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Evaluating the Impact of Product Quality, Brand Image, and Price Perception on Fanta Purchase Decisions

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ABSTRACT

This study seeks to analyze the impact of product quality, brand image, and price on purchasing decisions for Fanta soft drinks. The target population comprises individuals who have consumed or are familiar with the Fanta brand. A sample size of 100 respondents was selected using the Purposive Sampling Technique. Employing a causal research design, the study applied Descriptive Statistics and Regression Analysis for data evaluation, utilizing SmartPLS 3.0 software as an analytical tool. The findings reveal that product quality does not significantly influence purchasing decisions, whereas both brand image and price exhibit a positive and significant effect on purchasing decisions.

Keywords: Product Quality; Brand Image; Price Perception; Purchase Decision.

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INTRODUCTION

The beverage industry is currently experiencing rapid growth, driven by the increasing demands and preferences of society. With Indonesia's substantial population, the country presents a highly lucrative market for businesses to promote their products and services. Both domestic and international companies actively compete to establish their presence and develop beverage products that resonate with potential consumers. To succeed in this competitive landscape, companies must focus on strategies to attract a significant number of customers. Consequently, businesses continually evolve and innovate across various domains to meet market demands.

Soft drinks refer to non-alcoholic beverages, often distinct from alcoholic liquors. Typically consumed as cold beverages, they encompass a broad range of products, including carbonated drinks like Fanta, which is one of the most globally recognized brands. Soft drinks are also offered in diverse flavors, commonly fruit-based, to cater to varying consumer preferences (id.wikipedia.org, 2017). Fanta, a fruit-flavored carbonated drink produced by The Coca-Cola Company, is available in hundreds of flavors worldwide. This beverage was first introduced in Germany in 1940, originating as a solution to the challenges posed by a trade

embargo during World War II, which hindered the import of Coca-Cola syrup into Nazi Germany.

Table 1. Top Brand Index Soft Drink

No	Years	Brand	Percentage
1.	2019	Fanta	35,9%
		Coca-Cola	30,6%
2.	2020	Fanta	32,2%
		Coca-Cola	31,5%
3.	2021	Fanta	33,4%
		Coca-Cola	30,4%

Source: Top Brand Award 2019-2021

The analysis of the data reveals that from 2019 to 2020, Fanta ranked as the leading fizzy drink brand, achieving a total score of 35.9% in 2019 and 32.2% in 2020 according to the Top Brand Index. However, in 2021, Fanta's position declined to second place, with a score of 30.4%, falling below Coca-Cola. This shift indicates a notable change in consumer preferences and satisfaction levels within the fizzy drink market.

The pre-survey results further highlight that purchasing decisions for Fanta soft drinks are primarily influenced by brand image, price, and product quality. These factors collectively recorded higher percentages compared to other reasons for purchase. Consequently, this observation has motivated researchers to explore the topic further through a study titled: "The Influence of Product Quality, Brand Image, and Price on Purchasing Decisions of Fanta Drinks."

Understanding consumer behavior is a complex endeavor, emphasizing the importance for marketers to thoroughly investigate consumer perceptions, preferences, and purchasing behaviors (Solomon, 2018). As Zainurossalamia (2020) explains, consumer behavior involves studying how individuals, groups, and organizations select, purchase, utilize, and evaluate goods, services, ideas, or experiences to satisfy their needs and desires. This exploration is crucial for developing effective marketing strategies and meeting consumer expectations.

LITERATURE REVIEW

Product Quality Towards Purchasing Decisions

Product quality encompasses all aspects of a product that can be offered to the market to capture attention, be acquired, utilized, or consumed. It includes not only physical goods but also services, personalities, locations, organizations, and ideas (Pandensolang and Tawas, 2019). High-quality products are characterized by their ability to meet consumers' psychological and physical needs effectively, which in turn positively influences purchasing decisions (Hakim et al., 2021; Reven and Ferdinand, 2017).

Hypothesis H1: Product quality has a positive and significant effect on purchasing decisions.

Brand Image Towards Purchasing Decisions

Brand image reflects the overall perception of a brand, shaped by information and past consumer experiences with the brand (Widiyanti, 2017). It represents consumers' evaluations and perceptions of the brand within the market (Yanuar et al., 2021). Previous studies have consistently demonstrated that a positive brand image significantly enhances purchasing decisions (Anjani and Ngatno, 2019; Abiyoga, 2021; Wulandari and Iskandar, 2018; Stanlie, 2019).

Hypothesis H2: Brand image has a positive and significant effect on purchasing decisions.

Price Towards Purchasing Decisions

Price plays a pivotal role in marketing strategy, influencing consumer affordability and perceptions of product value. Excessively high prices may deter target consumers, while overly low prices could undermine profitability and perceived product quality (Tarigan et al., 2020). Price is defined as the monetary cost consumers are willing to sacrifice to acquire a product or service (Dewi and Esty, 2019). Empirical research has consistently found that price has a positive and significant influence on purchasing decisions, particularly in the context of soft drinks (Hezekiel et al., 2018; Abiyoga, 2021; Sari and Naruliza, 2019).

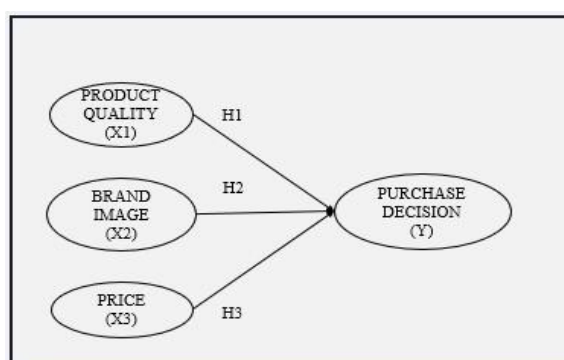
Hypothesis H3: Price has a positive and significant effect on purchasing decisions.

Purchasing Decisions

Purchasing decisions refer to the consumer's journey through several stages: problem recognition, information search, evaluation of alternatives, decision-making, and post-purchase behavior. Each stage culminates in a choice or action to buy a product that fulfills the consumer's needs and desires (Firmansyah, 2019).

Conceptual Framework

Figure 1. Conceptual Framework



METHOD

Population and Sample

The population for this research comprised residents of DKI Jakarta who have consumed Fanta-brand soft drinks. The study utilized a sample size of 100 respondents.

Data Collection Method

The research employed primary data, collected through a structured questionnaire. The questionnaire was disseminated online using Google Forms, allowing for efficient data collection from the targeted respondents.

Data Analysis Methods

1. **Descriptive Statistical Analysis** Descriptive statistical analysis is used to summarize and describe the data gathered from respondents without making generalized conclusions (Sharma, 2019). This analysis was employed to evaluate respondents' perceptions of product quality, brand image, and price in relation to purchasing decisions for Fanta soft drinks. IBM SPSS Statistics 23 software was utilized for the descriptive data analysis, providing a quantitative summary of the questionnaire responses.
2. **Structural Equation Modeling (SEM) Using Partial Least Squares (PLS)** The research adopted the Structural Equation Modeling (SEM) approach through the Partial Least Squares (PLS) method, utilizing the SmartPLS Version 3.0 software. SEM is a statistical technique used to test hypotheses in multivariate analysis by confirming the relationships proposed in a structural theory (Narimawati et al., 2020). PLS, specifically, is a variance-based alternative to covariance-based SEM, allowing for simultaneous testing of measurement models and structural models (Ghozali, 2016). This approach is particularly suitable for testing complex relationships and for scenarios where the data distribution does not adhere strictly to normality.

These methods ensured a robust approach to analyzing the influence of product quality, brand image, and price on purchasing decisions, providing both descriptive insights and structural relationship testing.

RESULTS AND DISCUSSION

Results of Descriptive Statistical Analysis

Respondents Based on Gender

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequent	Percentage
Female	75	75%
Male	25	25%
Total	100	100

Source: SPSS 23 output processed by researchers (2023)

The analysis of respondent demographics, as shown in Table 2, indicates that the majority of participants in this study were women. Specifically, 75 out of 100 respondents (75%) identified as female, while 25 respondents (25%) were male. This gender distribution highlights a significant female representation within the sample population, which may reflect demographic or consumption trends relevant to the study.

Respondents Based on Age

Table 3. Characteristics of Respondents Based on Age

Age	Frekuensi	Persentase
17-22 years	82	82%
22-28 years	17	17%
28-34 years	1	1%
Total	100	100%

Source: SPSS 23 output processed by researchers (2023)

The demographic analysis presented in Table 4.2 reveals that the majority of respondents in this study were aged 17-22 years, comprising 82 out of 100 respondents (82%). This age group represents the largest segment of the sample population, indicating a strong preference or engagement with the Fanta brand within this demographic. The next largest group consisted of respondents aged 22-28 years, accounting for 17% of the sample, followed by the 28-34 years age group, which included only 1 respondent (1%). These findings suggest that Fanta's primary consumer base is concentrated among younger individuals, particularly those aged 17-22 years.

RESULTS AND DISCUSSION

Table 4. Descriptive Test of Product Quality Variables

Statement Items	STS	TS	N	S	SS	Average Index
Product Quality 1	5	13	41	32	9	3.27
Product Quality 2	5	12	36	38	9	3.34
Product Quality 3	1	9	26	46	18	3.71
Product Quality 4	1	5	30	39	25	3.82
Product Quality 5	4	14	43	28	11	3.28

Source: SPSS 23 output processed by researchers (2023)

The analysis based on Table 4 identifies the KP4 statement item as having the highest average index among the evaluated items. This statement pertains to the "product durability" indicator, specifically expressed as: "It can be stored for a relatively long time in the refrigerator, which makes you choose Fanta brand soft drinks." This suggests that product durability is a key factor influencing consumer preference for Fanta. Conversely, the KP1 statement item recorded the lowest average index. This item relates to the "product capabilities" indicator, represented by the statement: "I will buy Fanta brand soft drink as a drink to quench my thirst." This implies that, while Fanta's durability is highly valued, its capability as a thirst-quenching beverage may be perceived as less compelling compared to other factors.

Result Description of Brand Image Variables

Table 5. Descriptive Test of Brand Image Variables

Statement Items	STS	TS	N	S	SS	Average Index
Brand Image 1	2	6	26	50	16	3.72
Brand Image 2	2	1	24	49	24	3.92
Brand Image 3	1	4	20	40	35	4.04
Brand Image 4	2	6	31	39	22	3.73
Brand Image 5	2	19	36	31	12	3.32
Brand Image 6	2	2	16	52	28	4.02
Brand Image 7	2	11	53	24	10	3.29

Source: SPSS 23 output processed by researchers (2023)

The analysis from Table 5 reveals that the CM3 statement item has the highest average index among the assessed items. This statement corresponds to the "good relations" indicator and is expressed as: "I chose the Fanta brand of soft drink because the brand is familiar to the public." This suggests that Fanta's strong brand recognition and familiarity significantly contribute to its appeal among consumers. On the other hand, the CM7 statement item

recorded the lowest average index. This statement relates to the "brands that provide more benefits" indicator, articulated as: "I chose the Fanta brand because it gives me joy." This indicates that while Fanta is recognized and trusted by the public, its ability to evoke emotional benefits like joy may be perceived as less impactful by consumers.

Results Description of Price Variables

Table 6. Descriptive Tests of Price Variables

Statement Items	STS	TS	N	S	SS	average index
Price 1	2	3	34	45	16	3.70
Price 2	1	2	32	48	17	3.78
Price 3	2	12	48	31	7	3.29
Price 4	2	9	49	32	11	3.41

Source: SPSS 23 output processed by researchers (2023)

The analysis from Table 6 shows that the H2 statement item has the highest average index. This item corresponds to the "product quality price compliance" indicator and is represented by the statement: "I got Fanta products with a delicious and refreshing taste at an affordable price." This highlights that consumers highly value the balance between Fanta's taste quality and its affordability, making it a significant factor in their purchasing decisions. In contrast, the H3 statement item has the lowest average index. This item pertains to the "price competitiveness" indicator, expressed as: "I choose Fanta fizzy drinks because the price is cheaper than other brands of fizzy drinks." This suggests that while affordability is appreciated, Fanta's pricing is not necessarily perceived as the most competitive compared to other fizzy drink brands in the market.

Results Description of Purchase Decision Variables

Table 7. Descriptive Test of Purchasing Decision Variables

Statement Items	STS	TS	N	S	SS	Average Index
Purchase Decision 1	2	10	41	37	10	3.43
Purchase Decision 2	1	3	29	47	20	3.82
Purchase Decision 3	1	4	32	49	14	3.71
Purchase Decision 4	1	3	28	45	23	3.86
Purchase Decision 5	11	21	51	13	4	2.78

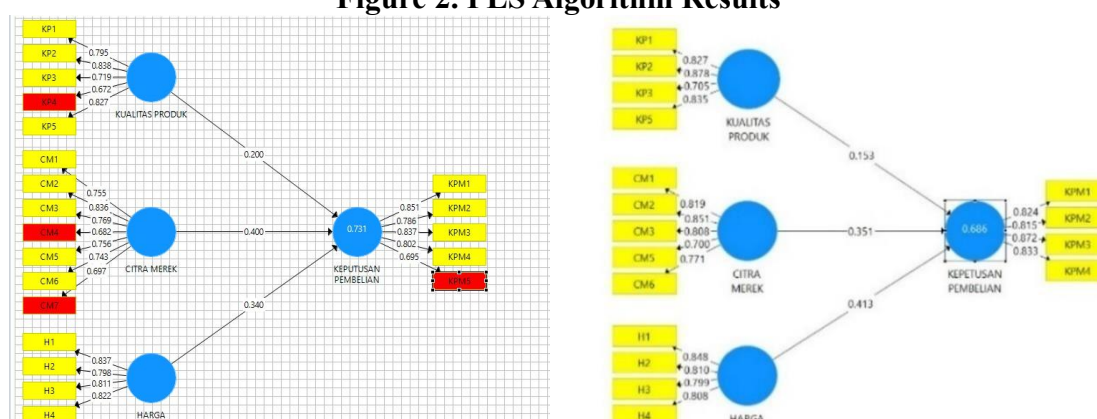
Source: SPSS 23 output processed by researchers (2023)

The analysis of Table 7 reveals that the KPM4 statement item has the highest average index. This item is associated with the "consumer satisfaction" indicator, expressed as: "I feel satisfied with the Fanta brand of fizzy drink products." This indicates that overall consumer satisfaction with Fanta is a significant strength of the brand, contributing to its appeal and retention. On the other hand, the KPM5 statement item holds the lowest average index. This item relates to the "loyal to the product" indicator, articulated as: "Fanta brand soft drinks are my main choice when I'm thirsty." This suggests that while consumers are generally satisfied with Fanta, their loyalty to the brand as their primary choice when thirsty is less pronounced. This indicates potential room for improvement in fostering stronger brand loyalty among consumers.

Research Instrument Test Results

Measurement Model Test (Outer Model)

Figure 2. PLS Algorithm Results



Source: Smart PLS output processed by research (2023)

Based on the analysis of Figure 2, it was found that the indicators KP4, CM4, CM7, and KPM5 had loading factor values below 0.7, which is the acceptable threshold for validity. Consequently, these indicators were excluded from the research model to maintain the reliability and validity of the constructs. After the elimination process, the updated model included only indicators with outer loading values greater than 0.7, confirming their validity. The valid indicators retained in the model are as follows: for the Product Quality variable, KP1, KP2, KP3, and KP5; for the Brand Image variable, CM1, CM2, CM3, CM5, and CM6; for the Price variable, H1, H2, H3, and H4; and for the Purchasing Decision variable, KPM1, KPM2, KPM3, and KPM4. This refinement ensures that the research model is robust, with only valid indicators that strongly correlate with their respective constructs included, enhancing the reliability of the study's results.

AVE value

Table 8. Average Variance Extracted (AVE) Value.

Variabel	Average Variance Extracted (AVE)
Product Quality (X1)	0.662
Brand Image (X2)	0.626
Price (X3)	0.666
Purchase Decision (Y)	0.699

Source: Smart PLS output processed by research (2023)

Based on the analysis of Table 8, the data processing results indicate that all variables have an Average Variance Extracted (AVE) value exceeding 0.5. This finding confirms that the indicators composing each variable meet the requirements for convergent validity, as stipulated by the rule of thumb for this test. Consequently, the variables and their associated indicators demonstrate a strong degree of shared variance, affirming their validity in measuring the constructs they represent.

Fornell-Larcker Criterion values

Table 9. Fornell-Larcker Value (Discriminant Validity Test)

	Product Quality	Brand Image	Price	Purchase Decision
Product Quality	0.814			
Brand Image	0.538	0.791		
Price	0.654	0.735	0.816	
Purchase Decision	0.544	0.747	0.780	0.836

Source: Smart PLS output processed by research (2023)

Based on the analysis of Table 9, the Average Variance Extracted (AVE) values for each construct are found to be greater than the correlations between any given construct and other constructs within the model. This result indicates that the discriminant validity test, conducted using the Fornell-Larcker approach, has been successfully fulfilled, with no issues detected in the measurement model.

Heterotrait-Monotrait Ratio Value

Table 10. Heterotrait-Monotrait Ratio (HTMT) Test Results

	Product Quality	Brand Image	Price	Purchase Decision
Product Quality				
Brand Image	0.873			
Price	0.723	0.871		
Purchase Decision	0.860	0.778	0.916	

Source: Smart PLS output processed by research (2023)

Based on the analysis of Table 10, the Heterotrait-Monotrait Ratio (HTMT) value for the variables product quality and brand image is below the specified threshold of 0.90, indicating that these variables meet the criteria for discriminant validity in the estimated model. However, the price variable has an HTMT value exceeding 0.90, suggesting that it does not satisfy the criteria for discriminant validity in the estimated model. This discrepancy highlights the need for further evaluation or adjustment of the measurement model for the price variable.

Cross Loading Value

Table 11. Cross Loading Values (Discriminant Validity Test)

Indicator	Product Quality	Brand Image	Price	Purchase Decision
KP1	0.827	0.469	0.533	0.482
KP2	0.878	0.435	0.636	0.526
KP3	0.705	0.531	0.511	0.562
KP5	0.835	0.520	0.635	0.563
CM1	0.366	0.819	0.559	0.564
CM2	0.442	0.851	0.593	0.620
CM3	0.339	0.808	0.548	0.592
CM5	0.533	0.700	0.582	0.517
CM6	0.457	0.771	0.621	0.647
H1	0.500	0.689	0.848	0.666
H2	0.463	0.596	0.810	0.650
H3	0.581	0.561	0.799	0.573
H4	0.692	0.548	0.808	0.652
KPM1	0.565	0.646	0.687	0.824
KPM2	0.459	0.589	0.538	0.815
KPM3	0.521	0.620	0.686	0.872
KPM4	0.439	0.639	0.683	0.832

Source: Smart PLS output processed by research (2023)

Based on the analysis of Table 11, the cross-loading values for the indicators of product quality, brand image, price, and purchasing decisions are higher in relation to their respective variables than to other variables. This indicates that each indicator is more strongly associated with its designated construct than with other constructs. Consequently, it can be concluded that the discriminant validity test, assessed via cross-loading values, has been successfully met with no issues identified.

Reliability Test

Cronbach's alpha and composite reliability values

Table 12. Cronbach's alpha and composite reliability values

Variable	Cronbach's alpha	Reliabilitas Komposit	Remarks
Product Quality	0.827	0.886	Reliable
Brand Image	0.850	0.893	Reliable
Price	0.833	0.889	Reliable
Purchase Decision	0.857	0.903	Reliable

Source: Smart PLS output processed by research (2023)

Based on the data presented in Table 12, the Cronbach's alpha and composite reliability values for the variables product quality, brand image, price, and purchasing decisions exceed the minimum threshold of 0.7. This indicates that the instruments employed to measure these variables demonstrate a high level of reliability and internal consistency, ensuring the dependability of the measurement model.

Structural Model Test (Inner Model)

VIF value

Table 13. VIF Value

Indicator	VIF
KP1	2.274
KP2	2.257
KP3	1.437
KP5	2.057
CM1	2.082
CM2	2.602
CM3	2.155
CM5	1.495
CM6	1.652
H1	2.582
H2	2.357
H3	2.288

H4	2.226
KPM1	1.818
KPM2	2.074
KPM3	2.482
KPM4	1.926

Source: Smart PLS output processed by research (2023)

Based on the Variance Inflation Factor (VIF) values presented in Table 13, it can be interpreted that all VIF values fall within acceptable limits, indicating that multicollinearity is not a concern in the research model. As a result, the research model satisfies the necessary criteria and can proceed with further analysis.

R-Square Value

Table 14. R-Square Value

Variable	R Square
Purchase Decision (Y)	0.686

Source: Smart PLS output processed by research (2023)

Based on the data in Table 14, the R-Square value for the purchasing decision variable is 0.686, indicating that 68.6% of the variance in purchasing decisions can be explained by the combined influence of product quality, brand image, and price. The remaining 31.4% of the variance is attributed to other variables not included in this model. This demonstrates that the model has a substantial explanatory power for purchasing decisions.

R-Square Value

Table 15. Q²-Square Value Test Results

Variable	Q ²
Purchase Decision (Y)	0.465

Source: Smart PLS output processed by research (2023)

Based on Table 15, the Q² value test results for the purchasing decision variable (Y) indicate a value of 0.465. A Q² value greater than 0 demonstrates that the research model possesses good predictive relevance, suggesting that the model is capable of effectively predicting the variance of the dependent variable. Therefore, the model is deemed suitable for further analysis. Additionally, the F-Square value can provide insights into the effect size of each independent variable on the dependent variable. This metric evaluates the contribution of each predictor to the explanatory power of the model, with higher F-Square values indicating a stronger impact. If specific F-Square values are provided, further interpretation can assess the relative importance of the variables within the model.

Table 16. F-Square Value

Variable	Purchase Decision (Y)
Product Quality (X1)	0.035
Brand Image (X2)	0.176
Price (X3)	0.186

Source: Smart PLS output processed by research (2023)

Hypothesis Test Results

Table 17. Hypothesis Test Results

Variabel	Original Sample (o)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values	Remarks
Product Quality (X1) → Purchase Decision (Y)	0.153	0.100	1.532	0.126	No significant effect
Brand Image (X2) → Purchase Decision (Y)	0.351	0.093	3.789	0.000	Positive and significant influence
Price (X3) → Purchase Decision (Y)	0.413	0.096	4.298	0.000	Positive and significant influence

Source: Smart PLS output processed by research (2023)

The coefficient value of the product quality variable on purchasing decisions is 0.153. The T-statistic value is 1.532, and the p-value is 0.126. Based on the results of the data processing, it can be interpreted that (H1) is rejected. The research results show that product quality has a positive and insignificant effect on purchasing decisions. The coefficient value of the brand image variable on purchasing decisions is 0.351. The T-statistic value is 3.789, and the p-value is 0.000. Based on the results of the data processing, it can be interpreted that (H2) is accepted. The research results show that brand image has a positive and significant effect on purchasing decisions. The coefficient value of the price variable on purchasing decisions is 0.413. The T-statistic value is 4.298, and the p-value is 0.000. Based on the results of this data processing, it can be interpreted that (H3) is accepted. The research results show that price has a positive and significant effect on purchasing decisions.

DISCUSSION

The Influence of Product Quality on Purchasing Decisions

The findings regarding the influence of product quality on purchasing decisions indicate that the original sample coefficient is 0.153, with a T-statistic value of 1.532, which is smaller than the critical T-table value of 1.64, and a p-value of 0.126, which exceeds the significance level of $\alpha = 0.05$. Additionally, the f^2 value is 0.035, which is lower than the threshold value of 0.02. These results suggest that there is a positive but statistically insignificant relationship between product quality (X1) and purchasing decisions (Y). As a result, H1 is rejected, indicating that product quality does not have a significant impact on purchasing decisions. These findings align with previous studies (Fetrisen & Nazaruddin, 2019; Greis M. Sendow et al., 2017), which concluded that product quality does not significantly influence purchasing decisions. This suggests that many consumers purchasing Fanta products do not prioritize product quality in their decision-making process.

The Influence of Brand Image on Purchasing Decisions

The findings regarding the significant influence of brand image on purchasing decisions reveal that the original sample coefficient is 0.351, with a T-statistic value of 3.789, which exceeds the critical T-table value of 1.64, and a p-value of 0.000, which is less than the significance level of $\alpha = 0.05$. This is further supported by the f^2 value of 0.176, which is greater than the threshold of 0.02, indicating a strong effect. These results suggest that a positive and significant relationship exists between brand image (X2) and purchasing decisions (Y), meaning that the stronger the brand image, the higher the likelihood of a purchase. Consequently, H2 is accepted, confirming that brand image has a significant positive effect on purchasing decisions. These findings are consistent with previous studies (Jenny Tarigan et al., 2020; Anjani & Ngatno, 2019; Jackson R.S. Weenas, 2017; Veronica et al., 2020; Stenlie et al., 2019), which have established that brand image positively and significantly influences purchasing decisions. This research suggests that Fanta's established brand image plays a crucial role in consumer recall, making it easier for customers to make purchasing decisions when they are familiar with the brand.

The Influence of Price on Purchasing Decisions

The analysis of the price variable's influence on purchasing decisions shows an original sample coefficient of 0.413, a T-statistic value of 4.298, which is higher than the critical T-table value of 1.64, and a p-value of 0.000, which is below the significance threshold of $\alpha = 0.05$. Additionally, the f^2 value of 0.186 falls within the medium effect range (greater than 0.15), further confirming the strength of this relationship. These findings indicate a significant positive impact of price (X3) on purchasing decisions (Y), meaning that as the price of Fanta products increases, so does the likelihood of consumers making a purchase. Therefore, H3 is accepted, establishing that price has a positive and significant effect on purchasing decisions. This conclusion is supported by previous studies (Hezekiel et al., 2018; Jenny Tarigan et al., 2020; Hermiyenti & Wardi, 2018; Norlailla, 2019; Chaer & Hafilah, 2019; Brata et al., 2017; Herawati et al., 2019), which also found that price significantly influences purchasing behavior. The results of this study highlight that setting an appropriate price for Fanta products can effectively encourage consumers to make purchases.

CONCLUSION

Based on the analysis and discussion of the influence of product quality, brand image, and price on the purchasing decisions regarding Fanta brand soft drinks, the following conclusions can be drawn: 1) The findings indicate that product quality does not have a significant impact on the decision to purchase Fanta brand soft drinks. This suggests that, although product quality may be a consideration for some consumers, it does not significantly influence the overall purchasing decision for Fanta products in this study. 2) The brand image was found to have a positive and significant effect on purchasing decisions. This implies that a strong, well-established brand image plays a crucial role in encouraging consumers to choose Fanta soft drinks. The positive association with the brand influences consumer behavior and boosts their purchasing intentions. 3) The analysis also showed that price has a positive and significant effect on purchasing decisions. A competitive or favorable price point for Fanta products is a critical factor in driving consumer purchases, with the price perceived as a motivating factor in the decision-making process. These results underline the importance of both brand image and price in influencing consumer purchasing behavior, while product quality, in this context, does not appear to have the same level of impact.

Suggestion

Based on the conclusions drawn from this research, the following suggestions are proposed for the Fanta beverage company or The Coca-Cola Company: 1) Enhance Communication with Consumers: The company should focus on improving the ability of Fanta products to communicate their value proposition to consumers. This could be achieved by creating engaging and informative advertising videos through online platforms that capture consumer attention, particularly emphasizing aspects of Fanta that can directly influence purchasing decisions. 2) Maintain Accurate Product Information: It is essential for the company to ensure that the messaging about the product's advantages remains accurate, realistic, and aligned with public perception. Overstating product benefits may lead to consumer dissatisfaction, while clear and truthful communication helps build trust and loyalty. 3) Optimize Pricing Strategy: Given the competitive nature of the beverage market, Fanta should place greater emphasis on its pricing strategy. The company must continually assess and adjust product pricing to remain competitive, while ensuring that quality is not compromised. By doing so, Fanta can retain its market position and attract more price-sensitive consumers without sacrificing brand value. By implementing these suggestions, Fanta can strengthen its market presence and better align with consumer expectations, ultimately leading to enhanced brand loyalty and higher purchasing decisions.

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