THE EFFECT OF LOCATION AND DIGITAL MARKETING ON PURCHASE DECISIONS AT GREENS FOOD AND VIEW CAFÉ BANDUNG

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Abstract

This research aims to determine and analyze the factors that influence purchasing decisions at Greens food and view cafe Bandung. This research is quantitative research with descriptive methods. The population of this research is consumers of Greens food and view cafe Bandung. The sampling technique used is incidental sampling based on a calculation of 100 respondents. The types and sources of data used are primary and secondary data. Data collection techniques use questionnaires whose validity and reality have been tested. The data analysis techniques used to answer the hypothesis are multiple linear regression test, t test, F test, correlation and determination (R2). The results of this research show that simultaneously the Location and Digital Marketing variables have a positive and significant effect on purchasing decisions at Green Food and View Cafe Bandung. Partial test of location variables and digital marketing has a positive and significant effect on purchasing decisions at green food and view cafe Bandung. The level of closeness coefficient of determination (R2) is 38.8% and the remainder is influenced by other factors not discussed in this research.

Keywords
Location, Digital Marketing, Purchase Decision

Introduction

From year to year there are always changes where the current developments are closely followed by young people, whatever trends emerge are then followed by both individuals and business people. Increasing stress levels also make people need a place to escape so that those who experience it tend to look for a refreshing place. Modern people always want to chat or socialize in a place that is considered the most comfortable and can bring prestige to the individual. One of the modern meeting room trends is the Cafe. Cafes are one of the people's favorite choices (Arisanti, 2021). Apart from being a unique culture in Indonesia, it turns out that people also have a great interest in places that are popular with all ages. (Pristalisa, 2022). Initially, the Cafe was created as a community-sponsored place, but now it seems that the Cafe has an additional function as a place to meet old friends, friends or business partners. In the current era of business activity, the level of competition in the business world is increasingly tight and competitive among fellow business fields. The increasingly tight competition between business actors demands or business owners to be able to maximize their performance optimally so that they can compete in the market (Ardian, 2019). Digital marketing, a cutting-edge type of advertising, is like giving new hope to organizations in doing their business. As Mahalaxmi and Ranjith (2019) point out, one approach to limit the chaos and have a direct discussion with clients is with digital advertising. The phenomenon of the rise of this cafe has made many people interested in opening this business when they see the excitement of people starting to look for a place to hang out (Shofia, 2022). It is natural that Bandung has become a trend for the area surrounding areas. This is because there are many tourist and culinary attractions in Bandung so it can be said that there are many culinary places lined up in one area, causing a lot of competition (Fitriani & Satyarini, 2023). In order to compete, every entrepreneur must be able to understand what consumers want, so that entrepreneurs can develop their business in a better direction. This is influenced by fundamental factors that entrepreneurs need to understand such as service quality, Digital Marketing, location, physical evidence and others. Entrepreneurs must also always adapt to the times to keep up with the competition. With the increasing creativity of entrepreneurs in thinking about concepts that suit their target consumers, how to take the concept of a culinary place from a place that is currently leading.With the promising development of the culinary business, entrepreneurs are trying to make their business as attractive as possible to attract consumers. Various innovations are developed so that the entrepreneurial concept is later adjusted to the target market. Currently, the city of Bandung is developing into a creative industry that is inseparable from the booming non-culinary industry in the city of Bandung (Hermanto, 2019). One of the many shops that have sprung up in Bandung is Greens Food and View Cafe . Greens Foodand View Cafe was established in Bandung in 2020. Greens Foodand View Cafe is located in the East Bandung area, precisely in the Cimenyan district. The location of Greens Food and View Cafe is also quite strategic in a densely populated area.

Table 1. Greens Food and View Cafe Bandung Sales Data

Month	Sale	Increase/(Decrease)
Jan	Rp42.672.500	-
Feb	Rp38.931.500	(Rp3.741.000)
Mar	Rp20.680.000	(Rp18.251.500)
Apr	Rp25.937.000	Rp5.257.000
May	Rp39.631.000	Rp13.694.000
Jun	Rp15.753.000	(Rp23.878.000)

Source: Greens Food and View Cafe Bandung Management

From the pre-survey that has been conducted, it was found that Greens Food and View Cafe in Bandung experienced a decline and increase every month. The average results show that the average decline in sales from January to June was 38%. This is one of the characteristics of consumers who are now increasingly smart in determining their choices, this proves that the decision of customers to buy or choose a cafe has several important factors such as location, and digital marketing that cause purchasing decisions. Many factors such as location can cause a decrease in sales, because it is undeniable that location is the most important factor in satisfying customer

desires (Baswedan, 2022). However, there are still respondents who have complaints or are related to the location of the Cafe. Next is related to the location of Greens Food and View Café.

Marketing media that can be used with the help of digital marketing include websites, email, Google My Business, social media, certain platforms according to the type of product offered and so on. In addition to digital marketing, another strategy that can be used is determining the right business location, the sharper the competition in the business world, the selection of a business location cannot be determined randomly and needs to consider several supporting factors according to the type of business to be run. If the business you want to run is engaged in the property business, then the things that need to be considered are access to the location, the number of residents around, land that can be expanded, and several other supporting factors

Table 2. Location Pre-Survey Results at Greens Food and View Cafe Bandung

No	Statement	Category		Percentation	
		Agree	Disagree	Agree	Disagree
1	Transportation access to the location easy to reach	6	24	20%	80%
2	Spacious parking area	7	23	23.3%	76.7%
3	The atmosphere of the café instagrammable	25	5	83.3%	16.7%
	Number of respondent	30			

Source: Respondent Pre Survey

Table 3. Pre-Survey results of digital marketing at Greens Food and View Cafe

No	Statement	Category		Percentation	
		Agree	Disagree	Agree	Disagree
1	There is promotion through mediasocial work done by Greens food and view cafe bandung	8	22	26.7%	73.3%
2	There was a conversation online between cafe and consumer	22	8	73.3%	26.7%
3	The cafe's ability to provide information and maintain relationships with kinsmen	24	6	80%	20%
	Number of respondent	30			

Source: Respondent Pre Survey

Table 4. Pre-Survey Results of Purchase Decision Stages at Greens Food And View Café Bandung

No	Statement	Category		Percentation	
		Agree	Disagree	Agree	Disagree
1	I made a purchase because I have a desire to buy product	6	24	20%	80%
2	I have a desire to make a purchase because of some its advantages	7	23	23.3%	76.7%
3	I have a desire to find Product information available at the cafe	24	6	80%	20%

4	I made a purchase because of the café It is famous for being instagrammable and has desire to recommend to others	25	5	83.3%	16.7%
	Number of respondent		**30**		

Source: Respondent Pre Survey

In the midst of quite tight competition between economic actors who are competing to satisfy consumers by offering attractive offerings through digital marketing which of course can satisfy consumers. To achieve this goal, businesses must understand and produce goods and/or services that are desired and needed by consumers with an attractive digital marketing appearance but have more benefits that can be enjoyed by consumers when consuming them.

Seeing the problem, Greens Food and View Cafe has made various efforts to improve customer purchasing decisions and strive to improve customer comfort and accessibility, for example by making the parking lot as attractive as possible, but not enlarging the parking lot too often, because it leads to vehicle accumulation and even traffic congestion. In addition, Greens Food and View Cafe Bandung always strives to improve customer satisfaction from time to time through strategies that can maintain its business amidst increasingly tight competition between similar business actors. Dynamic steps are needed to determine and implement competitive strategies, but with full vigilance. Greens Food and View Cafe needs to maintain its position so that the business can function as expected. With these competitive conditions, Greens Food and View Cafe must determine the right competitive strategy in order to compete with the right competitive strategy.

From the explanation above, previous studies have not yet examined the influence of location and digital marketing on purchasing decisions at Greens Food and View Cafe located in Bandung. Researchers are interested in conducting research at Greens Food and View Cafe Bandung to determine the influence of location and digital marketing on customer decisions. The title taken by the researcher is "The Influence of Location and Digital Marketing on Purchasing Decisions at Greens Food and View Cafe Bandung"

Literature

Management activities in an organization are aimed at efforts to achieve organizational goals. The management approach is carried out with the aim of analyzing, creating or building conceptual work, then identifying. Therefore, management is the entire process related to the existence of types of institutions, various position activities in the organization and experience in the environment that contains various kinds of life problems in the organization and its environment. Meanwhile, according to Malayu SP Hasibuan (2019:9) it is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals. Meanwhile, according to Firmansyah (2019:4) Management is the art and science of planning, coordinating, organizing and controlling resources to achieve goals efficiently and effectively. According to Husaini, H., & Fitria, H. (2019), management is the science and art of organizing, controlling, communicating and utilizing all resources in an organization by utilizing management functions so that the organization can achieve its goals effectively and efficiently. Based on the above understanding, researchers can conclude that management is the art of organizing and administering resources within an organization or company effectively and efficiently to achieve organizational goals.

Marketing is a comprehensive, integrated and planned activity carried out by an organization or agency in carrying out its business to be able to accommodate market demand by creating products with sales value, determining prices, communicating, delivering and exchanging valuable offerings for consumers, clients, partners, and the general public. Marketing is the spearhead of the company. In a world of increasingly tight competition, companies are required to be able to survive and thrive. According to (Assauri, 2020:4) states that "Marketing is an effort to provide and deliver the right goods and services to the right people at the right place and time and the right price with the right promotion and communication." Marketing management is a series of processes of analysis, planning, implementation, as well as monitoring and controlling a marketing activity where the aim is to achieve the company's targets effectively and efficiently. In addition, it can also be interpreted as a tool for analysis, planning, implementation and control of a program in a company that has been designed to create, build and maintain exchanges in order to provide benefits. According to (Indrasari, 2019) he is of the opinion that: "Marketing management is the art and

science of choosing target markets and achieving, maintaining, and growing customers by creating, delivering, and communicating superior customer value."

According to Kotler & Armstrong in (Ismaulina and Ali, 2020) defines place/location as a marketing place that involves activities to create, maintain or change behavior and attitudes towards a particular place. There are three types of interactions that influence location, namely: 1) Consumers come to the service provider (company). 2) The service provider comes to the consumer. 3) Service providers and consumers do not meet directly. Place decisions are about distribution channels and distribution management. A distribution channel is a set of interdependent organizations involved in the process of making a product or service available for use or consumption. According to (Tjiptono, 2019:92), selecting a business location requires careful consideration of the following indicators: 1) Access, for example a location that is easy to get to or easy to reach by means of transportation. 2) Visibility, for example a location that can be seen clearly from the roadside. 3) Spacious and safe parking area. 4) Expansion, namely the availability of a place large enough for future business expansion. 5) Environment, namely the surrounding area that supports the business being offered. For example, a small class restaurant business that close to campus areas, schools and offices.

From previous research according to Chaffey (2013) quoted from (ES., Rahmi, & Aditya, 2017) the definition of digital marketing is as a technology user to help marketing activities that aim to increase consumer knowledge by adjusting to their needs. Digital marketing is also defined as a marketing activity that uses internet-based media according to (ES. et al., 2017). Marketing according to Kotler and Keller (2019:5) is as follows: "Marketing is an organizational function and a series of processes to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders" According to Reinartz et al (in Budiman 2018:15), digital marketing can help marketing to improve marketing performance and profits. Digital channels offer opportunities for spending efficiency to be able to build relationships with consumers and increase consumer loyalty Thus, every company or marketing business is considered important as one of the important development strategies for the company and in MSMEs, they can develop marketing strategies through digital marketing.

For digital marketing in the form of website-based advertising, search engine optimization (SEO), paid search click advertising (PPC advertising), affiliate marketing and strategic partnerships, online public relations (online PR). For digital marketing in the form of website-based advertising, search engine optimization (SEO), paid search click advertising (PPC advertising), affiliate marketing and strategic partnerships, online public relations (online PR), e-mail marketing has not been done by Green Cafe in communicating the sales of coffee it manages. Therefore, what will be discussed in this study are the following Digital Marketing indicators: Social media, Consumer relations, Online Public Relations (Online PR).

Human life is inseparable from buying and selling a product, usually in making a purchase of a product, a person will make a purchasing decision first for the product. This purchasing decision is an individual activity that is directly involved in making decisions to make purchases of products offered by the seller. According to experts, purchasing decisions are: According to (Indrasari, 2019:72), namely: The consumer purchasing decision process consists of five stages carried out by a consumer before reaching a purchasing decision and then after the purchase. In this case, it shows that the purchasing process carried out by consumers begins long before the purchase is made and has consequences after the purchase is made. The purchasing decision made by the consumer can occur if the consumer has received service from the purchase of the service and after that the consumer feels that there is satisfaction or dissatisfaction, therefore the concept of purchasing decisions cannot be separated from the concept of consumer satisfaction.

Methods

This study uses a descriptive narrative research design with an explanatory approach to evaluate the effect of location and digital marketing on purchase decisions at greens food and view café bandung. Research purpose To test the hypothesis of the influence of location and Greens purchasing decisions food and view cafe Bandung, Unit of Analysis, Consumer Greens food and view cafe Bandung, with time coverage 6 months.

The research procedure began with the design and testing of a questionnaire designed to collect data on sustainable location, digital marketing, and purchasing decision. The questionnaire was pretested to ensure its

reliability and validity before being used in data collection. Once the final questionnaire was ready, data was collected through an online survey distributed to the selected sample. The data collection process was conducted over a week to ensure sufficient participation and representative data. The main data collection technique in this study was a structured questionnaire distributed offline. The questionnaire was designed to measure three main variables: location, digital marketing, and purchasing decision. The questionnaire included questions that used a Likert scale to measure respondents' perceptions of these attributes. The researcher used descriptive analysis of the independent and dependent variables which then classified the number of respondents' scores. While verification analysis uses the following analysis:

1. Correlation Coeficient

   Where the value of r ranges between -1 and 1 or in other words $-1 \leq r \leq 1$. The positive and negative signs of the correlation coefficient have the following meanings:

   a. If r = -1 or close to -1 means that there is a perfect negative correlation or the relationship between the two variables X and Y is quite strong and has an inverse relationship (if X goes up, then Y goes down)

   b. If r = 0 means there is no correlation or the relationship between the two variables X and Y is very weak or there is no relationship at all

   c. If r = 1 or close to 1, it means that there is a perfect positive correlation or the relationship between the two variables X and Y is quite strong and has a unidirectional relationship (if X goes up, then Y goes up).

2. Coefficient of determination

   The coefficient of determination is used to see what percentage of the influence of the location (X_1) and digital marketing variable (X_2) on the purchasing decision variable (Y).

3. Hypothesis testing both F-test and t-test.

   Hypotheses are temporary answers to problem formulations, where the formulation of research problems has been stated in the form of a question sentence. In addition, a hypothesis is a presumption of the most probable answer even though it still has to be proven by research. To test the hypothesis simultaneously using the F test, which is a test to see the effect of all independent variables together on the dependent variable, or to test whether this regression model is good/significant or not good/non-significant.

   | H_0 | : | $\beta_1, \beta_2 = 0$ | : | There is no joint impact between location and digital marketing on purchasing decisions at greens food and view café bandung. |
   | H_1 | : | $\beta_1, \beta_2 \neq 0$ | : | Have a joint impact between location and digital marketing on purchasing decisions at greens food and view café bandung. |

   Test Criteria:
   Accept Ho if $-F_{table} < F_{count} < F_{table}$ with α=0.05, where Ftable has n-k-2 independent degrees.

   | H_0 | : | $\rho_1, \rho_2 = 0$ | : | There is no partial impact between location and digital marketing on purchasing decisions at greens food and view café bandung. |
   | H_1 | : | $\rho_1, \rho_{2:} \neq 0$ | : | Has a partial impact between location and digital marketing on purchasing decisions at greens food and view café bandung. |

Test Criteria:
Accept Ho if $-t_{table} < t_{count} < t_{table}$ with α=0.05, where Ftable has n-k-2 independent degrees

Result

Based on the survey results, the characteristics of respondents who became the sample of this study were divided into several groups, namely based on gender, age, type of work.

Table 2 Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	41	41
Female	59	59
Age		
< 20 Year	28	28
21-30 Year	41	41
31-40 Year	20	20

Above 40 Years	11	11
Type of Last Education		
Junior High School	6	6
Senior High School	68	68
Diploma	3	3
Bachelor Degree	21	21
Master Degree	2	2

Source: Primary data processed,2023

Table 2 above shows that the the majority of respondents come from vocational/high school circles as much as 68%. This illustrates that many of the cafe visitors are teenagers. This shows that this cafe is a cafe that is quite popular among teenagers, teenagers. Teenagers prefer to hang out in cafes or chat with friends.

Based on the data obtained, it can be analyzed descriptively as follows:

Table 3 Descriptive Analysis Results

Variable	Mean	Range	Category
Sustainability-Driven Product Quality	3,37	2,61-3,40	Good Enough
Brand Awareness	3,34	2,61-3,40	Good Enough
Purchasing Decision	3,35	2,61-3,40	Good Enough

Source: Data processing results,2024

Table 3 above shows the average count (mean) of 3.37, it can be seen that respondents stated that they quite liked sustainability-driven product quality so that the products offered could have very good quality characteristics, and the mean brand awareness of 3.34, it is known that respondents stated that they were quite good at recognizing brands that had quality fashion products, and the mean purchase decision of 3.35, it is known that respondents stated that they were quite good at making purchasing decisions by paying attention to the quality of sustainability-based products and having brands.

Table 4 Correlation Test Analysis Results

		Purchasing Decision	Sustainability-Driven Product Quality	Brand Awareness
Pearson Correlation	Purchasing Decision	1.000	.665	.753
	Sustainability-Driven Product Quality	.665	1.000	.673
	Brand Awareness	.753	.673	1.000
Sig. (1-tailed)	Purchasing Decision	.	.000	.000
	Sustainability-Driven Product Quality	.000	.	.000
	Brand Awareness	.000	.000	.
N	Purchasing Decision	97	97	97
	Sustainability-Driven Product Quality	97	97	97
	Brand Awareness	97	97	97

Source: Primary data processed,2024

Based on Table 4 above, it is known that the Pearson correlation coefficient value for the sustainability-driven product quality variable of 0.665 is between 0.600 - 0.799, meaning that the sustainability-driven product quality variable shows a strong relationship to the purchasing decision variable. Meanwhile, the Pearson correlation coefficient value for the brand awareness variable of 0.753 is between 0.600 - 0.799, meaning that the brand awareness variable shows a strong relationship to the purchasing decision variable.

Simultaneous hypothesis testing (F statistical test) is used to determine whether there is a simultaneous influence between the independent variables on the dependent variable. This test is carried out using a significance probability number, if the significance probability> 0.05 then Ho is accepted and Ha is rejected, and if the significance probability <0.05 then Ho is rejected and Ha is accepted.

Table 5 Simultaneous Significance Test Results (F Statistical Test)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2674289074.336	2	1337144537.168	74.271	.000ᵇ
	Residual	1692332352.654	94	18003535.667		
	Total	4366621426.990	96			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Awareness, sustainability-driven product quality

Source: Primary data processed,2024

Based on Table 5 above, it can be seen the results of the comparison between F count and F table show the value of F count = 74.271> F table = 3.09, meaning that Ho is rejected and Ha is accepted, meaning that together or simultaneously the variables of sustainability-driven product quality and brand awareness affect the purchasing decision variable.

Table 6 Partial Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11612.249	2567.392		4.523	.000
Sustainability-Driven Product Quality	.193	.058	.290	3.342	.000
Brand Awareness	.819	.128	.557	6.415	.000

a.Dependent Variable: Purchasing Decision

A. The Effect of Sustainability-Based Product Quality on Purchasing Decisions

Based on the results of the t-test (partial), the significance value of the sustainability-driven product quality variable is 0.000 <0.05 (the real level of research significance). In addition, it can also be seen from the results of the comparison between the t count and t table which shows the value of t count of 3.342 > t table 1.661, it can be concluded that partially the sustainability-driven product quality variable affects purchasing decisions.

B. The Effect of Brand Awareness on Purchasing Decisions

Based on the results of the t-test (partial) on the regression model, it can be seen the results of the comparison between the t count and t table show the t value of 6.415, while the t table is 1.661, it can be concluded that partially the brand awareness variable affects on purchasing decisions.

Table 7 Partial Determination Coefficient Results (Kd)

No.	Variable	Beta	Zero Order	Beta x Zero Order	%
1	Sustainability-Driven Product Quality	0,290	0,665	0,193	19,3
2	Brand Awareness	0,557	0,753	0,419	41,9
	Amount			0,612	61,2

Source: Primary data processed,2024

In Table 7, the simultaneous coefficient of determination of 0.612 confirms that this research model explains 61.2% of the variance in purchasing decisions, indicating the strength of the model in capturing the influence of the two variables. The partial coefficient of determination shows that while sustainability-based product quality has a significant contribution (0.193), brand awareness has a greater impact (0.419). This finding is in line with brand valuation theory which emphasizes that high brand awareness can increase positive perceptions and consumer purchase intention more significantly than single product attributes (Keller, 1993).

Discussion

This research contributes significantly to marketing theory and consumer attitudes by emphasizing the significance of product quality and brand understanding as key determinants of purchase decisions. The findings corroborate consumer attitude theory which reports that product evaluation and brand perception are crucial in influencing purchase decisions (Kotler & Keller, 2016). The partial coefficient of determination showing that brand awareness shares a larger donation than sustainability-driven product quality (0.419 vs. 0.193) underscores brand evaluation theory's emphasis that greater brand awareness can increase product appeal and purchase attention more efficiently (Keller, 1993). Immediately, these findings suggest that the industry should focus on marketing strategies

that not only improve product quality but also strengthen brand understanding through integrated and unchanging marketing campaigns. With the increasing influence of social media and digital platforms, strategies that strengthen brand exposure and build a positive image are more meaningful than ever. The research also offers instant guidance for marketers to design strategies that balance investments in product development and efforts to build brand equity. Not only that, these results can be used by brand managers to enhance programs that promote brand values and increase brand visibility, which in turn can positively influence consumer purchasing decisions. Thus, the results of this research not only raise a new measure in marketing theory but also share strategic implications that can be directly applied in marketing applications to increase the effectiveness and competitive energy in the market.

While this research offers valuable insights into how product quality and brand understanding affect consumer purchasing decisions, several limitations affect the interpretation of the results. The sample size used may not be fully representative of the broader consumer population, limiting the generalizability of the findings. Future research should use larger and more diverse samples to obtain more accurate results. Additionally, the cross-sectional approach used captures variables at a single point in time and does not address changes in consumer attitudes or the long-term effects of marketing strategies. Longitudinal studies could provide deeper insights by tracking changes over time. Furthermore, this research may not account for external factors like economic conditions or social influences that could impact purchasing decisions. Recognizing these limitations highlights the need for future studies to improve accuracy and relevance. Future research should focus on using larger, more diverse samples, adopting longitudinal designs, exploring additional influencing variables, and conducting experiments to better understand and manage the impact of product quality and brand awareness on consumer decisions.

The findings of this study have significant social and ethical implications regarding product quality and brand awareness in the digital age. Consumers now prefer high-quality products that are also environmentally friendly and socially responsible. The research shows that brand awareness influences purchase decisions more than product quality, emphasizing the importance of transparency in brand sustainability claims. Brand awareness can have a major impact on purchase decisions if companies fulfill their sustainability claims and do not engage in greenwashing. In addition, the use of digital technology in promoting brand awareness raises ethical questions regarding privacy and data collection. Companies must ensure their digital marketing does not violate consumer privacy. Social implications also include corporate responsibility for ethical and sustainable business practices, which enhance brand reputation and community well-being. Companies need to balance brand awareness with authentic social responsibility to build long-term, mutually beneficial relationships with consumers in the digital age.

Conclusion

This research confirms that both product quality and brand awareness significantly influence consumer purchasing decisions, with brand awareness having a greater impact than product quality alone. High correlation coefficients for both variables indicate a strong positive relationship with purchase decisions, while partial determination coefficients underscore the importance of brand awareness in influencing consumer decisions. These findings reinforce consumer behavior theories that brand awareness plays a crucial role in shaping consumer perceptions and preferences and suggest that companies should place a high priority on marketing strategies that build strong brand equity. However, the limitations of the study such as sample size and cross-sectional design indicate the need for further research with a more comprehensive approach and additional variables to obtain a more complete picture. Future research should consider external variables and use a longitudinal design to understand the long-term dynamics of the influence of product quality and brand awareness. In addition, the social and ethical implications of these findings highlight the importance of transparent and responsible marketing practices, particularly in the context of digital technology and sustainability. Companies should adopt an honest and ethical approach to brand building and communicating with consumers, to build trust and achieve sustainable success in an increasingly competitive market. In conclusion, this research provides valuable insights into marketing theory and business practice and offers practical guidance for the development of effective and ethical marketing strategies.

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