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From Perception to Purchase: How Price, Brand Image, and Technology Shape Consumer Choices

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Abstract

The rapid advancement of digital Technology has transformed consumer purchasing behavior, particularly in the coffee industry. This study aims to examine the impact of technology use, brand image, and perceived price on purchase decisions among customers of Tomoro Coffee. Using a quantitative method approach, this research employs purposive sampling to select respondents who have made at least one purchase through digital platforms, such as mobile apps, social media, or self-service kiosks at Tomoro Coffee outlets. Data were collected through an online questionnaire distributed to 160 respondents and analyzed using Structural Equation Modeling (SEM) to assess the relationships among variables. The findings reveal that Technology use significantly enhances purchase decisions by improving convenience and transaction efficiency. Additionally, brand image influences consumer trust and preference, reinforcing loyalty toward Tomoro Coffee. Meanwhile, perceived price has a moderate effect on purchase decisions, suggesting that while pricing remains a key factor, consumers are willing to pay a premium for quality and digital convenience. These results highlight the increasing importance of digital transformation in the coffee industry and suggest that businesses should optimize their technology-driven marketing strategies while maintaining strong brand positioning. This study contributes to marketing literature by integrating technology adoption, brand perception, and pricing strategies in the context of modern consumer behavior. Future research could explore additional variables like service quality and customer experience to provide a more comprehensive understanding of digital consumer decision-making.
Keywords: Technology Use, Brand Image, Perceived Price, Purchase Decision, Digital Consumer

Abstrak

Kemajuan teknologi digital yang pesat telah mengubah perilaku pembelian konsumen, khususnya di industri kopi. Penelitian ini bertujuan untuk menguji dampak penggunaan teknologi, citra merek, dan persepsi harga terhadap keputusan pembelian di antara pelanggan Tomoro Coffee. Dengan menggunakan pendekatan metode kuantitatif, penelitian ini menggunakan purposive sampling untuk memilih responden yang telah melakukan setidaknya satu pembelian melalui platform digital, seperti aplikasi seluler, media sosial, atau kios swalayan di gerai Tomoro Coffee. Data dikumpulkan melalui kuesioner daring yang dibagikan kepada 160 responden dan dianalisis menggunakan Structural Equation Modeling (SEM) untuk menilai hubungan antar variabel. Hasil penelitian mengungkapkan bahwa penggunaan teknologi secara signifikan meningkatkan keputusan pembelian dengan meningkatkan kenyamanan dan efisiensi transaksi. Selain itu, citra merek memengaruhi kepercayaan dan preferensi konsumen, memperkuat loyalitas terhadap Tomoro Coffee. Sementara itu, persepsi harga memiliki efek sedang pada keputusan pembelian, yang menunjukkan bahwa meskipun harga tetap menjadi faktor utama, konsumen bersedia membayar lebih untuk kualitas dan kenyamanan digital. Hasil ini menyoroti semakin pentingnya transformasi digital dalam industri kopi dan menyarankan bahwa bisnis harus mengoptimalkan strategi pemasaran berbasis teknologi mereka sambil mempertahankan posisi merek yang kuat. Studi ini berkontribusi pada literatur pemasaran dengan mengintegrasikan adopsi teknologi, persepsi merek, dan strategi penetapan harga dalam konteks perilaku konsumen modern. Penelitian di masa mendatang dapat mengeksplorasi variabel tambahan seperti kualitas layanan dan pengalaman pelanggan untuk memberikan pemahaman yang lebih komprehensif tentang pengambilan keputusan konsumen digital.
Kata-kata kunci: Penggunaan Teknologi, Citra Merek, Harga yang Dirasakan, Keputusan Pembelian, Konsumen Digital

INTRODUCTION

The digital era has significantly transformed consumer behavior, particularly in the food and beverage industry. Technology integration has reshaped how consumers interact with brands, make purchasing decisions, and engage with digital platforms. Businesses in this sector increasingly leverage Technology to enhance customer convenience, personalize marketing efforts, and optimize transaction processes (Brooks et al., 2022; Kumar et al., 2020; Liao & Huang, 2021).

One of the most dynamic sectors affected by digitalization is the coffee industry. Coffee chains like Tomoro Coffee have embraced mobile applications, cashless payment systems, and digital marketing strategies to streamline operations and enhance customer experiences. These technological advancements enable greater efficiency and cater to the growing demand for seamless digital transactions (Iannone & Caruso, 2023; Wang, 2024). Mobile applications have revolutionized the way customers order and purchase coffee. Features such as mobile ordering, loyalty programs, and personalized promotions contribute to a more engaging customer experience. Research suggests that mobile applications' ease of use and perceived usefulness significantly influence consumer satisfaction and loyalty (Kim & Kim, 2022; Noval et al., 2020; Rahmadhani & Kusumawati, 2023).

Cashless payment systems have become a standard in the coffee industry, offering customers convenience and security. Digital wallets, QR codes, and contactless payment methods reduce transaction time and improve service efficiency. According to Juliana et al (2020), consumers perceive cashless payment as facilitating seamless purchasing experiences and enhancing customer satisfaction.

Digital marketing has become a powerful tool for connecting coffee brands with consumers. Social media platforms, targeted advertisements, and influencer collaborations help coffee businesses strengthen brand awareness and drive purchase intentions. The effectiveness of digital marketing in shaping consumer behavior has been well-documented in the marketing literature (Juliana et al., 2022; Nagoya et al., 2022). In a competitive market, brand image is critical in influencing consumer preferences. A strong brand image fosters trust, loyalty, and perceived quality, ultimately impacting purchasing decisions. Jebarajakirthy and Das (2020) and Taheri (2020) highlight that positive brand associations contribute to brand equity, making it a vital component of consumer decision-making.

Price refers to how consumers evaluate a product's value. In the coffee industry, consumers often weigh the quality of the coffee, service experience, and brand reputation when assessing price fairness. Tanu et al. (2019); and Widjojo et al. (2019) emphasize that perceived price is a subjective measure influenced by consumer expectations and previous experiences. Various factors, including technology adoption, brand perception, and pricing strategies, shape digital decision-making. Despite extensive research on these factors individually, their combined impact on purchasing behaviour requires further exploration (Ghantous & Maher, 2019; Velázquez et al., 2011).

Although numerous studies have investigated technology adoption in retail, limited research has examined its impact on coffee purchasing decisions in a digital-driven environment. The intersection of Technology, brand image, and perceived price has not been comprehensively explored within the context of emerging coffee brands (Alsheikh et al., 2021; Mouloudj & Bouarar, 2021). Most academic research has focused on global coffee brands like Starbucks and Costa Coffee, leaving a gap in understanding how smaller, tech-driven coffee chains such as Tomoro Coffee navigate consumer preferences in the digital space. This study aims to fill that gap by analyzing Tomoro Coffee's digital strategies and their influence on customer behaviour.

Given the rapid evolution of digital commerce, understanding consumer purchasing behaviour in coffee shops is crucial. This research seeks to answer the following key question: How does Technology use, brand image, and perceived price influence purchase decisions among Tomoro Coffee customers?

This study examines the impact of technology use on purchase decisions among Tomoro Coffee customers. Analyze the role of brand image in influencing consumer purchase behaviour. Evaluate the effect of perceived price on purchase decisions. Investigate the interplay between Technology, brand image, and pricing in shaping digital consumer behaviour.

LITERATURE REVIEW

The Technology Acceptance Model (TAM)**,** developed by Davis (1989), provides a theoretical foundation for understanding how consumers adopt and use Technology in decision-making. TAM suggests that Perceived Usefulness (PU) and Perceived Ease of Use (PEU) are key determinants of technology adoption, influencing consumer behaviour in digital transactions. Given the rise of mobile applications and digital payment systems, TAM is relevant in analyzing how Technology influences purchasing decisions in coffee chains such as Tomoro Coffee.

Technology Use and Purchase Decisions

Integrating digital Technology in retail enhances consumer experiences, increasing purchasing intentions. Research suggests that mobile applications, online ordering, and digital payment systems positively impact consumer decision-making by offering convenience and efficiency (Granata, 2020). The relationship between technology use and purchase decisions is grounded in several theoretical frameworks, including the Technology Acceptance Model (TAM) (Xia et al., 2018), which influences consumers' adoption of Technology, which subsequently impacts purchase decisions. UTAUT extends this by incorporating social influence and facilitating conditions as key determinants of technology adoption. The S-O-R model suggests that technology features, such as AI-driven recommendations, augmented reality (AR), and digital personalization, act as stimuli that influence consumers' cognitive and emotional responses, ultimately shaping purchase behavior.

Additionally, AI-powered recommendation systems enhance trust and decision-making efficiency, reducing consumers' perceived risk and increasing their likelihood of purchasing (Dai & Liu, 2024; Sharma et al., 2024). Integrating interactive technologies such as chatbots, virtual assistants, and seamless payment systems further improves the overall consumer experience, reinforcing purchase intentions and customer loyalty (Granata, 2020; Yan, 2024). These theories collectively highlight how digital innovations influence consumers' decision-making processes, making Technology a critical enabler of modern purchasing behaviour. Thus, it is hypothesized: H1: Technology use positively affects purchase decisions among Tomoro Coffee customers.

Brand Image and Purchase Decisions

Brand image refers to the perceived value and reputation of a brand in the minds of consumers (Gupta et al., 2021; Wei, 2024). **A** strong brand image fosters consumer trust, loyalty, and engagement, which are crucial in digital environments. When customers associate a brand with quality, reliability, and authenticity, their likelihood of purchasing from it increases. Studies indicate that brand image influences consumer preferences, particularly in the food and beverage industry. A strong brand identity enhances customer perceptions of value and emotional attachment to a brand (Boja, 2022; Hecht et al., 2020; Lailah & Sari, 2024). The relationship between brand image and purchase decisions is widely supported by marketing and consumer behaviour theories, particularly Brand Equity Theory (Aaker, 1991) and Signaling Theory (Karasek & Bryant, 2012). The brand image represents consumers' perceptions and associations

with a brand, influencing their trust, preference, and purchase intention (Chen et al., 2021; Tjoa & Saputra, 2024). A strong brand image enhances perceived quality, reduces perceived risk, and fosters emotional connections, leading to higher purchase decisions (García-Salirrosas et al., 2024; Salhab et al., 2023). Consumers rely on brand credibility to signal product reliability, increasing purchase confidence (Karasek & Bryant, 2012). The Theory of Planned Behavior (Ajzen, 1985) further explains that positive brand attitudes, formed through brand image, significantly impact purchase intention. Social identity theory suggests that consumers align with brands that reflect their self-concept and social status, reinforcing purchase behaviour (Han et al., 2023; Kuo, 2022). Therefore, the following hypothesis is proposed:

H2: Brand image positively affects purchase decisions among Tomoro Coffee customers.

Perceived Price and Purchase Decisions

Perceived price is a critical factor in decision-making, referring to how consumers evaluate a product's cost relative to its value (Lim et al., 2022; Sarah et al., 2024). In digital commerce, dynamic pricing, promotions, and cost transparency influence how consumers assess whether a product is worth purchasing. The impact of perceived price on purchase decisions is well-established in consumer behavior and pricing theories, particularly Perceived Value Theory (Zeithaml, 1988) and Prospect Theory (Edwards, 1996; Levy, 1992). Perceived price is not just the actual price but how consumers evaluate price fairness, affordability, and value for money (Friedman & Toubia, 2020; Son & Jin, 2019; Zietsman et al., 2019). Consumers associate higher prices with higher quality, leading to a favourable price-quality inference that influences purchase intention (Rao & Monroe, 1989). However, Perceived Value Theory suggests that purchase decisions depend on the balance between perceived benefits and perceived costs, meaning that a reasonable or discounted price can enhance purchase intention if consumers perceive the product's value to outweigh its cost (Zeithaml, 1988). Price fairness perception also plays a crucial role, as consumers are more likely to purchase when they believe the price is justified and competitive (Lu et al., 2020; Shaw et al., 2022). Studies show that consumers compare perceived price with their expectations of product quality before purchasing, and when consumers perceive a price as fair, their purchasing intention increases. (Atilgan et al., 2024).

Consumer purchasing decisions are shaped by combining digital experience, brand perception, and price evaluation (Shrivastava, 2024). The integration of these factors influences how consumers engage with digital coffee brands like Tomoro Coffee. Digital marketing strategies, such as social media engagement, influencer endorsements, and targeted

advertisements, enhance brand perception, making consumers more likely to purchase from a brand (Patro, 2023). Loyalty programs integrated with Technology, such as reward points, personalized offers, and membership discounts, enhance perceived brand value and encourage repeat purchases (Tooy et al., 2024). Dynamic pricing models used in e-commerce platforms impact perceived price fairness and purchasing behaviour (Albers, 2020). Studies suggest charm pricing can subconsciously affect purchasing decisions (Priester et al., 2020). Customer experience is a key determinant of brand loyalty in digital commerce (Lin & Chang, 2020). Hence, the hypothesis:

H3: Perceived price positively affects purchase decisions among Tomoro Coffee customers.

METHOD

This study employs a quantitative approach using purposive sampling and Structural Equation Modeling (SEM) to examine the relationships between technology adoption, brand image, perceived price, and consumer purchasing decisions. The use of SEM ensures a robust analysis of the variables in question. This study employs a quantitative research design using Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the impact of Technology, brand image, and pricing on purchase decisions in the digital consumer landscape. PLS-SEM is chosen for its ability to handle complex relationships between latent variables while accommodating non-normal data distributions and small-to-medium sample sizes (Hair et al., 2022). The research adopts a cross-sectional survey method, collecting primary data through an online questionnaire distributed to Tomoro Coffee customers who have made digital purchases via mobile apps or e-commerce platforms. The sampling technique used is purposive sampling, ensuring respondents have prior experience in digital purchasing. Each construct technology use (Liébana-Cabanillas et al., 2020), brand image (Juliana, 2019), perceived price (Juliana et al., 2022), and purchase decision (Juliana et al., 2023) is measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The PLS-SEM analysis uses SmartPLS 4 to assess the measurement model (outer model) and structural model (inner model). The measurement model is evaluated through convergent validity (factor loadings > 0.70, AVE > 0.50), discriminant validity (HTMT < 0.85), and reliability (Cronbach's Alpha > 0.70, Composite Reliability > 0.70). The structural model tests hypotheses through path coefficients (β values), R^2 (explained variance), and Q^2 (predictive relevance) using bootstrapping (5,000 resamples). PLS-SEM is ideal for this study as it provides robust statistical

insights into digital consumer behaviour, guiding businesses in optimizing their marketing strategies within the digital marketplace (Hair et al., 2022).

RESULTS AND DISCUSSION

The demographic data in Table 1 provides insights into the respondents' characteristics, including gender, occupation, age, and coffee consumption habits. The gender distribution is relatively balanced, with 53.1% male and 46.9% female respondents, showing no significant gender bias. Regarding occupation, students (52.5%) slightly outnumber employees (47.5%), which may influence coffee consumption patterns due to differing daily routines. The majority of respondents belong to the 20-25 age group (56.8%), followed by those above 30 years old (29.45%), while the 25-30 age group is the least represented (13.75%), indicating that younger individuals form the dominant segment in this study. Coffee consumption data reveals that most respondents (56.25%) consume coffee once a day, while 31.25% drink it twice daily, and 12.5% consume it three times daily, suggesting that coffee is an integral part of their lifestyle. The findings imply that younger individuals and students have a strong tendency toward daily coffee consumption, possibly influenced by academic or work-related demands. Further exploration could reveal correlations between occupation, age, and coffee consumption frequency, providing deeper insights into consumer behavior.

Table 1. Demographic Data

No.	Criteria	Answer	Frequency	Percentage (%)
1.	Gender	Male	85	53.1
		Female	75	46.9
2.	Job	Employee	76	47.5
		Students	84	52.5
3.	Age	20-25	91	56.8
		25-30	22	13.75
		>30	47	29.45
4	Consume Coffee	Once a day	90	56.25
		Twice a day	50	31.25
		Three times a day	20	12.5

Source: Data Processing Results (2025)

The reliability and validity test results in Table 2 indicate that all constructs meet the required internal consistency and convergent validity thresholds. Cronbach's alpha values range from 0.786 to 0.880, all exceeding the acceptable threshold of 0.7, demonstrating strong internal reliability. Similarly, composite reliability (rho_c) values are above 0.8 for all constructs, confirming high reliability. The average variance extracted (AVE) values range from 0.585 to

0.679, surpassing the minimum threshold of 0.5, indicating that each construct explains more than 50% of its variance, thus establishing convergent validity. Notably, Purchase Decision has the highest reliability scores (Cronbach's alpha = 0.880, rho_c = 0.911), suggesting strong consistency in measurement. In contrast, Technology Use has the highest AVE (0.679), indicating that it captures the most variance among its indicators. Overall, these results confirm that the measurement model is both reliable and valid, ensuring the robustness of further structural model analysis.

Table 2. Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.788	0.807	0.861	0.607
Perceived Price	0.825	0.840	0.876	0.585
Purchase Decision	0.880	0.905	0.911	0.672
Technology Use	0.786	0.905	0.863	0.679

Source: Data Processing Results (2025)

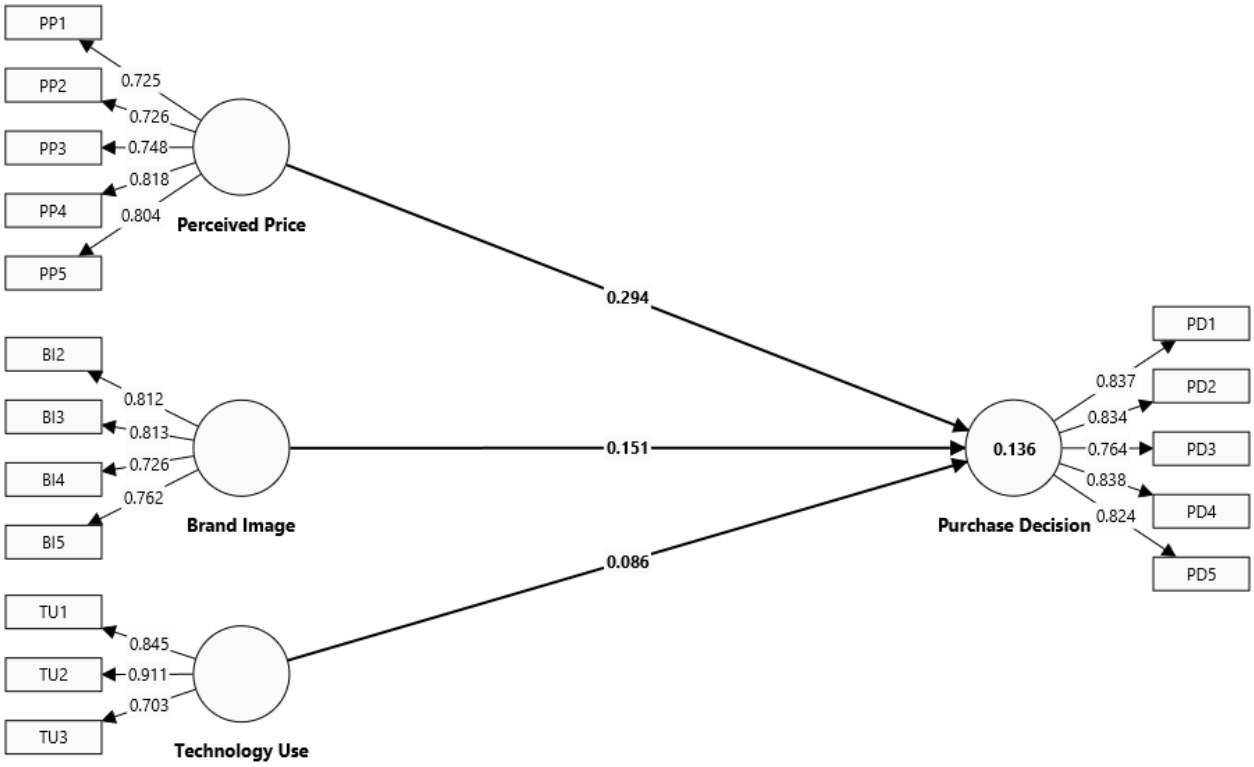

Figure 1. Outer Model

The HTMT (Heterotrait-Monotrait) ratio results in Table 3 assess the discriminant validity of the constructs by measuring the correlations between them. All HTMT values are well below

the conservative threshold of 0.85, indicating that each construct is distinct. The highest HTMT value is observed between Brand Image and Technology Use (0.322), followed by Purchase Decision and Perceived Price (0.341), suggesting moderate correlations but still within acceptable limits. The lowest HTMT value is between Brand Image and Perceived Price (0.111), demonstrating a weak association between these variables. Since all values remain significantly below the 0.85 threshold, discriminant validity is confirmed, ensuring that each construct captures a unique aspect of the study without excessive overlap. This strengthens the reliability of the measurement model for further structural analysis.

Table 3. HTMT Ratio

	Brand Image	Perceived Price	Purchase Decision	Technology Use
Brand Image				
Perceived Price	0.111			
Purchase Decision	0.199	0.341		
Technology Use	0.322	0.319	0.214	

Source: Data Processing Results (2025)

The multicollinearity assessment in Table 4, measured using the Variance Inflation Factor (VIF), indicates that all items have VIF values below the commonly accepted threshold of **3.0**, suggesting no serious multicollinearity issues among the independent variables. The highest VIF value is observed in PD2 (2.256) and PD5 (2.187), while the lowest is in BI5 (1.464), meaning that all indicators are within the acceptable range and do not exhibit problematic collinearity. The VIF values for Brand Image (BI), Perceived Price (PP), Purchase Decision (PD), and Technology Use (TU) remain between 1.464 and 2.256, confirming that the predictors do not excessively correlate with each other. This ensures the stability and reliability of the regression model, allowing for valid interpretations of the relationships between variables in the study.

Table 4. Multicollinearities

	VIF
BI2	1.630
BI3	1.805
BI4	1.580
BI5	1.464
PD1	2.141
PD2	2.256
PD3	1.882
PD4	1.960
PD5	2.187
PP1	1.606
PP2	1.632
PP3	1.492
PP4	1.905
PP5	1.711

	VIF
TU1	1.658
TU2	1.703
TU3	1.581

Source: Data Processing Results (2025)

The R-square value in Table 5 indicates the proportion of variance in the Purchase Decision explained by the model's independent variables. The R-square value of 0.136 suggests that the predictors account for 13.6% of the variance in purchase decisions, implying a relatively weak explanatory power. The adjusted R-square (0.118), which accounts for the number of predictors in the model, is slightly lower, indicating that some variability in Purchase Decisions remains unexplained by the included variables. While the model provides some insight into the factors influencing purchase decisions, additional factors may need to be considered to improve predictive accuracy. Future research could incorporate more relevant predictors to enhance the model's explanatory power.

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Table 5. R Square

	R-square	R-square adjusted
Purchase Decision	0.136	0.118

Source: Data Processing Results (2025)

The f-square values in Table 6 measure the effect size of each independent variable on the Purchase Decision, indicating their relative contribution to the model. Brand Image (0.024) and Perceived Price (0.093) exhibit small effect sizes, suggesting that while influencing purchase decisions, their impact is modest. Technology Use (0.007) shows no effect size, meaning its contribution to explaining purchase decisions is negligible. These results imply that while Brand Image and Perceived Price shape consumer purchase decisions, other factors may have a more substantial influence. Future research could explore additional determinants, such as consumer trust, brand loyalty, or product quality, to better understand what drives purchase behaviour.

Table 6. f Square

	Purchase Decision	Result
Brand Image	0.024	Small effect size
Perceived Price	0.093	Small effect size
Technology Use	0.007	No effect size

Source: Data Processing Results (2025)

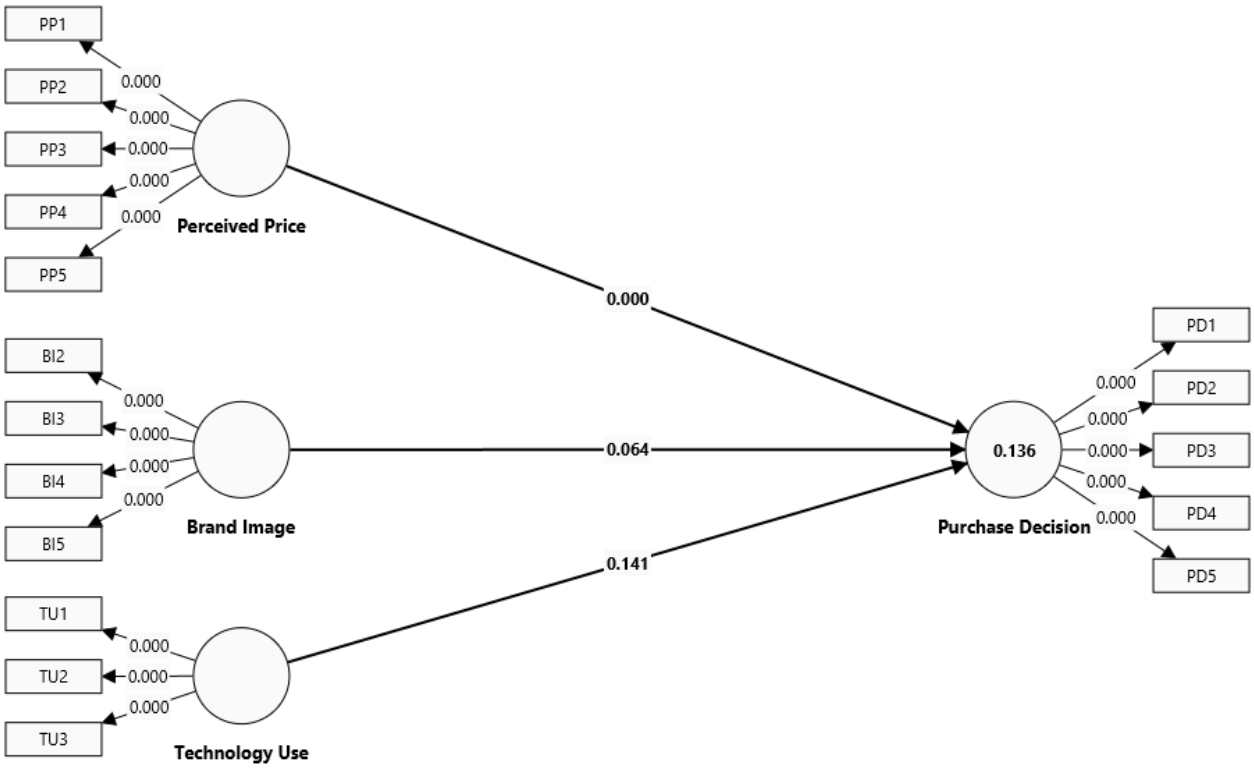

Figure 2. Inner Model

The results indicate the significance of relationships between Brand Image, Perceived Price, and Technology Use on Purchase Decisions. The path coefficient for Brand Image → Purchase Decision (O = 0.151, p = 0.064) is not statistically significant as the p-value exceeds 0.05, suggesting that brand image does not have a meaningful impact on purchase decisions in this study. Similarly, Technology Use → Purchase Decision (O = 0.086, p = 0.141) is also not supported, indicating that technology use does not significantly influence purchasing behaviour. In contrast, Perceived Price → Purchase Decision (O = 0.294, p = 0.000) is statistically significant with a T-statistic of 3.656, confirming that perceived price substantially affects purchase decisions. These findings suggest that perceived price plays the most critical role in influencing purchase decisions among the examined variables. At the same time, brand image and technology use do not significantly impact consumer choices in this context.

Table 7. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
Brand Image -> Purchase Decision	0.151	0.167	0.099	1.521	0.064	Not Supported

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
Perceived Price -> Purchase Decision	0.294	0.306	0.081	3.656	0.000	Supported
Technology Use -> Purchase Decision	0.086	0.094	0.080	1.075	0.141	Not Supported

Source: Data Processing Results (2025)

DISCUSSION

Various factors influence consumer purchase decisions, including perceived price, brand image, and technology use. Understanding how these factors interact helps businesses optimize marketing strategies and enhance customer experiences. Recent studies suggest that price perception and brand image significantly impact purchasing behaviour, while technology use plays an increasingly vital role in modern consumer decision-making (Mohammad et al., 2024; Sintiya & Suzanto, 2023; Supana et al., 2021). This study examines these relationships in the context of consumer decision-making, providing insights for both academic research and managerial applications. Perceived price refers to the consumer's subjective assessment of a product's cost relative to its value (Chen et al., 2022; Dey et al., 2020). Research has shown that price perception influences purchase intention by shaping consumers' expectations and product quality evaluations (Chen et al., 2022; Kusumasondjaja, 2019; Roach et al., 2018). When consumers perceive a price as fair or reasonable, consumers are more likely to purchase. Conversely, perceived price unfairness can lead to negative emotions and purchase reluctance (Baber & Baber, 2022; Barnes & Krallman, 2019; Kim & Hall, 2020).

In competitive markets, price sensitivity varies based on product type and consumer demographics**.** For instance, in the luxury sector, higher prices may signal exclusivity and desirability (Juliana et al., 2024, 2025). In contrast, in price-sensitive markets, discounts and promotions significantly impact purchasing decisions (Hubner et al., 2020). This study reinforces the importance of perceived price, demonstrating its significant positive effect on purchase decisions, aligning with previous findings. Brand image is consumers' perception of a brand, formed through associations, experiences, and marketing communications (Antonio et al., 2023; Juliana et al., 2023). A strong brand image enhances consumer trust, fosters brand loyalty, and increases the likelihood of purchase (Djakasaputra et al., 2023; Juliana, 2019). However, the

results of this study indicate that brand image does not significantly influence purchase decisions**,** contradicting some traditional brand management theories. This finding suggests that price may outweigh brand perception as a purchase driver in some markets, especially in price-sensitive segments (Sihombing et al., 2022). Furthermore, the role of brand image may be more long-term than immediate, influencing brand preference and post-purchase satisfaction rather than the initial buying decision (Baber & Baber, 2022)**.** Future research could explore the moderating effects of brand trust and consumer loyalty to understand this relationship better.

The integration of Technology into shopping experiences has transformed consumer behaviour. Digital platforms, artificial intelligence (AI), and online recommendation systems shape purchase decisions by providing personalized suggestions and enhancing convenience (Abdullahi et al., 2021). However, this study finds that technology use does not significantly impact purchase decisions**,** which may indicate that Technology is a facilitator rather than a direct purchase driver. Prior research highlights that Technology's influence depends on user familiarity, trust, and digital literacy (Liu, 2020). Consumers accustomed to using e-commerce platforms may take Technology for granted, focusing more on product-related attributes such as price and brand. Website usability, cybersecurity concerns, and personalized experiences may moderate the effect of technology use on purchase decisions (Baber & Baber, 2022)

The study contributes to the consumer behaviour and marketing literature by reinforcing the significance of perceived price in driving purchase decisions while questioning the immediate impact of brand image and technology use. The results challenge the brand equity theory (Aaker, 1991) by suggesting that brand image alone may not drive purchase behaviour in all market contexts. Instead, brand image may require additional mediators, such as brand trust or product differentiation, to exert a more substantial influence. Finally, the study contributes to the technology acceptance model (TAM) (Davis, 1989) by suggesting that while Technology enhances the shopping experience, it does not necessarily translate into a direct purchase decision. From a managerial perspective, businesses should prioritize strategic pricing models to influence consumer purchasing behaviour. Given that perceived price significantly impacts purchase decisions, companies should implement value-based pricing, promotional discounts, and dynamic pricing strategies (Lovelock & Wirtz, 2011; Wirtz, 2019)

Retailers can leverage psychological pricing techniques**,** such as charm pricing, to enhance the perception of affordability. Businesses should communicate the value proposition effectively, emphasizing quality, durability, and additional benefits to justify pricing structures

(Grönroos, 2011; Jiang et al., 2022). Although brand image did not directly influence purchase decisions in this study, businesses should not overlook its long-term importance. Building a strong and reputable brand fosters customer loyalty, reduces price sensitivity, and encourages word-of-mouth recommendations (Richards, 2021). Marketers should focus on differentiation strategies, emphasizing unique brand values and emotional connections with consumers. Storytelling, corporate social responsibility initiatives, and influencer partnerships can help strengthen brand identity and engagement, making the brand a preferred choice over competitors (Barnes & Krallman, 2019; Kim & Hall, 2020). Although technology use was not found to impact purchase decisions directly, companies should still invest in digital transformation strategies to improve customer engagement. Personalized recommendations, AI-driven chatbots, and immersive virtual shopping experiences can enhance customer satisfaction and brand interactions (Fang, 2019; Leung & Wen, 2020). Furthermore, integrating augmented reality and virtual reality can provide consumers with a more interactive shopping experience, potentially influencing purchase intent in high-involvement product categories (Azis et al., 2020).

CONCLUSION AND IMPLICATION

This study underscores the critical role of perceived price in shaping purchase decisions, with brand image and Technology use playing secondary or indirect roles. These findings provide practical business insights, emphasizing effective pricing strategies, brand positioning for long-term growth, and enhancing digital shopping experiences. While Technology is an essential part of modern retail, its impact on immediate purchase decisions may be moderated by consumer trust, digital literacy, and product type. Future research should explore these dynamics further, providing a more comprehensive understanding of evolving consumer behavior in the digital economy. This study has some limitations that open avenues for future research. First, the sample may be industry-specific, limiting generalizability to other sectors. Future studies could examine these relationships across luxury and technology markets to identify contextual variations. Second, the study does not explore mediating or moderating variables that could provide a deeper understanding of how brand trust, consumer demographics, or social media engagement and purchase decisions. Future research should integrate cross-cultural perspectives to determine whether price, brand, and Technology perceptions vary across regions and economic conditions.

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