

Conceptualizing the Effects of Entrepreneurial Branding on Purchasing Decisions

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Abstract:

This study examines the impact of Entrepreneurial Branding on consumer Purchasing Decisions by investigating branding constructs and their influence on purchase behavior. The primary objective of this research is to propose a conceptual model with instrumental development, designed for future empirical testing. This paper integrates an intensive literature review and the researcher's experience in entrepreneurial branding to create a foundational framework. The model illustrates connections between Entrepreneurial Branding (EB), Brand Experience (BE), Brand Equity (BEQ), and Purchase Decisions (PD). Moreover, this study recommends a qualitative approach using semi-structured interviews as an empirical testing method to validate these relationships in subsequent research. Criteria for sample selection are also outlined, facilitating future studies. Finally, this paper provides a comprehensive discussion and proposes new directions for further research, aiming to offer practical insights for entrepreneurs and scholars to better understand and leverage entrepreneurial branding in today's competitive market. This framework is intended to bridge gaps in the current understanding of branding's role in influencing consumer decisions.

Keywords:

Entrepreneurial Branding, Brand Experience, Brand Equity, Purchase Decision, Personal Branding
Themes: Entrepreneurial Marketing.