

The Influence of Brand Trust, Brand Image, and Brand Experience on Lao Product Brand Decision Among Consumers in Pakse City, Champasack Province

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Abstract

The purpose of this research is to analyze the influence of brand trust, brand image, brand experience on Lao product brand decision in Pakse City, Champasack Province. The 3 independent variables in this research are brand trust, brand image, brand experience, and the dependent variable in this research is Lao product brand decision. The sampling technique used in this research is non-probability sampling by purposive sampling using a quantitative approach. The data collection method was distributed questionnaires to Lao product brand consumers in Pakse City with a target of 400 respondents. The research data was analyzed using the Multiple linear regression. Based on the results of the research, it showed that brand trust, brand image and brand experience have a positive and significant influence on Lao product brand decision. To increase Lao product brand decision of consumers, business or brand owners should pay attention to brand trust, brand image and brand experience are the variables that most influences on Lao product brand decision.

Keywords: Brand trust, Brand image, Brand experience, Lao product brand decision

1. Introduction

The problem with the Lao brand is that Lao-made products are not finding favor with consumers, who may perceive the quality of these products as inferior or who have become accustomed to imported products (Phakhaolao, 2019). This is a challenge for the Lao National Chamber of Commerce and Industry, which is promoting the 'Lao brand' as a unique presentation of Lao culture with a credible, sustainable image (Lao National Chamber of Commerce and Industry, 2024). The Lao market can be difficult for American products due to their relatively high prices and the better-known consumer products of Laos's regional neighbors (International Trade Administration U.S. Department of Commerce, 2024). The strategies include creating high-quality products, branding, and unique sales structures that are backed by "Lao Brands" (UNDP Lao PDR, 2024).

Due of fierce competition amongst brands. Marketers use a range of techniques to keep people loyal to their firm (Chinomona et al., 2013). Branding has been the main technique for marketers to minimize the price sensitivity of customers in the competitive market (Helmig et al., 2007). Customers tend to pay more for a brand because they see exceptional value in that brand (Jacoby & Chestnut, 1978). Brand trust may measure customer behavioral responses (Keller, 1993). A crucial element in the success of the business is the influence of trust in marketing (R. Morgan & S. D. Hunt, 1994). In addition, the buyer's trust in the brand is a critical factor in the relationship between both of them (Fournier, 1998). Furthermore, numerous scholars have been taking point out, such as Afsar (2014) suggested that the preference for a brand is decided by their trust in the brand (Morel, 2003), Brand can constitute a relationship predicated on trust (McNally & Speak, 2004). The brand image of the product and confidence in the product are thought to influence purchasing decisions, which in turn affect loyalty to the product (Rangkuti, 2002). However, customer purchase decisions are heavily influenced by brand trust, perceived product quality, product image, and product experience (Amron, 2018; Ayu & Ketut, 2020; Stefanny et al., 2022; Wijaya & Zulfa, 2017). Based on the issues and relevance discussed above, the students are particularly interested in why Lao consumers value Lao products, Lao products, and the quality of Lao products in order to promote Lao products and the Lao economy. As a result, the researcher is interested in investigating the impact of brand trust, brand image, and brand experience on Lao customer purchasing decisions in Champasak province.

2. Research objectives

1. To estimate of brand trust has a direct influence and significant on Lao product brand decision
2. To estimate of brand image has a direct influence and significant on Lao product brand decision
3. To estimate of brand Experience has a direct influence and significant on Lao product brand decision)

3. Literature Review

3.1. Brand Trust

Chaisanga (2017) said that the strong relationship that arises from communication between customers and the service provider provides the trusting customer a sense of confidence and trust in the elements of the product and service. In line with the concept of Delgado-Ballester (2004) posited that trust in a product stems from the trust and intentions of the customer or consumer towards that product. Similarly, R. Morgan and S. Hunt (1994) argued that product trust is established when one party has confidence in the product's reliability, leading to product recall and customer loyalty (Punutapai, 2022). Additionally, Ongbangnoi (2010) suggested that product trust encompasses confidence in the service or product elements, assurance in the quality of both product and service, confidence in consumption, and integrity in marketing.

3.2. Brand Image

The concept of brand image is another crucial factor to which businesses, companies, and even organizations give significant importance in building trust and generating profits. Numerous scholars have emphasized its relevance, such as Reza Jalilvand and Samiei (2012) stated that product image plays a pivotal role in shaping consumer purchase intentions and increasing the likelihood of purchase (Lin, 2013). This aligns with Elseidi and El-Baz (2016) proposed that product image is a key driver of customer and consumer loyalty (Sean Hyun & Kim, 2011; SungHyup & Kim WanSoo, 2011; Tepeci, 1999). In a similar vein, Kotler et al. (2009) suggested that a strong product image facilitates consumers' decision-making process, leading to competitive advantages and added value for the organization (Ait-Sahalia et al., 2004;

Keller, 2009). Additionally, Shukla (2011) demonstrated that product image plays a critical role in fostering consumer purchase intentions. Wilcox et al. (2009) also revealed that product image is an important indicator of a business's ability to fulfill its social responsibilities and present its offerings to consumers or clients. For example, Rahmawan and Suwitho (2020) highlighted that product image shapes perceptions of product quality, which in turn enhances consumer purchase intentions (Bian & Moutinho, 2011). Kotler and Armstrong (2012) further explained that product image is inherently owned by an individual's perception, belief, and impression of the product. Therefore, it influences consumer attitudes and behaviors. I. M. Wijaya (2013) emphasized that product image is also crucial in determining the quality of both the product and service, thereby encouraging consumers to make purchases. Similarly, Fianto et al. (2014) argued that product image contributes to forming consumer perspectives and understanding, leading to increased consumer confidence in the product. Meanwhile, Kazmi and Mehmood (2016) identified product image as an integral part of a company or business that contributes to success when customers are satisfied and willing to purchase products or services at a higher price.

3.3. Brand Experience

Brakus et al. (2009) explained that brand experience encompasses cognitive, emotional, sensory, and behavioral responses triggered by brand-related stimuli. These stimuli are integral to the brand's design and characteristics, including product packaging, communications, and environmental factors. Similarly, Chinomona and Maziriri (2017) emphasized that the consumer's experience with a brand (Brand Experience) significantly influences the consumer's perception throughout all stages of communication with the product, whether it is the brand image expected through advertisements. In parallel, Gómez-Suárez and Veloso (2020) proposed that the term 'experience' refers to the feelings and internal reactions consumers have in response to stimuli associated with different brands they encounter during their interactions. From another perspective, Beig and Nika (2019) defined brand experience as a significant opportunity for businesses to engage consumers through their interaction with the product, aiming to create a positive experience that leads to customer satisfaction. Additionally, Pine and Gilmore (1998) stressed the importance of differentiating oneself from competitors by attracting and retaining customers through unique brand experiences. Consistent with Brakus et al. (2009), they further suggested that brand experience involves sensory, emotional, cognitive, and behavioral responses stimulated by brand-related factors, such as product design, packaging, communication, and environment. Moreover, Schmitt (2009) noted that the components of creating a brand experience in the context of product and service theory comprise four dimensions: problem identification (Needs problems), information search, alternative evaluation, pre-purchase decisions, and post-purchase behavior (Beckman et al., 2013; Holbrook & Hirschman, 1982; Huaman-Ramirez & Merunka, 2019).

3.4. Lao product brand decision

The purchasing decision is a key aspect for marketers globally, emphasizing its importance in determining business and organizational success. As Bearden and Etzel (1982) highlight, reference groups play a significant role in shaping consumers' perceptions, which in turn influences their purchasing decisions for products and goods. Similarly, Novansa and Ali (2017) stress that a product's visual appeal and the consumer's ability to perceive it are pivotal in the purchasing decision process. Moreover, Hermiyenti and Wardi (2019) point out that marketing promotions, pricing, and product presentation are determining factors in consumer purchasing decisions. In the same vein, Ambolau et al. (2015) suggest that purchasing decisions are driven by product perception and presentation. Consequently, Kotler et al. (2009) state that purchasing decisions involve several stages, including problem recognition (needs identification),

information search, alternative evaluation, pre-purchase decision, and post-purchase behavior (Kotler & Armstrong, 2010; Kotler & Armstrong, 2012; Kotler et al., 2008; Kotler et al., 2019).

Over the years, many researchers from various countries have emphasized the importance of studying the relationship between brand trust, brand image, and brand purchase decisions. For instance, Natasiah (2024) highlighted that brand image, brand trust, and the role of brand ambassadors significantly influence consumer purchase decisions. This finding aligns with the work of Putry et al. (2024), who also discovered that key factors affecting consumer purchase decisions include brand image, brand trust, and advertising. Similarly, Mardiani et al. (2024) found that co-branding strategies, through the mediating role of brand trust, have a statistically significant influence on purchase decisions. In line with this, the research by Afriani and Suhardi (2024) indicated that brand image, product quality, and brand trust greatly impact consumer purchase decisions (Shandy et al., 2024). Guerra-Tamez et al. (2024) also emphasized the strong influence of brand trust on customer purchasing behavior, further supporting this view. Moreover, Sumanti et al. (2024) demonstrated that influencer marketing, especially when it reinforces brand trust, brand recognition, and brand image, plays a significant role in purchase decisions. Sari and Prabowo (2024) confirmed that brand image, brand perception, and brand trust significantly influence the purchasing decisions of consumers. Another perspective comes from the research by Isac et al. (2024), which highlighted that green brand trust strongly affects purchase intentions, mediated by environmental knowledge. In summary, evidence from various studies suggests that brand trust and brand image have a significant statistical influence on purchasing decisions. Based on this substantial body of evidence, researchers have proposed the following hypotheses for further study:

$H_1 =$ Brand trust has a direct influence and significant on Lao product brand decision

$H_2 =$ Brand image has a direct influence and significant on Lao product brand decision

The prominent study by Gao and Shen (2024) found that sensory brand experience significantly influences brand loyalty (Hsu, 2023). Similarly, the research by Putri et al. (2024) supports the notion that brand experience enhances customer attachment and leads to brand loyalty. In particular, Rathore et al. (2024) highlight that effective branding encourages customers to make purchasing decisions. Furthermore, Katamso and Sugianto (2024) emphasize that brand image, brand experience, and marketing influencers have a significant statistical impact on customer purchase decisions. Along the same lines, Tja and Widjajaa (2024) explain that when customers have positive brand experiences, especially when their expectations are exceeded, they are more likely to engage in word-of-mouth promotion and exhibit a greater willingness to pay (Farzin et al., 2023; Petruzzellis & Winer, 2023). Additionally, Tien et al. (2023) show that enhancing positive brand experiences allows customers to make purchases at higher price points, mirroring Zeng et al. (2023), who demonstrated that providing good brand experiences results in customers becoming more connected with the brand, eventually leading to repeat purchases. Yin et al. (2022) further support the idea that brand experience plays a vital role in shaping customer buying behavior and can increase consumer spending. Sudirman et al. (2023) emphasize that positive brand experiences drive purchasing decisions. Moreover, Alarsali and Aghaei (2022) stress that consumer buying decisions depend on digital marketing, brand experience, and reference group influence. In another perspective, de Jesus et al. (2023) assert that brand experience has a strong influence on purchase decisions when customers perceive high quality and trust. The convergence of findings across several studies shows that businesses, organizations, or companies that successfully create positive brand experiences will encourage customer purchasing decisions and facilitate future purchases more easily. From these insights, scholars have proposed a hypothesis for further study:

$H_3 =$ Brand Experience has a direct influence and significant on Lao product brand decision

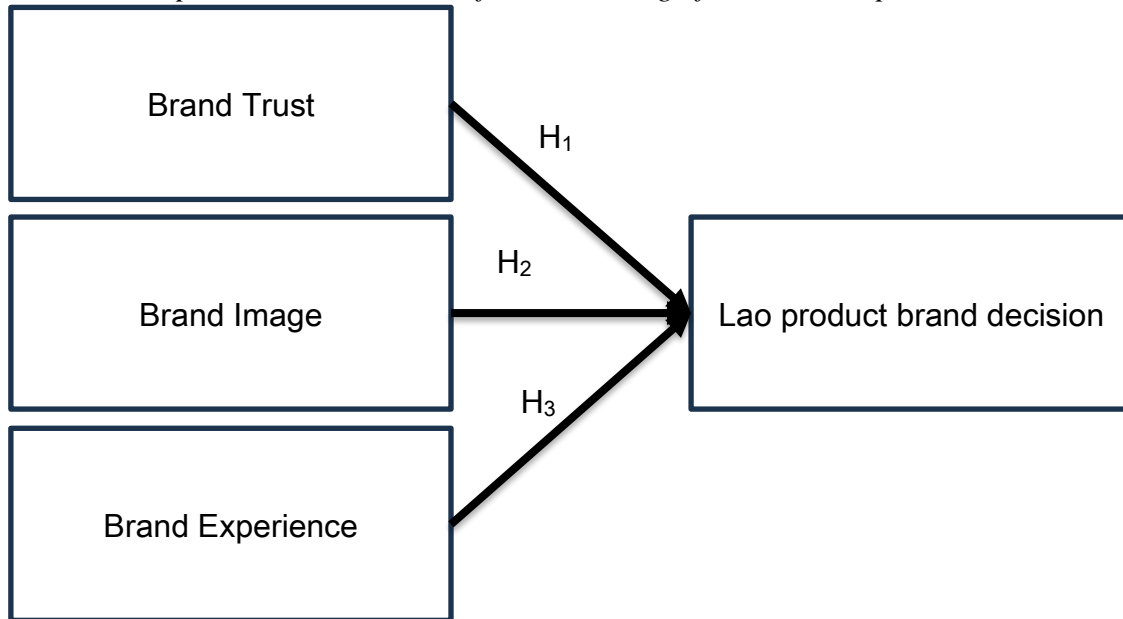


Figure 1: Conceptual framework

4. Methods

In this study, quantitative research is conducted through a survey of consumers purchasing Lao brand products in Pakse city, Champasak province. Data was collected from 400 completed questionnaires and analyzed quantitatively through the following methods: The target population consists of consumers who purchase Lao brand products in Pakse city, Champasak province, though the exact number is unknown. Sampling Method: Since the number of consumers who purchase Lao brand products in Pakse city is unknown, the researcher used a non-probability sampling method. The sample size was determined using Cochran (1977) formula for unknown populations, assuming that 50% of the population would be of interest for the study. As a result, the total sample size used for analysis consisted of 400 samples. For the development of the tools used in this research, the researcher designed and developed the questionnaire with input from numerous credible experts, as shown in the table below:

Table 1: show that variables, indicators, and measurement

Variable	Indicators	Measurement
Brand Trust (Becerra & Badrinarayanan, 2013)	1) Brand trust 2) Brand trustworthy 3) Brand safe 4) Brand honest 5) Consumers' attitudes (Chaudhuri & Holbrook, 2001, 2002; Delgado-Ballester et al., 2003; Elliott & Yannopoulou, 2007).	5-point Likert scale
Brand Image (Bapat & Thanigan, 2016; B. S. Wijaya, 2013; I. M. Wijaya, 2013)	1) Brand Quality 2) Brand Association 3) Brand Benefit and Competence 4) Brand Personality 5) Brand Identity	5-point Likert scale

	6) Brand Power 7) Brand Attitude and Behavior (Salciuviene et al., 2007).	
Brand Experience (Schmitt, 2009)	1) Sensory 2) Feeling 3) Think 4) Behavior	5-point Likert scale
Lao product brand decision (Kotler & Keller, 2009)	1) Needs problems 2) Information search 3) Alternative evaluation 4) Purchasing decisions 5) Post-purchase behavior	5-point Likert scale

The questionnaire is divided into three main sections as follows: Section 1: General demographic questions about the respondents, including: Gender, Age, Education level, Average monthly income, Frequency of purchasing Lao products, and The time period during which respondents purchase Lao products. Section 2: Questions regarding the respondents' perceptions towards various aspects of the products, namely: Brand Trust: 6 questions, Brand Image: 7 questions, and Brand Experience: 4 questions. Section 3: Questions regarding the respondents' attitudes towards decision-making concerning Lao product brands: 5 questions.

The researcher conducted data collection from customers who purchase Lao products, explaining to respondents the purpose and content of the questionnaire to minimize errors. After the respondents completed the questionnaire, the researcher reviewed the completeness of the responses. If any questions were unanswered or incomplete, the research team asked the respondents to provide the missing information. The questionnaires were then entered into a data analysis program for further analysis and interpretation.

The researcher processed the collected data using the ISM SPSS v23 software. The analysis employed statistical methods such as percentages, means, and standard deviations. To examine multicollinearity, Pearson's correlation coefficient (Pearson, 1895) was used, considering that if any correlation pair does not exceed 0.70 (De Vaus, 2002), it indicates no multicollinearity. For hypothesis testing, the researcher applied multiple linear regression (Hair et al., 2009) to test the relationships of each hypothesis. The significance level was set at 0.05, and if the p-value is less than or equal to 0.05, the hypothesis is accepted. If the p-value is greater than 0.05, the hypothesis is rejected (Hair et al., 2019).

5. Result

5.1. Overall respondent demographics

Table 2. Overall respondent demographics

(n=400)

Overall respondent demographics	Frequency	Percentage
<i>Gender</i>		
Female	148	37.00
Male	252	63.00
<i>Age (year)</i>		

Under 25	48	12.00
25-30	143	35.75
31-35	140	35.00
36-40	38	9.50
41-45	31	7.75
<i>Education level</i>		
Primary	18	4.50
Secondary	42	10.50
Higher	194	48.50
Bachelor	128	32.00
Master degree	18	4.50
<i>Income (Kip)</i>		
<1,000,000	22	5.50
1,000,000 - 2,000,000	253	63.25
3,000,000 - 4,000,000	73	18.25
5,000,000 - 6,000,000	12	3.00
>6,000,000	40	10.00
<i>Frequency</i>		
1 times/week	72	18.00
2 times/week	246	61.50
3 times/week	48	12.00
4 times/week	11	2.75
5 times/week	17	4.25
> 5 times/week	6	1.50
<i>Time</i>		
01:00 - 06:00 O'clock	8	2.00
07:00 - 12:00 O'clock	88	22.00
13:00 - 18:00 O'clock	240	60.00
19:00 - 00:00 O'clock	64	16.00

5.2. Multicollinearity test result of independent variables

Table 3: Multicollinearity test result of independent variables

Correlation Matrix	BT	BI	BE
Band Trust: BT	1	0.645**	0.533**
Band Image: BI	0.645**	1	0.597**
Band Experience: BE	0.533**	0.597**	1

** Coefficients significant level at 0.01.

An estimated of the independent variables revealed that all three variables, namely brand trust (BT), brand image (BI), and brand experience (BE), were significantly correlated with each other (Pearson correlation coefficient ranging from 0.533 to 0.645, $p < 0.01$). Given the established threshold of 0.70 for a strong correlation, these findings suggest that multicollinearity is not a significant issue. Therefore, all three independent variables can be included in the multiple linear regression analysis.

5.3. Multiple linear regression analysis result

1) Hypothesized model diagram

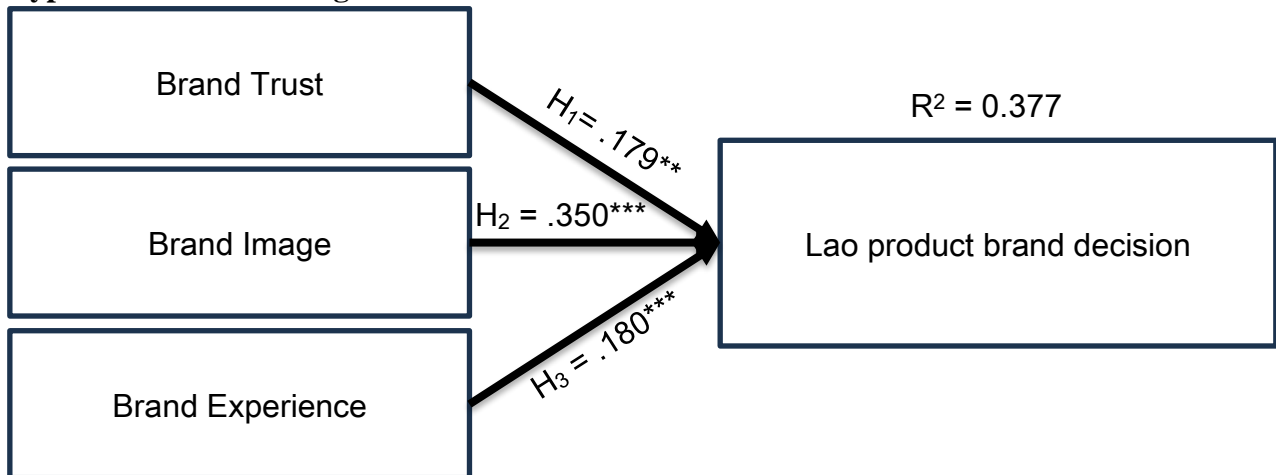


Figure 2: Hypothesized model measurement

Note: *** Significant level 0.000

** Significant level 0.001

Based on the analysis of the multiple linear regression model with the dataset, it was found that the model had a statistical significance level of Sig. = 0.000 (p-value < 0.05). Considering other statistical parameters, the values were R = 0.614, R² = 0.377, Adjusted R² = 0.373, F = 80.047, and Standard Error of Estimate (SEE) = 0.49018. Through these benchmarks, it was observed that the independent variables—namely, Brand Trust, Brand Image, and Brand Experience collectively explained 64.1% of the variance in the dependent variable, which is the decision to purchase Lao products, with a statistically significant level of 0.000.

Table 4. Hypothesized model measurement resulted

Model	Unstandardized Coefficients	Standardized Coefficients	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Beta</i>		
(Constant)	1.905		12.524	.000
Band Trust	.148	.179	3.352	.001
Band Image	.272	.350	6.212	.000
Band Experience	.142	.180	3.535	.000
R = 0.614, R ² = 0.377, Adjusted R ² = 0.373, F = 80.047, SEE = 0.49018				

5.4. Hypothesis test result

Table 5. Hypothesis test result

Hypothesis	<i>B</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>	Result
H ₁ = Brand trust has a direct influence and significant on Lao product brand decision	0.148	0.179	3.352	0.001	Supported
H ₂ = Brand image has a direct influence and significant on Lao product brand decision	0.272	0.350	6.212	0.000	Supported

H ₃ = Brand Experience has a direct influence and significant on Lao product brand decision	0.142	0.180	3.535	0.000	Supported
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From the table, it was found that the results of the multiple linear regression tests for all three models were accepted with a statistically significant level of less than .05 (95%). When considering the additional details, it was observed that:

1. Brand Image had a positive influence with a statistical significance level of 0.001 on the decision to purchase Lao products, with a coefficient of influence of $\beta = 0.350$. This implies that when a business or brand enhances its positive image, the likelihood of consumers deciding to purchase Lao products increases by 35%.
2. Brand Experience also had a positive influence with a statistical significance level of 0.000 on the decision to purchase Lao products, with a coefficient of influence of $\beta = 0.180$. This indicates that when a business or brand enhances consumer experiences, the likelihood of consumers deciding to purchase Lao products increases by 18%.
3. Brand Trust demonstrated a positive influence with a statistical significance level of 0.000 on the decision to purchase Lao products, with a coefficient of influence of $\beta = 0.179$. This means that when a business or brand improves trust in its products, the likelihood of consumers deciding to purchase Lao products increases by 17.9%.

6. Discussion

The Brand Image has a positive impact and is statistically significant with a level of 0.000 (p-value < 0.05) on the decision to purchase Lao products. The study indicates that this model aligns with the evaluations and theories that have been previously tested (Afriani & Suhardi, 2024; Mardiani et al., 2024; Natasiah, 2024; Putri et al., 2024; Shandy et al., 2024). In addition to the aforementioned findings, numerous scholars have contributed various divergent insights, including Rizaldi et al. (2024), who highlighted the importance of service quality, brand image, and customer relationship management in significantly influencing customer loyalty. Similarly, Gazi et al. (2024) further emphasized that brand image plays a crucial role in enhancing customer satisfaction, which concurrently fosters customer loyalty (Hardiansyah & Akbar, 2024; Sudirjo et al., 2024).

Brand Experience has a positive impact and is statistically significant with a level of 0.000 (p-value < 0.05) on the decision to purchase Lao products. This finding corresponds with the theories and research evaluations previously tested (de Jesus et al., 2023; Purwaningrum & Saputro, 2024; Sudirman et al., 2023; Tien et al., 2023; Yin et al., 2022; Zeng et al., 2023). However, some studies by various scholars have presented differing perspectives. For instance, the prominent research by Gao and Shen (2024) indicates that sensory brand experiences significantly enhance customer loyalty towards the products (Hsu, 2023). Additionally, the study by Putri et al. (2024) also provides insights suggesting that positive experiences with products lead to customer attachment and consequently foster customer loyalty towards those products. Furthermore, the research conducted by Katamsa and Sugianto (2024) emphasizes that positive brand experiences and influential market factors significantly affect customer purchase decisions. In the same vein, Tja and Widjajaa (2024) further elaborate that if customers have a favorable experience with a product—especially when their expectations are exceeded—it will likely result in positive word-of-mouth communication and an increased willingness to pay (Farzin et al., 2023; Petruzzellis & Winer, 2023).

Brand Trust has a positive impact and is statistically significant with a level of 0.001 (p-value < 0.05) on

the decision to purchase Lao products. This finding is supported by several studies that have been validated (Guerra-Tamez et al., 2024; Isac et al., 2024; Sari & Prabowo, 2024; Sumanti et al., 2024). However, there are also scholars who have presented alternative perspectives. For example, the study by Kinari et al. (2024) suggests that brand trust positively influences repurchase intentions (Sutanto & Kussudyarsana, 2024). Additionally, Wang (2024) also indicates that brand trust affects consumer purchasing behavior significantly. Moreover, some researchers, such as Parasari et al. (2024), have further highlighted that brand trust strongly influences consumer buying interest (Purwaningrum & Saputro, 2024).

7. Summary

Brand image, brand experience, and brand trust all have a direct positive influence and a statistically significant level ranging from 0.001 to 0.000 on the decision to purchase Lao products. In summary, when businesses or brand owners enhance the brand image, create positive brand experiences, and build trust, it leads to increased customer decisions to purchase Lao products. Furthermore, brand owners or businesses need to emphasize the importance of building their brand, as it is crucial for influencing purchasing decisions and encouraging repeat purchases.

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