising appeal refers to the ability of an advertisement to attract attention through its visual presentation, creativity, and message. Clarity of information reflects how easily consumers understand the information presented. Frequency of exposure refers to how often consumers encounter advertisements through digital media. Message suitability indicates the relevance of advertising content to consumer needs and expectations.

These dimensions reflect different stages of consumer response. Attractive content can capture attention, while clear and relevant information can support product evaluation. Repeated exposure can also strengthen brand recall when the advertising content remains relevant to consumers.

The study found that respondents generally perceived digital advertising positively, with an overall mean score of 4.20. However, lower scores were observed for the communication of product benefits and the ability of advertisements to attract attention. This suggests that

the effectiveness of digital advertising can still be improved by presenting product benefits more clearly and connecting advertising messages with consumer needs.

The relationship between digital advertising and purchase intention has been supported by prior research. Rahmawati and Pratama (2022) discovered that digital advertising exerts a positive and significant effect on purchase intention. Yusditara and Nurdilila (2025) reported a similar relationship, while Putri and Mulyanto (2023) identified digital advertising as a relevant factor associated with purchase intention. These findings support the role of digital advertising as a marketing stimulus that can shape consumer interest before an actual purchase decision.

2.3. Purchase Intention

The tendency, willingness, or psychological inclination of a consumer to purchase a product after recognizing a need, obtaining information, and evaluating available alternatives is what purchase intention refers to. It represents a behavioral tendency that occurs before the actual purchase decision. Purchase intention is therefore commonly used as an important indicator for understanding the likelihood that consumers will proceed toward purchasing a product.

Consumer purchase intention is not limited to the immediate desire to buy. It may also be reflected in consumers' willingness to recommend a product, preference for one brand over competitors, and efforts to seek additional information before making a decision. This study thus measures purchase intention by means of four dimensions, which are transactional intention, referential intention, preferential intention, and explorative intention.

The willingness or plan of a consumer to purchase the product is what transactional intention reflects. As for referential intention, it represents the tendency to recommend the product or to share positive experiences with others. Preferential intention indicates the consumer's tendency to regard a particular brand as a preferred choice in comparison with competing brands. Explorative intention reflects the willingness to obtain further information regarding product benefits, quality, and comparative advantages.

This multidimensional measurement is relevant because purchase intention develops through a process of perception and evaluation. Consumers may first recognize a product, develop a positive perception, compare it with alternatives, and then express a willingness to purchase or recommend it. Consequently, factors that influence product perception and communication may play an important role in shaping purchase intention.

The empirical findings in the study show that purchase intention among respondents was generally high, with an average score of 4.26. The highest individual score was recorded on the intention to purchase the product in the near future. This indicates that respondents generally demonstrated a strong tendency toward purchasing Sunlight products, although differences among indicators suggest that the various dimensions of purchase intention may not be equally strong.

2.4. Relationship Between Brand Image and Purchase Intention

Brand image can influence purchase intention because consumers often use brand-related perceptions to evaluate whether a product is trustworthy, beneficial, and suitable for their needs (Alwan & Alshurideh, 2022). A positive image can strengthen confidence in product quality and reduce perceived uncertainty. When consumers associate a brand with favorable characteristics, they are more likely to consider the brand as an alternative during the purchase process.

In the context of this study, a strong association with Sunlight, perceptions of its superiority, and recognition of its distinctive characteristics may encourage consumers to

develop a stronger willingness to purchase. Support for this theoretical relationship comes from prior research indicating that a favorable brand image is positively linked to purchase intention (Jonathan & Tunjungsari, 2025). In addition, the empirical evidence documented in the underlying study points to a positive and significant effect of brand image on purchase intention, reflected in a correlation coefficient of 0.440 and a coefficient of determination of 0.194.

However, the specific context of Sunlight consumers in Tangerang City provides an empirical setting that warrants further examination. The favorable brand image identified among respondents exists alongside declining sales in the study context. Therefore, examining the statistical relationship between brand image and purchase intention can provide evidence on whether positive consumer perceptions are reflected in purchase-related intentions within this particular market context.

2.5. Relationship Between Digital Advertising and Purchase Intention

Digital advertising can influence purchase intention by providing consumers with information and persuasive stimuli during the stages preceding purchase (Hien & Nhu, 2022). Attractive advertising may generate attention, clear information may reduce uncertainty, and relevant messages may strengthen consumers' perception that the product fits their needs. Repeated exposure may also improve brand recall and maintain the product in consumers' consideration set (Hien & Nhu, 2022; Masuda et al., 2022).

Accordingly, digital advertising that is attractive, informative, sufficiently frequent, and relevant is expected to contribute to stronger purchase intention (Sunjaya et al., 2024). The empirical finding of the study, in which digital advertising positively and significantly affected purchase intention, is consistent with this relationship. In the simple regression model, digital advertising explained 26.9% of the variation in purchase intention, indicated by a correlation coefficient of 0.519 and a coefficient of determination of 0.269.

The present study extends this discussion by examining digital advertising in the context of Sunlight consumers in Tangerang City. This context is relevant because respondents reported positive perceptions of digital advertising, while the underlying business context is characterized by declining sales. The study therefore examines whether consumers' positive evaluations of digital advertising are associated with their purchase intention and whether this relationship remains evident when brand image is considered simultaneously.

2.6. Previous Research

Prior studies offer empirical support for the relationships proposed among the variables. Investigations into brand image consistently demonstrate that consumer perceptions of a brand are capable of influencing purchase intention. Kurniawan et al. (2026); M. A. Putri and Hidayat (2017); as well as Wiryanthy and Santoso (2018) reported positive relationships between brand image and purchase intention. Devananda and Sutrisni (2025) also found that brand image contributed to purchase intention within a digital marketing context.

Studies on digital advertising have produced comparable findings. Rahmawati and Pratama (2022) along with Yusditara and Nurdelila (2025) documented positive and significant relationships between digital advertising and purchase intention. Digital advertising and brand image were additionally identified by S. B. Putri and Mulyanto (2023) as relevant factors for increasing consumer purchase intention. In addition, Aswin et al. (2024) found that promotion and brand image simultaneously influenced purchase intention.

The present study addresses this contextual gap by examining Sunlight products in Tangerang City, where a distinctive empirical situation is observed: consumers report favorable perceptions of brand image and digital advertising, and purchase intention is also

relatively high, while sales in the underlying business context have declined. This apparent discrepancy makes the setting particularly relevant for examining whether brand image and digital advertising are statistically associated with purchase intention. The study further examines these relationships both individually and simultaneously, providing evidence from a specific household cleaning product market that is not captured by the broader findings of previous studies.

Accordingly, the research gap addressed in this study is primarily contextual and empirical. Previous research has established the relevance of brand image and digital advertising to purchase intention, whereas limited evidence explains these relationships in the specific context of Sunlight consumers in Tangerang City under conditions of declining sales despite favorable consumer perceptions. By investigating this context, the present study contributes empirical evidence on how brand-related perceptions and digital marketing communication relate to purchase intention within a specific competitive consumer goods market.

2.7. Hypothesis Development

Based on the theoretical discussion, brand image is expected to influence purchase intention because consumers' favorable perceptions toward a brand can strengthen trust, recognition, and preference. A brand that consumers perceive as distinctive and superior may encourage them to become more willing to consider a purchase. Evidence of a positive relationship between brand image and purchase intention is likewise provided by previous empirical studies referenced in this research (Susanto & Siagian, 2025). The first hypothesis is therefore formulated as follows: Brand image has a positive and significant influence on consumer purchase intention.

Digital advertising is also expected to influence purchase intention because advertising provides information and persuasive stimuli that may shape consumers' attention, understanding, and evaluation of a product. When digital advertising is attractive, clear, sufficiently frequent, and relevant to consumer needs, it may increase consumers' interest in purchasing. Previous studies cited in this research support this expected relationship (Alwan & Alshurideh, 2022). Thus, the second hypothesis is expressed as follows: Digital advertising has a positive and significant influence on consumer purchase intention.

Brand image and digital advertising may also operate together in shaping purchase intention. Brand image provides a broader perception of the product, while digital advertising serves as a communication mechanism through which product information and brand messages reach consumers. A favorable brand image supported by effective digital advertising may therefore create a stronger basis for purchase intention than either factor considered independently (Jonathan & Tunjungsari, 2025). A simultaneous significant effect of both variables on purchase intention is also reported in the underlying study. The third hypothesis is therefore formulated as follows: Brand image and digital advertising simultaneously have a positive and significant influence on consumer purchase intention.

2.8. Research Framework

The research framework is developed from the assumption that consumer purchase intention is influenced by perceptions formed toward the brand and by marketing communication received through digital media. Brand image is represented by the strength of brand associations, brand superiority, and brand uniqueness. Digital advertising is represented by advertising appeal, clarity of information, frequency of exposure, and message suitability. These two independent variables are proposed to influence purchase intention, which consists of transactional, referential, preferential, and explorative intentions.

Two direct relationships and one simultaneous relationship are proposed in this framework. How brand image affects purchase intention is the focus of the first relationship, and how digital advertising affects purchase intention is the focus of the second. The combined influence of both independent variables on purchase intention is evaluated in the third. The conceptual basis for the statistical model used in the study is provided by this framework. The research framework is shown in Figure 1.

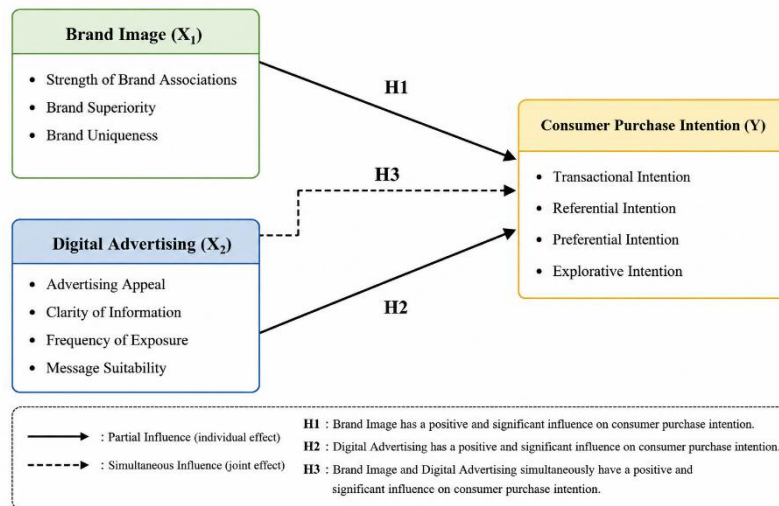


Figure 1. Research Framework

3. Methods

3.1. Research Design and Location

The study applied a quantitative research approach, using a survey method with an associative research design. Because the research called for the measurement of consumer perceptions and the testing of relationships among variables through numerical data and statistical procedures, the quantitative approach was selected. Sugiyono (2019) states that quantitative research functions to examine a particular population or sample by way of research instruments and statistical analysis for testing predetermined hypotheses. The associative design was applied in order to examine the relationship and influence between Brand Image (X_1), Digital Advertising (X_2), and Consumer Purchase Intention (Y). (Sujarweni, 2019) states that associative research is designed to examine relationships between variables and the influence of one variable on another.

The research was conducted at PT Alamuimas Distribusi Indonesia, located at Jalan Yos Sudarso No. 117A, RT 001/RW 002, Kebon Besar Urban Village, Batu Ceper District, Tangerang City, Banten. The study was conducted from November 2025 to July 2026. The research process included obtaining research permission, conducting preliminary observation, identifying the research problem, developing the research instrument, collecting primary data, processing and analyzing the data, interpreting the results, and preparing the final research report. The use of a survey design was considered appropriate because the variables examined in this study represent consumer perceptions that were obtained directly from respondents through a structured questionnaire.

3.2. Population, Sample, and Data Collection

The study population was defined based on the consumer database associated with PT Alamuimas Distribusi Indonesia, which contained 25,625 customer records. Because PT Alamuimas Distribusi Indonesia operates as a distributor, the database primarily represents its distribution and customer network rather than a direct registry of individual household consumers. Therefore, the 25,625 records should be understood as the population reference used to determine the sample size rather than as a database containing 25,625 individually registered household consumers.

One hundred individual consumers of Sunlight products made up the sample. Using the Slovin formula with a 10% margin of error, a minimum requirement of 99.61 respondents was obtained, which was then rounded to 100 respondents to establish the sample size. Respondents were selected based on accidental sampling including being individual consumers of Sunlight products and having experience or knowledge of the product sufficient to evaluate Brand Image, Digital Advertising, and Consumer Purchase Intention.

Data collection was conducted through direct questionnaire distribution to eligible Sunlight consumers. The process included preliminary observation, questionnaire development based on the operational indicators of each variable, respondent screening, questionnaire distribution, and verification of completed responses. Respondents' answers to the questionnaire served as the source of primary data, while relevant books, journal articles, and supporting information from the research site provided the secondary data. Every questionnaire item was measured with a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). Statements measuring Brand Image, Digital Advertising, and Consumer Purchase Intention made up the questionnaire.

3.3. Operationalization of Variables

Two independent variables, Brand Image (X_1) and Digital Advertising (X_2), and one dependent variable, Consumer Purchase Intention (Y), were examined in this study. To measure Brand Image, three indicators adapted from Kurniawan et al. (2026) were used, comprising strength of brand associations, brand superiority, and brand uniqueness, and these were represented by 10 questionnaire statements. For Digital Advertising, four indicators based on Yusditar and Nurdelila (2025) were employed, consisting of advertising appeal, clarity of advertising information, frequency of advertising exposure, and message suitability, which were also represented by 10 questionnaire statements. Consumer Purchase Intention was measured using four indicators based on Rahmawati and Pratama (2022), covering transactional intention, referential intention, preferential intention, and explorative intention, and these were represented by 10 questionnaire statements as well. Consequently, the questionnaire was made up of 30 statements that covered the three research variables.

3.4. Research Instrument Testing

Before the main analysis, validity and reliability testing was carried out on the research instrument. Pearson Product Moment correlation served as the method for validity testing, in which the calculated correlation coefficient of each questionnaire item was compared against the critical value to assess its validity. With 100 respondents, the degrees of freedom stood at 98, and the study reported an r -table value of 0.1654 at a 5% significance level. An item was deemed valid if its calculated correlation coefficient was greater than the r -table value. All items of Brand Image, Digital Advertising, and Consumer Purchase Intention produced calculated correlation coefficients greater than 0.1654, indicating that every questionnaire item was valid. Reliability was measured using Cronbach's Alpha, with coefficients of 0.705

for Brand Image, 0.742 for Digital Advertising, and 0.733 for Consumer Purchase Intention, all of which pointed to acceptable internal consistency for the variables.

3.5. Data Analysis Procedure

IBM SPSS Statistics version 26 served as the tool for data analysis at a 5% significance level, with the analysis encompassing descriptive statistics, instrument testing, classical assumption testing, regression analysis, and hypothesis testing. Descriptive analysis was used to summarize respondent characteristics and the distribution of responses for each research variable. Classical assumption testing involved normality, multicollinearity, and heteroscedasticity tests, where normality was assessed through the Kolmogorov-Smirnov test and normal probability plot, multicollinearity through tolerance and Variance Inflation Factor (VIF), and heteroscedasticity through a scatterplot. Simple linear regression was employed to examine the individual relationships of Brand Image and Digital Advertising with Consumer Purchase Intention, after which multiple linear regression was applied to examine their simultaneous relationship with Consumer Purchase Intention. The multiple regression model was specified as:

$$Y = a + b_1X_1 + b_2X_2$$

Within this equation, Y represents Consumer Purchase Intention, a is the constant, b₁ and b₂ are the regression coefficients, X₁ is Brand Image, and X₂ is Digital Advertising. Assessment of the strength of the relationship relied on the correlation coefficient (R), while determination of the proportion of variation in Consumer Purchase Intention explained by the independent variables relied on the coefficient of determination (R²), using these intervals: 0.00 to 0.199 as very weak, 0.20 to 0.399 as weak, 0.40 to 0.599 as moderate, 0.60 to 0.799 as strong, and 0.80 to 1.00 as very strong. Hypothesis testing involved the t-test for individual effects and the F-test for simultaneous effects, with α = 0.05 set as the level of statistical significance. The direction and magnitude of the regression coefficients were also considered in interpreting the relationships among the variables.

4. Results and Discussion

4.1. Research Results

4.1.1. Respondent Characteristics

The study involved 100 respondents in total, all of whom were consumers of Sunlight products within the research population. Respondent characteristics were described according to gender, age, and occupation.

In terms of gender, 87 respondents (87%) were female and 13 respondents (13%) were male. Based on age, respondents aged 35 to 50 years constituted the largest group, with 65 respondents (65%), followed by those aged 20 to 35 years with 33 respondents (33%), and those aged 15 to 20 years with 2 respondents (2%). Regarding occupation, 59 respondents (59%) were housewives, 30 respondents (30%) were entrepreneurs, 8 respondents (8%) were university students, and 3 respondents (3%) were civil servants.

The composition indicates that the sample was dominated by female respondents aged 35 to 50 years, with housewives representing the largest occupational group. This pattern is relevant to the context of the study because Sunlight is a household cleaning product that is frequently associated with domestic activities. Nevertheless, the characteristics of the sample should be interpreted within the scope of the respondents involved in this study and should

not be generalized beyond the research population without further evidence. The respondent characteristics are provided in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Female	87	87%
	Male	13	13%
Age	15–20 years	2	2%
	20–35 years	33	33%
	35–50 years	65	65%
Occupation	Housewife	59	59%
	Entrepreneur	30	30%
	University student	8	8%
	Civil servant	3	3%

Source: Primary data

4.1.2. Descriptive Statistics and Instrument Quality

Descriptive analysis was conducted to identify the general tendency of respondents' assessments of Brand Image, Digital Advertising, and Consumer Purchase Intention. The mean scores obtained were 4.22 for Brand Image, 4.20 for Digital Advertising, and 4.26 for Consumer Purchase Intention. Based on the interpretation scale used in the study, all three variables were classified as very good.

Brand Image recorded a mean score of 4.22. The highest item score was 4.38 for the statement that Sunlight has a distinctive and easily recognizable scent. This indicates that recognizable product characteristics represent an important component of consumers' brand perceptions. The lowest score was 4.12 for items related to the strength of brand associations, suggesting that although the overall brand perception was favorable, consumers' ability to maintain strong associations with the brand could still be strengthened.

Digital Advertising obtained a mean score of 4.20. The highest item score was 4.38 for the clarity of information presented in Sunlight advertisements. This indicates that clear information was an important strength of the advertising communication perceived by respondents. The lowest score was 4.02 for the extent to which advertisements communicate product benefits in a tangible manner. This suggests that although the advertising messages were generally understandable, the communication of product benefits could be made more concrete and persuasive.

Consumer Purchase Intention recorded a mean score of 4.26, the highest among the three variables. The highest item score was 4.36 for the intention to purchase Sunlight products in the near future. This indicates a generally strong purchase orientation among respondents. Positive responses were also observed across referential, preferential, and explorative intentions. The descriptive analysis of research variables is showed in Table 2.

Table 2. Descriptive Statistics of Research Variables

Variable	Mean Score	Category
Brand Image	4.22	Very Good
Digital Advertising	4.20	Very Good
Consumer Purchase Intention	4.26	Very Good

Source: Primary data

Instrument quality was then assessed through validity and reliability testing. Every questionnaire item across the three variables was declared valid, as the calculated correlation coefficients all surpassed the critical value of 0.1654. The computed values ranged from 0.454 to 0.633 for Brand Image, 0.412 to 0.632 for Digital Advertising, and 0.400 to 0.674 for Consumer Purchase Intention. These findings suggest that each questionnaire item correlated adequately with the total score of its corresponding variable.

Reliability testing produced Cronbach's Alpha values of 0.705 for Brand Image, 0.742 for Digital Advertising, and 0.733 for Consumer Purchase Intention. All values exceeded the 0.600 threshold used in the study. Therefore, the three measurement instruments were considered reliable and sufficiently consistent for further statistical analysis. The reliability results are provided in Table 3.

Table 3. Reliability Results

Variable	Cronbach's Alpha	Criterion	Result
Brand Image	0.705	0.600	Reliable
Digital Advertising	0.742	0.600	Reliable
Consumer Purchase Intention	0.733	0.600	Reliable

Source: SPSS version 26

4.1.3. Classical Assumption Testing

The research model underwent classical assumption testing before the regression analysis was conducted. Normality, multicollinearity, and heteroscedasticity were among the tests performed. An Asymp. Sig. (2-tailed) value of 0.070 was obtained from the Kolmogorov-Smirnov test. Given that this value was higher than 0.05, the residuals were regarded as normally distributed. This outcome shows that the normality assumption required for the regression analysis was fulfilled.

As seen in Table 4 below, a tolerance value of 0.694 and a Variance Inflation Factor value of 1.441 were yielded by the multicollinearity test for both independent variables. Given that the tolerance value was above 0.10 and the VIF value was under 10, no multicollinearity issue was identified between Brand Image and Digital Advertising. Through the scatterplot, the heteroscedasticity assessment indicated that the residual points were distributed randomly around the zero line and did not form a systematic pattern. Such a pattern indicates that no clear heteroscedasticity problem was present in the regression model. Meeting these assumptions justifies the use of regression analysis to estimate the direction and magnitude of the relationships between the independent variables and Consumer Purchase Intention.

Table 4. Classical Assumption Test Results

Test	Result	Decision
Kolmogorov-Smirnov	Sig. = 0.070	Normality assumption satisfied
Multicollinearity	Tolerance = 0.694; VIF = 1.441	No multicollinearity
Heteroscedasticity	Random scatterplot pattern	No clear heteroscedasticity

Source: SPSS version 26

4.2. Discussion

4.2.1. The Influence of Brand Image on Consumer Purchase Intention

The simple linear regression analysis produced the equation:

$$Y = 23.064 + 0.465X_1$$

A positive regression coefficient of 0.465 means that higher Brand Image is linked to higher Consumer Purchase Intention. When other factors are held constant, every one-unit increase in Brand Image is accompanied by a 0.465-unit increase in Consumer Purchase Intention.

Table 5 shows that the correlation coefficient of 0.440 points to a moderate relationship between Brand Image and Consumer Purchase Intention. With a coefficient of determination of 0.194, Brand Image accounted for 19.4% of the variation in Consumer Purchase Intention in the simple regression model, while the remaining 80.6% was linked to other factors beyond the model. The t-test yielded a calculated t-value of 4.856 and a significance value of 0.000. Since 4.856 surpassed the critical value of 1.984 and the significance value fell below 0.05, Brand Image was shown to exert a statistically significant effect on Consumer Purchase Intention.

Table 5. Effect of Brand Image on Consumer Purchase Intention

Statistic	Result
Regression equation	$Y = 23.064 + 0.465X_1$
Correlation coefficient	0.440
Coefficient of determination	0.194
t-value	4.856
t-table	1.984
Significance	0.000

Source: SPSS version 26

The finding indicates that brand-related perceptions have an important role in shaping consumers' willingness to purchase. The strongest descriptive indicator of Brand Image was the distinctive and recognizable scent of Sunlight, suggesting that a specific product characteristic can contribute to the formation of a favorable and memorable brand association. The direction of this finding matches that of previous studies cited in the research, including Wirayanthi and Santoso (2018), which found a positive and significant relationship between Brand Image and Purchase Intention.

From a practical perspective, maintaining recognizable brand characteristics is important because consumers may rely on familiar associations when considering whether to purchase a product. However, the explanatory power of Brand Image was 19.4%, indicating that purchase intention cannot be explained by brand perception alone. Other marketing and consumer-related factors may also contribute to the formation of purchase intention.

4.2.2. The Influence of Digital Advertising on Consumer Purchase Intention

The simple linear regression analysis for Digital Advertising generated the following equation:

$$Y = 21.262 + 0.509X_2$$

The regression coefficient for Digital Advertising was positive at 0.509. This means that, with all other variables held constant, each one-unit rise in Digital Advertising corresponds to a 0.509-unit rise in Consumer Purchase Intention. The correlation coefficient of 0.519 reflects

a moderate association between the two variables. With a coefficient of determination of 0.269, Digital Advertising accounted for 26.9% of the variance in Consumer Purchase Intention in the simple regression model. The t-test produced a calculated t-value of 6.014 with a significance value of 0.000. Because the calculated t-value was greater than the t-table value of 1.984, and the significance value was lower than 0.05, Digital Advertising was shown to have a statistically significant effect on Consumer Purchase Intention.

Table 6. Effect of Digital Advertising on Consumer Purchase Intention

Statistic	Result
Regression equation	$Y = 21.262 + 0.509X_2$
Correlation coefficient	0.519
Coefficient of determination	0.269
t-value	6.014
t-table	1.984
Significance	0.000

Source: SPSS version 26

The result which can be seen in Table 6 demonstrates that digital advertising is an important factor associated with consumers' purchase intention. The descriptive analysis provides additional support for this interpretation because clarity of advertising information received the highest score among the Digital Advertising items. This suggests that consumers may respond more positively when advertisements provide information that is easy to understand and directly relevant to the product.

The finding is consistent with previous studies cited in the research, particularly Rahmawati and Pratama (2022) as well as Yusditara and Nurdilila (2025), which reported positive effects of digital advertising on purchase intention. The present result also suggests that increasing advertising effectiveness should focus on the quality of communication rather than exposure alone. Clear information, meaningful product benefits, and messages that correspond to consumer needs can strengthen the role of digital advertising in encouraging purchase intention.

4.2.3. The Simultaneous Influence of Brand Image and Digital Advertising on Consumer Purchase Intention

Multiple linear regression analysis produced the following equation:

$$Y = 16.465 + 0.233X_1 + 0.389X_2$$

A constant of 16.465 was obtained, representing the predicted Consumer Purchase Intention under the purely theoretical condition in which both Brand Image and Digital Advertising equal zero. The regression coefficient for Brand Image was 0.233, indicating that when Digital Advertising is held constant, a one-unit increase in Brand Image leads to a 0.233-unit increase in Consumer Purchase Intention. For Digital Advertising, the regression coefficient was 0.389, indicating that when Brand Image is held constant, a one-unit increase in Digital Advertising leads to a 0.389-unit increase in Consumer Purchase Intention.

The multiple correlation coefficient of 0.551 reflects a moderate association between Consumer Purchase Intention and the two independent variables considered together. The coefficient of determination was 0.303, meaning Brand Image and Digital Advertising jointly accounted for 30.3% of the variance in Consumer Purchase Intention, while the other 69.7% was due to factors not included in the research model. The simultaneous F-test yielded an F-value of 21.124 with a significance value of 0.000. Since the calculated F-value was higher than the critical F-value of 3.090, and the significance value was below 0.05, Brand Image and

Digital Advertising were found to have a simultaneous, statistically significant effect on Consumer Purchase Intention.

Table 7. Simultaneous Effect of Brand Image and Digital Advertising

Statistic	Result
Regression equation	$Y = 16.465 + 0.233X_1 + 0.389X_2$
Multiple correlation coefficient	0.551
Coefficient of determination	0.303
F-value	21.124
F-table	3.090
Significance	0.000

Source: SPSS version 26

The simultaneous result (Table 7) provides a broader interpretation of the findings. Brand Image and Digital Advertising represent different but related aspects of marketing. Brand Image reflects the perception that consumers have developed toward the brand, while Digital Advertising represents an active communication channel through which information and persuasive messages are delivered. When these two aspects are managed together, they provide a stronger explanation of Consumer Purchase Intention than either variable considered independently in the multiple regression model.

The descriptive results support this interpretation. The highest Brand Image score was associated with the distinctive and recognizable scent of Sunlight, whereas the highest Digital Advertising score was associated with the clarity of information presented in advertisements. These findings suggest that recognizable product characteristics and clear communication can work together in shaping consumers' perceptions and purchase orientation.

However, the coefficient of determination of 30.3% also indicates that Brand Image and Digital Advertising are not the only factors associated with Consumer Purchase Intention. A considerable proportion of variation remains outside the model. Therefore, the findings should be interpreted as evidence that the two examined marketing factors have meaningful statistical relationships with purchase intention within the study sample, rather than as evidence that they fully determine consumer purchase behavior.

4.2.4. Overall Discussion

Taken together, the findings provide consistent evidence of positive relationships between Brand Image, Digital Advertising, and Consumer Purchase Intention. Both independent variables produced positive regression coefficients and statistically significant individual test results. The simple regression results showed a correlation coefficient of 0.440 for Brand Image and 0.519 for Digital Advertising, while the multiple regression model indicated that both variables remained positively associated with Consumer Purchase Intention when analyzed simultaneously.

The findings provide several implications for the study context. Maintaining recognizable brand characteristics may help strengthen consumers' brand associations, while digital advertising should communicate product benefits clearly and in a manner relevant to consumer needs. These implications are consistent with the descriptive findings, particularly the relatively strong assessment of Sunlight's recognizable product characteristics and the clarity of its advertising information.

At the same time, the multiple regression model explained 30.3% of the variation in Consumer Purchase Intention, indicating that other factors remain relevant. The results therefore provide evidence concerning the relationships examined in this study but should not be interpreted as a complete explanation of consumer purchase behavior.

The findings support the proposed research framework and provide statistical support for the three hypotheses concerning the individual and simultaneous relationships of Brand Image and Digital Advertising with Consumer Purchase Intention.

5. Conclusion

This study examined the effect of Brand Image and Digital Advertising on Consumer Purchase Intention. Both variables had a positive and significant effect, partially and simultaneously. Brand Image showed this through the regression equation $Y = 23.064 + 0.465X_1$, $r = 0.440$, $R^2 = 0.194$, and $t = 4.856$ (sig. 0.000). Digital Advertising did the same, with $Y = 21.262 + 0.509X_2$, $r = 0.519$, $R^2 = 0.269$, and $t = 6.014$ (sig. 0.000). Simultaneously, the two variables had a significant effect, as shown by $Y = 16.465 + 0.233X_1 + 0.389X_2$, $R = 0.551$, $R^2 = 0.303$, and $F = 21.124$ (sig. 0.000). These findings show that Brand Image and Digital Advertising are meaningful factors in explaining Consumer Purchase Intention.

The descriptive findings provide further insight into the observed relationships. Brand Image, Digital Advertising, and Consumer Purchase Intention obtained mean scores of 4.22, 4.20, and 4.26, respectively, and were categorized as very good. The highest score for Brand Image was associated with the distinctive and easily recognizable scent of the product, while the highest score for Digital Advertising concerned the clarity of advertising information. For Consumer Purchase Intention, the highest score was associated with respondents' intention to purchase the product in the near future. These results suggest that consumers generally hold favorable perceptions of the brand and its digital communication and demonstrate a relatively strong intention to purchase.

The contribution of this study lies in providing empirical evidence that connects brand perception and digital advertising with consumer purchase intention within the household consumer goods context. The findings show that Digital Advertising produced a somewhat stronger simple relationship with Consumer Purchase Intention than Brand Image, while both variables remained significant when analyzed together. The simultaneous model explained 30.3% of the variation in Consumer Purchase Intention. This result provides a quantitative basis for understanding the relevance of brand-related perceptions and digital marketing communication in shaping consumer purchase intention.

The findings also have practical implications for marketing management. Companies should maintain distinctive brand characteristics that are easy for consumers to recognize and remember while ensuring that digital advertising communicates product information clearly and convincingly. The comparatively lower descriptive scores related to brand association and the communication of product benefits indicate areas that can receive greater managerial attention. Strengthening brand identity, presenting product benefits through clearer demonstrations or visual communication, and developing relevant promotional messages may help reinforce consumer preference and purchase intention. These recommendations are consistent with the practical suggestions reported in the underlying study.

Several limitations should be considered when interpreting the findings. The study involved 100 respondents, so the results reflect the perceptions of the sample included in the research and may not fully represent consumers outside the study population. The research was also conducted within the specific context of Tangerang City, meaning that differences in consumer characteristics and market conditions in other locations may produce different results. In addition, the research model included only Brand Image and Digital Advertising as independent variables. The coefficient of determination of 30.3% indicates that 69.7% of the variation in Consumer Purchase Intention remains associated with other factors that were not

included in the model. The underlying study identifies factors such as price, product quality, sales promotion, and service quality as examples of variables that may contribute to purchase intention.

Additional variables that might explain Consumer Purchase Intention more broadly, such as perceived price, product quality, customer satisfaction, brand trust, sales promotion, and consumer experience, should therefore be considered in future research. A larger sample size and the involvement of consumers from different locations would also enhance the potential generalizability of the results. Comparative or longitudinal approaches could further be employed by future studies to examine whether the influence of Brand Image and Digital Advertising differs across consumer groups or changes over time. A more comprehensive understanding of the factors shaping consumer purchase intention in an increasingly competitive and digitally connected market would be provided by such research.

5.1. Conflict of Interest Statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

5.2. Author Contributions

A.Y.: Conceptualization, Methodology, Investigation, Formal Analysis, Data Curation, Visualization, Writing – Original Draft, Writing – Review & Editing, Project Administration.
N.: Supervision, Validation, Methodology, Resources, Writing – Review & Editing.

5.3. Funding Statement

No funding was received for this research.

5.4. Informed Consent

Informed consent was obtained from all participants involved in this study. Respondents were informed about the purpose of the research and voluntarily agreed to participate before completing the questionnaire.

5.5. Ethical Approval

This study involved human participants who voluntarily completed an anonymous questionnaire. The research was conducted in accordance with the ethical principles of voluntary participation, informed consent, confidentiality, and the use of data solely for academic purposes.

5.6. Data Availability

The data that support the findings of this study are available from the corresponding author [A.Y.] upon reasonable request.

5.7. Declaration of Generative AI and AI-assisted Technologies

During the preparation of this manuscript, the authors utilized Claude for language editing and improving grammatical clarity. All outputs generated by the AI tool underwent rigorous critical review and thorough editing by the authors to ensure factual accuracy, enhance clarity of expression, and confirm adherence to established academic standards. The authors assume full responsibility for the integrity and content of this manuscript.

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