



## Article

# The Influence Mechanism of Regional Brand Perception on Consumer Purchase Intention from the Perspective of Brand Equity

Wenzheng Zhu<sup>1</sup>, Shairil Izwan Taasim<sup>1,\*</sup>, Jiameng Mi<sup>1</sup>

<sup>1</sup>City University of Malaysia, Kuala Lumpur 46100, Malaysia

\*Corresponding author: Shairil Izwan Taasim, shairil.izwan@city.edu.my

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**Abstract:** Regional brands are significant symbols of a country or region's competitiveness and a key approach to enhancing the market image of products and promoting local economic development. Nowadays, consumers are paying increasing attention to the "brand origin" when making purchases, and "regional brand perception" has become an important factor influencing purchase intentions. Based on the theory of brand equity, this paper reviews the research results at home and abroad in the past decade on the relationship between regional brand cognition, brand equity and consumer purchase intention. The results show that regional brand cognition can enhance consumers' brand trust, perceived quality and brand association, thereby significantly improving brand equity and positively influencing purchase intention. Cultural identity, social value and brand local perception play a regulatory or mediating role in it. This paper initially constructs the influence mechanism framework of "regional brand cognition - brand equity - purchase intention" by using the literature analysis method, which can provide theoretical support and practical inspiration for regional brand strategic management and marketing practice.

**Keywords:** regional brand recognition; brand equity; purchase intention; brand locality



## **1. Introduction**

With the advancement of economic globalization and regional economic integration, regional brands have become an important symbol of regional competitiveness and industrial upgrading. Regional brands represent the origin of products and carry local culture, reputation and social image. The strategies of “Brand China”, “Rural Revitalization” and “Geographical Indication Products” have driven regional brands to play an increasingly prominent role in local economic development and consumer markets. It is not only a market symbol but also a manifestation of the local image and regional culture. In the market, the competition is becoming increasingly fierce. Facing products with similar functions, consumers often make judgments based on information such as brand origin and regional image. Regional brand awareness is the overall impression, trust, and emotional identification of consumers towards a brand group in a certain region (Tarabashkina et al., 2024). Most of the time, this perception would determine consumers’ attitude and preferences for the product (Oduro & Mensah, 2024). For instance, consumers often feel that products from a certain region are “safer”, “of higher quality”, and “more handcrafted”. This impression guides them in making purchase decisions. First, regional brand recognition reflects not only the consumer’s functional judgment of a product, but it also embodies the emotional connection with the regional culture and reputation. Brand equity has been considered an important indicator for measuring the market competitiveness of a brand. Some scholars believe, based on this, that the four dimensions are brand awareness, brand association, perceived quality, and brand loyalty. It is these dimensions in their totality that make up consumers’ general assessment of the brand. In terms of regional brands, the impact of brand equity is wider, not limited to single brands, but also extending to the brand group image of the whole region. Regional brands, such as “Made in Zhejiang”, “Yunnan Coffee”, and “Fujian Tea”, have fostered consumers’ trust and preference toward local industries by enhancing brand recognition and positive associations. In recent years, much research has been done on the relationship between regional brand awareness, brand equity, and purchase intention. Hu et al. (2024) showed that regional brand awareness can promote perceived quality, brand association, strengthen brand equity, and thus raise the purchase intention of consumers. Oduro and Mensah (2024) indicated that



regional image plays the role of mediator in consumer decision-making; a good regional impression thus enhances purchase confidence and loyalty. Tarabashkina et al. (2024) stressed that regional brand recognition not only represents functional value but also contains emotional and symbolic meanings which have a great influence on the formation of brand equity. Their relationship varies in different regions and under different industrial backgrounds. In the agricultural product industry, consumers focus more on the geographical indication and ecological security. In the cultural and creative industries, more attention is paid to local culture and artistic characteristics (Hu et al., 2024). In addition, the degree of consumers' cultural identity will also affect the regional brand effect. For groups of consumers with a strong sense of local sentiment, regional brands will more easily stimulate their purchasing desire. As for rational consumers, they tend to place more emphasis on brand reputation and quality. Thus, from the perspective of brand equity, this article investigates the influence mechanism of regional brand awareness on the purchase intentions of consumers. The core issues studied by (Jain, 2023) include: (1) The composition and main characteristics of regional brand recognition; (2) The mediating role of brand equity between regional brand recognition and purchase intention; (3) The strategic implication and practical value of regional brand building are analyzed in this paper. By reviewing relevant literature and theoretical analysis, logical connection among regional brand perception, brand equity, and purchase intention of consumers has been revealed. This research enriches theories about brand management and consumer behavior and can also serve as a reference for both local governments and enterprises when it comes to making strategic decisions on regional brand building. This paper provides new ideas and theoretical support for the construction of regional brands and local economic development in China by systematically exploring the relationships among them. (Keni et al., 2022).

## **2. Method**

This study mainly employs literature analysis and theoretical induction methods. The core lies in sorting out the relationship mechanism among regional brand perception, brand equity and consumer purchase intention, and constructing a theoretical analysis framework with brand equity as the mediating variable. Unlike traditional empirical research, this paper focuses on integrating existing academic



achievements, conducting logical deductions, and attaches great importance to the systematicness and interpretability of research conclusions.

## **2.1. Acquisition and Screening of literature Materials**

This article collects relevant academic achievements through multiple channels, with a focus on searching international mainstream databases such as Web of Science, ScienceDirect, MDPI, Wiley Online Library, and SpringerLink. To ensure the representativeness and academic quality of the literature, the search keywords include “regional brand perception”, “brand equity”, “consumer purchase intention”, “country-of-origin brand”, and “regional” “image”, “brand loyalty”, etc. Give priority to English literature with theoretical innovation or empirical value. A preliminary search yielded nearly a hundred related papers. First, the titles and abstracts were examined for screening. Then, studies with weak relevance to the topic or lacking empirical basis were excluded. Finally, 12 high-quality papers that were highly consistent with the research topic were selected as core analysis samples.

## **2.2. Criteria for Literature determination and Exclusion**

To ensure the scientific and consistency of the research, this paper sets four criteria for literature inclusion: The research subjects are related to regional brands or Country/ region-origin brands, and the literature should clearly discuss issues such as regional brands, geographical indication products, local brand groups or regional images;

Theoretical or empirical models including the dimension of Brand Equity, the literature should involve elements such as brand awareness, brand association, perceived quality, and brand loyalty; Taking consumers’ Purchase Intention as the core dependent variable, the literature should explore the influence path of brand cognition or brand equity on purchase intention through questionnaires, experiments or model analysis. The excluded literature mainly consists of conference papers, conceptual discussion articles, as well as studies with ambiguous sample sources or imrigorous methodologies.

## **2.3. Literature Analysis Methods Literature analysis stage**



This article follows the logic of “from theory to model, and from model to mechanism”. For instance, Hu et al. (2024) proposed that brand awareness is a prerequisite for the formation of brand equity and further verified that regional brand awareness can influence purchase intention through the mediating role of perceived quality and brand association. By comparing the path assumptions and model Settings of different studies, this paper summarizes three aspects of how regional brand perception affects purchase intention: (1) In the direct aspect, regional brand perception directly enhances consumers’ purchase intention (Oduro & Mensah, 2024); (2) In terms of the mediating effect, brand equity plays a key role between the two (Hu et al., 2024); (3) Moderating effect path - Consumers’ cultural identity or product engagement will enhance or weaken the influence of brand perception (Tarabashkina et al., 2024).

## **2.4. Theoretical Induction and Integration**

This article systematically summarizes different research results and conducts logical deductions by using theoretical induction. The research is based on the framework of brand equity theory, introduces regional brand cognition as the antecedent variable, and consumer purchase intention as the outcome variable, and constructs an intermediary mechanism through the four dimensions of brand equity. The theoretical model assumption is that regional brand perception influences brand awareness and brand association, therefore enhancing perceived quality and brand loyalty, thus strengthening the purchase intention.

## **2.5. Rationality and Limitations of Research Methods**

The advantage of the literature analysis method is that it can integrate research results of different regions, industries and samples, grasp the overall development trend of theories, and avoid the limitations of single case studies. Meanwhile, theoretical induction can distill universally applicable conceptual relationships, which provide a theoretical basis for subsequent empirical research. However, this method also has limitations. It lacks data verification, and some conclusions still need to be tested through future empirical research.

This study, through systematic literature analysis and theoretical integration, constructed a framework for the influence mechanism of regional brand cognition



from the perspective of brand equity, laying a solid foundation for the result analysis and theoretical discussion in subsequent chapters.

## **3. Results**

### **3.1. Composition and Measurement of Regional Brand Recognition**

Regional brand recognition encompasses three main dimensions. The first is the cognitive dimension, which refers to the degree of consumers' recognition of regional brands and the amount of information they possess. The second is the emotional dimension, which involves consumers' trust and emotional preference for brands in the region. The third is the cultural dimension, reflecting regional image, cultural identity and sense of social value (Tarabashkina et al., 2024). Hu et al. (2024) mentioned when studying ecological agricultural products in China that regional brand image has a significant impact on consumers' purchase intention. Accordingly, after consumers form a sense of trust and perceive quality, they are more likely to make positive purchasing decisions. Oduro's 2024 national brand research shows that "image of the country of origin" influences purchase intention indirectly through brand attitude and brand association. This showed that brand awareness determines not only the first impression of consumers about the product, but it also influences their trust and preference and, at the very end, purchasing behavior. Martins et al. (2023).

### **3.2. The Mediating Role of Brand Equity**

The brand equity theory was used later to explain the mechanism which leads to brand value formation. Recent studies have pointed out that brand equity is not only the result of brand awareness but that it also has a mediating effect on the formation of consumer purchase intention. In fact, Hu et al. (2024) investigated and determined that regional public brands can indirectly affect customers' purchasing behavior by improving brand awareness and perceived quality. This shows that brand equity forms a value transmission chain between recognition and purchase, with brand trust and brand loyalty being important intermediary paths through which regional brand perception influences purchase intention. In other words, once consumers have



established their trust in a brand and built-up loyalty, their purchase intention will increase significantly. That is to say, it is obvious that brand equity in regional brand research is not only an outcome variable but also an important bridge connecting cognition with behavior.

### **3.3. The Regulatory Role of Regional Culture and Brand Locality**

As suggested by Tarabashkina et al. (2024), regional culture, psychological distance, and the local identity of consumers together play a significant role in moderating the association between brand perception and purchase intention, as consumers develop feelings of trust and are more favorably impressed with the brands due to their identification with the culture of a particular region. Therefore, regional brands are not just economic symbols; they are manifestations of social belonging and emotional identification. It has been found that regional image can enhance brand value through perceived quality and trust, and this effect is higher in high-involvement products such as local specialties or cultural commodities. It follows from this that regional cultural factors can amplify the brand recognition-purchase intention relationship so that the brand goes beyond staying at the level of market competition and assumes more social and emotive values.

## **4. Discussion**

### **4.1. Theoretical Significance**

The paper extends the applicability of brand equity theory to regional brands. While in most of the previous research on brand equity, such issues have been discussed at an enterprise brand level, regional brands are characterized by special geographical, cultural, and social symbolic properties. The overall literature results of this paper showed that cognition about regional brands influences not only the consumer's functional evaluation but also the purchasing behavior through emotional and cultural mechanisms of influence (Tarabashkina et al., 2024). This means regional brand studies need to shift from purely traditional economic logics to embedding emotional identification and cultural values into the system of brand equity. The multi-dimensional nature of recognition for regional brands offers a new theoretical



approach toward brand building. Brand managers should develop distinctive regional cultural narrative construction and emotional bonding for deep local brand associations, as Hu et al. (2024) point out. It is in this process that the formation of brand equity should not be harnessed on market promotion but, instead, seek to create value through long-term trust accumulation and loyalty maintenance. This further affirms the critical position that brand trust and loyalty holds while forming brand value.

## **4.2. Practical Implications**

At the government level, it is necessary to energetically advocate regional brand certification and the establishment of a public brand system. On an enterprise level, deeply explore the cultural elements of the region, closely tie the brand with the identification of the place, create differentiated brand assets with cultural recognition, and enhance the premium space of the brand. This can not only enhance the brand's premium space but also strengthen consumers' cultural resonance. At the market level, it is necessary to fully develop and utilize digital media and social platforms for spreading regional cultural symbols, stories, and information, such as the origin of agricultural products and narratives of intangible cultural heritage. While strengthening the consumers' interaction and participation, brand association could be effectively enhanced, promoting the continuous growth of brand value.

## **4.3. Research Limitations and Future Prospects**

The current research, through the analysis of literature, shows the main mechanisms that are involved when regional brand perception influences consumers' intentions to make a purchase, but there are still some limitations. Most existing research focuses on food and agricultural product industries; less attention has been paid to tourism, cultural, and creative industries. Future studies can verify the universality and diversity of regional brand recognition in more industrial contexts. The interaction relationship among various dimensions of brand equity has not been fully explored. It is possible for subsequent research to go further in revealing its internal logic with the assistance of structural equation models.



## 5. Conclusion

This paper analyzes, from the perspective of brand equity, the influence mechanism of regional brand perception on consumers' purchase intentions. Research indicates that regional brand awareness can directly affect consumers' purchase intention and has an indirect influence through multi-dimensional brand equity. In other words, regional brand awareness increases the total brand equity by heightening the dimensions of brand awareness, perceived quality, brand association, and brand trust, thus facilitating the formation of consumers' purchase intentions. The present study also found that brand equity partially mediates the relationship between regional brand recognition and purchase intention, which demonstrates that the value of brand recognition is reflected not only in functional evaluation but also in influencing consumer behavior through brand equity accumulation. This finding further emphasizes the role of emotional and cultural factors in regional brand building and suggests that attention should be paid not only to products and markets but also to cultural narratives and the psychological sense of identification by consumers in brand management. In general, this research enriches the theoretical research on regional brands and consumer behavior, and extends the applicability of brand equity theory in the context of regional brands. Regional brand certification and public brand building shape the government's overall credibility, while enterprises build differentiated brand assets through cultural narration and emotional marketing.

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