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DIGITAL BRAND IDENTITY AS A STRATEGIC RESOURCE: THE MODERATING EFFECT OF CONSUMER BELIEF ON SALES OUTCOMES

Abdul Hameed [1], Babar Amin [2], Furrukh Bashir [3], Usman Nizam Ul Din [4]

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Affiliations:

[1] Assistant Professor, Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar Campus, Pakistan
Email: abdul.hameed@iub.edu.pk

[2] Research Scholar, Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar Campus, Pakistan
Email: zbabramin@gmail.com

[3] Assistant Professor, School of Economics, Bahauddin Zakariya University, Multan, Pakistan
Email: furrukh@bzu.edu.pk

[4] Research Scholar, Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar Campus, Pakistan
Email: usmannizamuldin@gmail.com

Corresponding Author's Email:

[1] abdul.hameed@iub.edu.pk

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Abstract

The main goal of the study is to analyse the main factors that influence brand identities and sale policies in the digital age and find out whether Consumer Belief in Brand (CBB) impacts the relation between the strategies and consumer purchase decisions (CPD). The digital brand identification and effective sales strategy have become the key to business success because the online environment alters the ways of customer interaction with companies. There has been little consideration of the effect of consumer perception, beliefs and trust on effectiveness of these tactics in actual purchase behaviour. This article applies Covariance-Based Structural Equation Modelling (CB-SEM) to test a theoretical framework that is founded on the Resource-Based View (RBV) and Social Identity Theory. Data were collected on the basis of a structured survey among 195 companies and brands that operate in the digital markets. The findings have shown that brand belief has a significant influence on the effect of sales strategics and brand identity to customers in their purchase decision-making. This study contributes to the growing literature on digital brand management by focusing on strategic importance of customer belief as the moderating factor. The findings can be informative to marketers and brand managers interested in enhancing brand-consumer relations and prompting more conversions under the conditions of cutthroat digital landscapes.

Keywords: Consumer-Brand Identification, Customer Brand Engagement, Brand Authenticity, Consumer Belief, Sales Outcomes

1. Introduction.

Achieving long-term competitive success in the quickly evolving digital landscape of today calls for more than simply conventional business tactics. Businesses need to create identifiable, reliable brand identities and implement thorough digital sales strategies. Branding has become a dynamic, interactive process as digital technologies like social media platforms, e-commerce systems, and data analytics change how companies engage with their customers. Modern brand strategies prioritize openness, consistency, and consumer participation over one-way communication or physical branding (Jam, Khan, & Paul, 2025; Kanhaiya, 2024; Kaplan & Haenlein, 2020). In addition to redefining consumer communication, the growth of digital media has forced businesses to reconsider their marketing and sales strategies (Kotler, Kartajaya, & Setiawan, 2021). Customers have a big say over brands in this new environment. Therefore, developing a strong, customer-focused brand identity is crucial to gaining a competitive edge. Today's branding requires constant engagement and co-creation across several platforms, in contrast to old strategies (Alimuddin, Wiyanto, & Achmad, 2024; Gensler & Rangaswamy, 2025).

The identity of a brand influenced by factors such as logos, values as well as messaging has become, crucially, how consistently it interacts with consumers in the world of digital environments (Hartanto, Asmoro, & Junaedi, 2022). Sales strategies have been also transformed and made more personalized, automated, and digital ecosystem integrated. Consumers act upon their values and expectations in terms of emotionally and psychologically consistent experiences that resonate with their values. With the ever-increasing digital technologies such as AI, influencer programs, and mobile commerce, brands have new opportunities and challenges to reach their target audiences (Kanhaiya, 2024; Zulfikar, Aprianti, & Rachmawati, 2022). Additionally, branding nowadays is defined by several external forces that are created by users, online feedback, or viral trends that constantly reform the perception of people (Singh, Jain, Aswathinath, Jayashree, & Bajaj, 2023).

It is therefore important that businesses are able to handle the emotional and aesthetic aspects of their branding activities in a volatile, largely uncontrollable environment (Gensler & Rangaswamy, 2025). Consumer Belief in Brand (CBB) is one of the essential aspects, which determine consumer reaction to such branding initiatives. This incorporates trust, perceived truthfulness, and compatibility of the brand with the personal values. Customers can be influenced to be loyal, purchase repeatedly and promote the brand even when there are other competitive choices available by the customer, having a strong sense of belief (Jam et al., 2025; Loureiro, 2023) is particularly important today since customers are more informed and empowered than ever. Omnichannel systems, personal experiences, and value-based messaging have become part of digital sales strategies. Their usefulness, however, is pegged on the perception that consumers have on whether the brand will bring them. The consumer belief is one of the main frames through which all brand communication is measured in an overcrowded digital environment with misinformation and too many choices (Yu, Abidin, & Shaari, 2024).

The digital age has transformed branding as a representation of identity into an active and strategic business activity. Firms are currently interacting with consumers through the various digital touchpoint's social networks, electronic commerce websites and branded websites that assist in increasing the visibility, customer interaction and overall sales performance. Brand identity is not only a visual part of the brand such as a logos or colour scheme, but also the emotions, values, messages behind a brand. Nowadays it is more influenced by the online interaction, the reviews of peers and the shared content (Liu, Wu, Shi, Tong, & Ye, 2022). Customer voices have increased on digital platforms, and the brand identity has become more flexible and is always in the state of transformation. Sales strategies have also evolved out of the traditional advertising method to more dynamic and data-based ones. Targeted campaigns, influencer marketing, and omnichannel experiences are the recent tactics that brands use to customize customer interactions (Nuseir, Aljumah, & El Refae, 2024). However, the final success of such strategies depends on the degree to which consumers believe and identify with the brand that is using them. Consumer Belief in Brand (CBB) where there is trust, credibility and emotional attachment is a significant factor in determining whether or not customers will engage or buy a brand, especially in competitive digital markets (Steenkamp, 2023). This role of CBB as a moderator between brand identity, sales strategy, and consumer behaviour remains under researched even though this is crucial. This paper will explore these connections and offer practical information to the brand managers on how to create trust based, belief educed marketing models in digital ecosystems.

There is lack of knowledge regarding online presence and the ability to convert online sales into real purchase that makes the problem described in this study since although most brands invest a lot to create their online presence and actively market the online sales, they cannot transform the presence into the actual purchase (Smith & Zook, 2024). The existing literature shows that the successful digital marketing and brand-related activity influence the engagement of the consumer and purchase intention, yet the way in which the beliefs in a brand can transform the digital identity and sales activities into practical buying outcomes is not researched in-depth. The primary objective of the research thus is to study the effect of digital brand identity and sales practice in compensating consumer buying choices of a brand, and to find out whether consumer faith in a brand intermediates the impacts. Specifically, the research will seek to establish the key elements of brand identity that incrementalism online consumer behaviour, assess the role of digital sales strategies in influencing consumer buying behaviour, identify how the Consumer Belief in Brand (CBB) mediates the relationship between brand identity and purchase behaviour, and present the combined framework of interaction of brand identity, sales strategies, consumer beliefs, and purchase decision with each other in the context of the digital marketing (Hollebeek, Clark, & Macky, 2021).

This study is of theoretical and practical importance. Theoretically, the intersection of the Resource-Based View (RBV) and the Social Identity Theory (SIT) will help the study to enrich the understanding of how digital capabilities and inner resources of an organisation can be integrated to create a strong brand image that can be recognised and utilised to make a choice by a consumer (Makri, Papadas, & Schlegelmilch, 2021; Wielgos, Homburg, & Kuehnl, 2021). The Social Identity Theory also elaborates the reasons why identification with brand values among the consumers can lead to emotional attachment, trust and loyalty to enhance purchase intentions. Practically, the findings offers practical information to the marketing professional on how the influence of creating consumer belief and attachment to a brand can enhance the effectiveness of the digital sales approach and how the business goals can be better matched to the expectations of the consumers, particularly to the digitally native or start-up businesses which mainly operate using the online platform to make conversions (Loureiro, 2023).

The research questions of the study are also useful to determine areas of organisational digital competency that can shape brand identity, which will be discussed in RQ1, whether brand identity can shape consumer purchase decisions mediated by sales efforts, and RQ3 will determine whether consumer belief in brand can mediate the relationship between sales efforts and consumer purchase decisions (Al-Hawari, Al-Twal, Barham, Al-Khaleel, & Alouneh, 2023). The combination of these questions answers the degree of the direct influences of digital brand identity and sale strategies on consumer behaviour and the conditional influence of consumer belief in brand on the same.

1.1 Research Objectives

The primary objective of the research thus is to study the effect of digital brand identity and sales practice in compensating consumer buying choices of a brand, and to find out whether consumer faith in a brand intermediates the impacts. Specifically, the research will seek to:

1. Establish the key elements of brand identity that incrementalism online consumer behaviour.
2. Assess the role of digital sales strategies in influencing consumer buying behaviour.
3. Identify how the Consumer Belief in Brand (CBB) mediates the relationship between brand identity and purchase behaviour.
4. Present the combined framework of interaction of brand identity, sales strategies, consumer beliefs, and purchase decision with each other in the context of the digital marketing (Hollebeek, Clark, & Macky, 2021).

1.2 Research Questions

The research questions of the study are also useful to determine areas of organisational digital competency that can shape brand identity, whether brand identity can shape consumer purchase decisions mediated by sales efforts, and whether consumer belief in brand can mediate the relationship between sales efforts and consumer purchase decisions (Al-Hawari, Al-Twal, Barham, Al-Khaleel, & Alouneh, 2023). The formal research questions are:

RQ1: How does organisational digital competency shape brand identity?
RQ2: To what extent does brand identity shape consumer purchase decisions, mediated by sales efforts?
RQ3: Does consumer belief in brand mediate the relationship between sales efforts and consumer purchase decisions?

The combination of these questions answers the degree of the direct influences of digital brand identity and sale strategies on consumer behaviour and the conditional influence of consumer belief in brand on the same.

2. Literature Review

The sudden emergence of the digital technologies has transformed the way companies construct and project their brand image in the competitive markets. The brands are currently functioning in dynamic online environments whereby identities are developed through continuous interaction with consumers instead of controlled and static communication Online communities, data-driven systems and digital tools have opened up new opportunities of firms to be more visible, personalized messages and strengthen emotional connection with customers (Saura, Palacios-Marqués, & Ribeiro-Soriano, 2023). These changes demonstrate that there is a necessity to comprehend how digital competency is conducive to building brand identity, enhances sales effort, and eventually affects consumer buying decisions particularly when consumer loyalty towards brands mediates these relationships. Each of the variables is discussed in the sections that follow.

2.1 Digital Competency

Digital competency is an overall ability of a company to embrace digital tools, platforms, and skills to facilitate branding and marketing efforts. Recent research indicates that digital competency can help companies to create more effective brand communications, react more timely to shifts in the market, and provide customers with more comfortable experiences (Iglesias-Sánchez, Correia, Jambrino-Maldonado, & de las Heras-Pedrosa, 2020).

2.1.1 Electronic Word of Mouth (EWM). Electronic Word of Mouth means the opinion, reviews and the experience that consumers share on electronic platforms. These contacts determine the perception of potential customers about a brand and affect their expectations. EWM is an effective social cue since customers would believe other users more than advertisement. It has been demonstrated that positive reviews on the Internet contribute to greater credibility and beneficial purchase intentions, particularly in high involvement markets like hospitality and automobiles (Liu & Yu, 2024). The research also attests that EWM makes perceived risk lower and inspires confidence in brand promises as consumers consider peer content to be more truthful and trustworthy (Liu et al., 2022). EWM operates as a feedback mechanism in digital settings and creates the brand identity and enhances consumer trust with the help of real time interactions.

2.1.2 Digital Infrastructure Capability (DIC). Digital Infrastructure Capability is the technological basis in which online operations and digital communication are supported. Good infrastructure helps companies to offer stable platforms, safe transaction systems and efficient data processing. Companies that have a strong digital base develop easy customer experiences which help in lowering frustration and gaining confidence in the brand. It was discovered that safe platforms and trusted digital platforms can make consumers feel safe using the brand over the Internet (Sharma & Klein, 2025). Other progressive digital tools that DIC welcomes include analytics, automation, and omnichannel, which enhance identity building, and enhance customer engagement. With good digital infrastructure, the brands will be able to maintain consistent messaging and provide quality interactions at various digital touchpoints.

2.1.3 Digital Marketing Competency (DMC). Digital Marketing Competency is the capacity of a firm to communicate through digital tools, channels, and data to the targeted audience. DMC assists managers to formulate messages that suit the consumer needs and preferences. One-on-one content, search engines strategies, and social media campaigns generate a greater brand perception and emotional appeal. Research points out that data driven marketing enhances the design of consumer experiences and customer satisfaction on any platform (Nuseir et al., 2024). Storytelling and interactive branding, also backed by DMC, are also useful to keep a brand relevant in rapidly evolving digital contexts. Companies that are more digitally competent have more congruence between brand image and customer demands, leading to greater brand loyalty and interest.

2.1.4 Skilled Manpower Capability (SMC). Skilled Manpower Capability is related to digital literacy and interpersonal skills of the employees that are in touch with customers. Frontline employees make a significant contribution to the creation of brand experiences to consumers. High digital employees will react quicker, deliver precise information and contribute towards brand consistency in both online and offline media. It has been demonstrated that the competence of the employees enhances brand evangelism and promotes increased consumer trust in service services (Mansoor, Paul, Khan, Abukhait, & Hussain, 2025).

SMC is also beneficial to the firms in managing digital tools in a way that their interactions with the customers translate to the identity and values of the brand. Digitally savvy and service-oriented employees enhance the overall effectiveness of digital branding strategies by facilitating more customer satisfaction.

2.2 Brand Identity

Brand identity is the collection of values, sense, and features that constitute the perception of brand. Whereas traditional models prioritized visuality, the digital branding is based on narration, engagement, responsiveness, and genuineness. The modern brands are shaped by instant interactions with the digital platform, personalized communication, and participative content (Gensler & Rangaswamy, 2025). Recent research demonstrates that digital identity is constantly changing due to the co-creation of meaning between the consumer and a brand on the internet (Steenkamp, 2023). Open communication, coherent stories, and adherence to consumer principles are now key sources of identity strength. Trust and less perceived uncertainty in the online setting also reflect brand identity, and as a result, is a crucial element in consumer relationships. Digital competency facilitates good identity-building behaviours when it reinforces the concept of brand reliability and emotional relevance in the minds of consumers making the purchase decisions.

2.3 Sales Effort

Sales effort deals with the modalities and activities which firms engage in to turn interest into purchase. Digital transformation has changed the sales procedures towards omnichannel integration, automation and custom engagement. The e-commerce systems, social selling, and AI tools enable companies to engage the consumers in a more efficient way and respond to their needs more promptly. Recent research notes that companies that have solid online sales approaches provide more seamless experiences, lower search expenses of consumers, and establish greater confidence of products (Nuseir et al., 2024). Sales effort has also focused on consistency in channels, meaningful interactions, and adaptive communication. It has also been found that in the circumstances when brand identity is clear and trustworthy, the sales teams are able to communicate value more efficiently, which leads to higher consumer response (Jam et al., 2025). Therefore, sales effort serves as an intermediary between brand identity and ultimate buying decision.

2.4 Brand Consumer Belief

Consumer belief in brand can be described as trust in, confidence in, and perceived honesty that consumers have in a brand. Belief is one of the psychological filters, which in digital settings, determines how consumers perceive information and make decisions. Recent literature establishes that trust will decrease the perceived risk and enhance loyalty in the highly competitive online markets (Sharma & Klein, 2025). Consumer belief is also a moderator that may enhance or reduce the action of sales efforts on consumer purchase decisions. In the state of high trust, digital messages are more convincing, and consumers tend to resort to brand cues much more as compared to outside sources of information (Iglesias et al., 2011). Thus, brand belief is very fundamental in explaining the success of certain branding strategies and its failure.

2.5 Consumer Purchase Decision

The decision to buy a product is the ultimate choice made by consumers and they are determined by digital experiences, brand clues and trust. In most contemporary markets, customers use digital information and internet reviews and recommendations to make their decisions. Recent studies demonstrate that brand identity, trust, and online communication have a significant impact on the intention to purchase and the actual purchase. Research findings indicate that emotions of consumers, platform security, and perceived authenticity influence the buying decision-making (Morhart & Malär, 2020). Fused with good identity, good sales plans and reliable communication, consumers will have confidence which translates to increased chances of purchasing. Consumer purchase decision is the measure of brand relationship established by the digital competency, identity, sales effort, and belief.

3. Methodology

3.1 Research Design

The study will utilize a quantitative methodology to examine the relationships among brand identity, digital selling strategy and consumer behaviour where consumer belief in the brand acts as the mediation variable. The reason why a cross-sectional survey design was used is that it enables the researcher to gather a

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wide scope of information on respondents within a given time period (Ishtiaq, 2019). The approach would be suitable in examining the hypothesized relationships and proving the proposed conceptual framework with the help of statistical instruments.

3.2 Population and Sampling

The research is aimed at digitally active consumers that actively communicate with brands on the platforms, including social media, e-commerce portals, and mobile applications. Purposive sampling technique has been adopted in a way that guarantees the participants are conversant with the digital brand experiences. The number of participants (at least 195) is sufficient as it complies with the requirements of structural equation modelling (SEM) and moderation analysis to guarantee sufficient statistical power (Hair, Risher, Sarstedt, & Ringle, 2019).

3.3 Data Collection Method

The data will be gathered with the help of an online survey, which would be distributed through such platforms as Google Forms. Respondents will be chosen at random in inclusion criteria. The questionnaire will contain closed-ended questions with a 5-point Likert scale with 1 implying strongly disagree and 5 strongly agree. It quantifies constructs of brand awareness, digital sales perception, consumer trust, and behavioural scales of loyalty and advocacy. To reduce ambiguity and unreliability, a pilot test will be done to 20 respondents to make the instrument clear and reliable.

3.4 Hypothesis Development

H1a: Electronic word-of-mouth (EWM) can improve an organization's brand identity (BRI).

H1b: Digital infrastructure capability (DIC) can have a favourable effect on an organization's brand identity (BRI).

H1c: Organizations' brand identities (BRI) can be positively impacted by digital marketing capabilities (DMC).

H1d: Skilled manpower capability (SMC) can have a favourable effect on an organization's brand identity (BRI).

H2: The sales efforts (SAE) of the companies' salespeople are positively impacted by brand identity (BRI).

H3: The consumer's purchasing decision (CPD) is positively impacted by the salespeople's sales efforts (SAE).

H4: The association between sales efforts (SAE) and consumer purchase decision (CPD) is moderated by customer belief in brand (CBB).

3.5 Hypothesized Model

Figure 1

Hypothesized Model

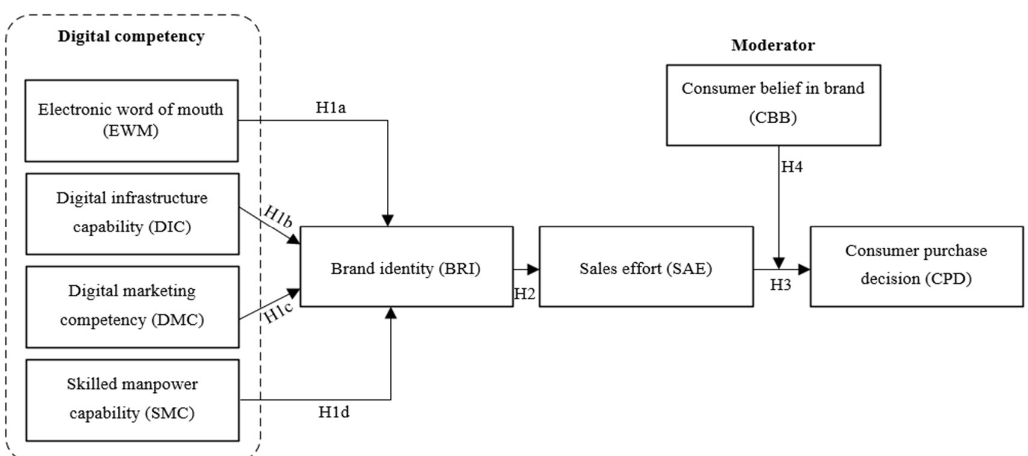

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Figure 1 presents the hypothesized conceptual model illustrating the direct and moderated relationships among digital competency dimensions, brand identity, sales efforts, consumer belief in brand, and consumer purchase decision.

3.6 Theoretical Framework

Figure 2

Theoretical Framework

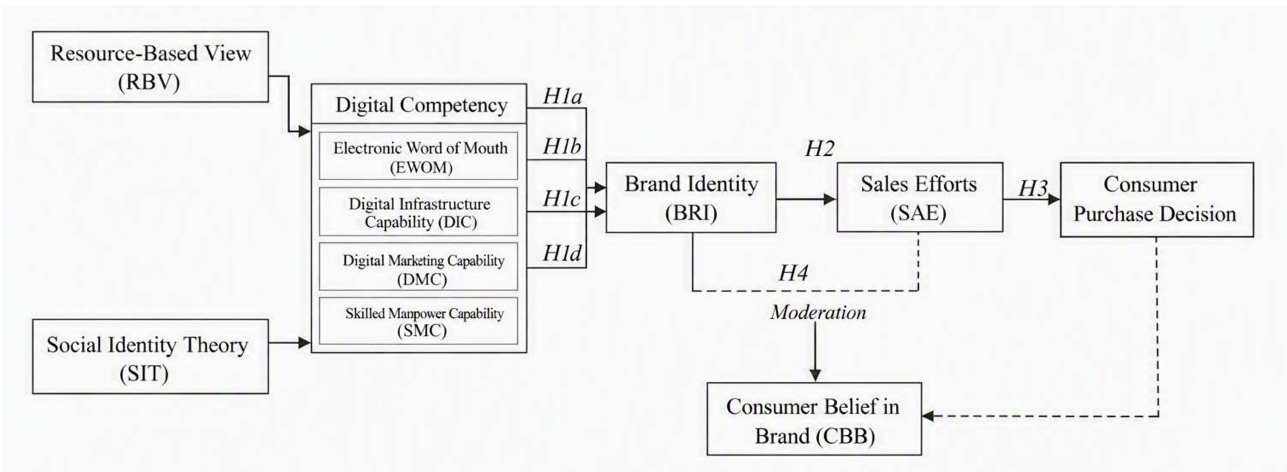

Figure 2 outlines the theoretical framework integrating the Resource-Based View (RBV) and Social Identity Theory (SIT) to explain how digital competency dimensions influence brand identity, how brand identity shapes sales efforts, and how consumer belief in brand moderates the relationship between sales efforts and consumer purchase decision.

Journal of Business Insight and Innovation
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https://insightfuljournals.com/

4. Results and Interpretations

This section of the study shows the discussion of the results obtained with the help of a structured questionnaire aimed at assessing consumer beliefs, sales strategy, and digital brand identity. Analysis of the data is done using descriptive statistics, reliability tests, correlation tests, regression analysis and structural equation modelling (SEM) methods. It is intended to answer the research hypotheses and evaluate the correlations between the most important variables.

4.1 Descriptive Statistics Summary

Table 1

Descriptive Statistics of Respondent Demographics and Brand Engagement

Variable Name	Category	Frequency	Percentage (%)	Mean	Median	Std. Deviation
Gender	Male	108	55.4			
	Female	87	44.6			
	Total	195	100.0	1.4462	1.0000	0.49837
Education Level	High School	51	26.2			
	Undergraduate	87	44.6			
	Postgraduate	57	29.2			
	Total	195	100.0	2.0308	2.0000	0.74549
Occupation	Student	63	32.3			
	Employee	64	32.8			
	Business Owner	68	34.9			
	Total	195	100.0	2.0256	2.0000	0.82134
Engagement with Brand	Daily	53	27.2			
	Weekly	39	20.0			
	Monthly	52	26.7			
	Rarely	51	26.2			
	Total	195	100.0	2.5179	3.0000	1.15027

The descriptive statistics show that the study was done on 195 valid responses and no data was missing. Regarding gender, the sample is also fairly balanced with the males comprising 55.4 percent and females constituting 44.6 percent of the respondents. The average of 1.45, and a median of 1.00 indicate that there is a little bit skewness toward the male respondents, and the standard deviation (0.50) is not very large. In the area of education level, majority of the respondents are undergraduates (44.6%), then postgraduates (29.2) and then high school background (26.2). The average score of 2.03 and the median of 2.00 show that the respondent is an average student in the undergraduate level with moderate variation in education (SD = 0.75).

The respondents are almost equally divided in terms of occupation (students (32.3%), employees (32.8%), and business owners (34.9%). An average of 2.03 and a median of 2.00 indicate that an average respondent will be located at the employee category, whereas the standard deviation of 0.82 is an indication that there is reasonable variation in occupational status.

Lastly, the interaction patterns with the brand are varied: 27.2% of the time it is daily, 20.0% weekly, 26.7% monthly, 26.2% rarely. The mean score of 2.52 and median of 3.00 reveal that overall engagement is oriented towards monthly communication, and the standard deviation of 1.15 is rather high, which shows a higher tendency toward the differences in the frequency with which respondents interact with the brand.

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4.2 Correlation Analysis

Table 2

Pearson Correlation Matrix Among All Study Variables

	EWOM	DIC	DMC	SMC	BRI	SAE	CBB	CPD
EWOM	1							
DIC	.978**	1						
DMC	.947**	.978**	1					
SMC	.969**	.992**	.969**	1				
BRI	.961**	.987**	.982**	.983**	1			
SAE	.967**	.993**	.986**	.983**	.993**	1		
CBB	.969**	.995**	.990**	.986**	.992**	.997**	1	
CPD	.845**	.877**	.879**	.869**	.878**	.886**	.881**	1

**. Correlation is significant at the 0.01 level (2-tailed).

All of the study variables are highly strong and positive, according to the correlation analysis, indicating that the suggested research framework has high levels of relationship. Brand identity (BRI), digital infrastructure capability (DIC), digital marketing capability (DMC), skilled manpower capability (SMC), sales efforts (SAE), consumer belief in brand (CBB), and consumer purchase decision (CPD) are all strongly positively correlated with EWOM. This suggests that stronger online word-of-mouth communication is closely associated with greater digital capabilities, stronger brand identity, consumer belief, and consumer purchase decision.

There are very high and significant correlations between digital brand-related capabilities such as DIC, DMC and SMC with brand identity (BRI), sales efforts (SAE) and consumer belief in brand (CBB). This implies that companies that have better digital infrastructure, successful digital marketing and have good manpower are more likely to build a better digital brand identity which is directly associated with increased sales activities and consumer confidence in the brand. The remarkably high relationship between brand identity (BRI) and sales efforts (SAE), and the relationship between brand identity and consumer belief in brand (CBB) indicate the primary role of digital brand identity in sales performance based on the increased consumer trust and confidence.

Consumer purchase decision (CPD) has a significant positive correlation with consumer belief in brand (CBB), which substantiates the idea that a strong belief by consumers in a brand together with trust results in a good purchase decision. Though CPD demonstrates rather low correlations, in comparison with other variables, the relationships are strong, positive and statistically significant at the level of 0.01. On the whole, the results prove the topicality of the research in that digital brand identity and the digital capabilities that underpin it have a close relationship with the sales outcomes, whereas the consumer confidence in the brand is a major condition that facilitates these connections.

4.3 Reliability Analysis

Table 3

Cronbach's Alpha Reliability Coefficients for Each Construct

Variable	No. of Items	Cronbach's Alpha
Electronic Word of Mouth (EWOM)	3	0.908
Digital Infrastructure Capability (DIC)	3	0.953
Digital Marketing Capability (DMC)	3	0.951
Skilled Manpower Capability (SMC)	3	0.937
Brand Identity (BRI)	4	0.952
Sales Efforts (SAE)	4	0.965
Consumer Belief in Brand (CBB)	4	0.968
Consumer Purchase Decision (CPD)	4	0.652

Journal of Business Insight and Innovation
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The reliability analyser proves that the measurement scales applied in this study have acceptable and excellent internal consistency. The Cronbach alpha value (α = 0.908) of electronic word of mouth (EWOM) is high, which demonstrates a high degree of reliability between the items of the questionnaire. Likewise, the alpha values of digital infrastructure capability (DIC), digital marketing capability (DMC) and skilled manpower capability (SMC) are very high (α = 0.953, 0.951 and 0.937 respectively) and they serve to demonstrate that these constructs are consistent and reliable in their measurement.

The reliability of the brand identity (BRI), sales efforts (SAE) and consumer belief in brand (CBB) are also excellent with the Cronbach alpha value of above 0.95 representing a very high degree of internal consistency among the items in the scale. These findings indicate that the construct items are highly correlated with each other and have been effective in reflecting the concepts behind digital brand identity and sales performance.

Compared to that, consumer purchase decision (CPD) has a relatively smaller value of Cronbach's alpha (α = 0.652), implying a moderate level of reliability. Although this value is lower as compared to the other constructs, it still gives a reasonable degree of internal consistency of exploratory research. The general evaluation of reliability demonstrates that the measurement tools applied to this study are rather reliable and can be used in the further statistical procedures connected with the influence of digital brand identity on the sales performance and the moderating effect of consumer belief in the brand.

4.4 Regression Analysis

Table 4

Model Summary for Regression of Digital Capabilities on Consumer Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884a	.781	.777	.33284

a. Predictors: (Constant), SMC, DMC, EWOM, DIC

Table 5

ANOVA Results for the Regression Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.248	4	18.812	169.814	.000b
	Residual	21.048	190	.111		
	Total	96.296	194			

a. Dependent Variable: CPD
b. Predictors: (Constant), SMC, DMC, EWOM, DIC

Table 6

Unstandardized and Standardized Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	.554	.153		3.616	.000
	EWOM	-.171	.143	-.199	-1.198	.233
	DIC	.584	.340	.638	1.719	.087
	DMC	.383	.137	.464	2.790	.006
	SMC	-.019	.239	-.021	-.078	.938

a. Dependent Variable: CPD

The association between electronic word-of-mouth (EWOM), digital infrastructure capability (DIC), digital marketing capability (DMC), and skilled manpower capabilities (SMC) and consumer purchase decision (CPD) was examined using regression analysis. With a high R value of 0.884, which suggests that

Journal of Business Insight and Innovation
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https://insightfuljournals.com/

the predictors have a high correlation with CPD, the association in this model is generally good. The combination of EWOM, DIC, DMC, and SMC have explained 78.1 percent of the variance in consumer purchase decisions, according to the R^2 value of 0.781, and the model's strength is confirmed by the adjusted R^2 value of 0.777 when the number of predictors was changed.

The ANOVA outcomes show that the regression model is statistically significant ($F = 169.814$, $p = 0.001$), which means that the combination of the predictors has a significant impact on consumer purchase decision. This proves the general appropriateness of the model in explaining differences in CPD.

At the predictor level, digital marketing capability (DMC) affects consumer purchase decision positively and significantly ($\beta = 0.464$, $t = 2.790$, $p = 0.006$) meaning that greater digital marketing activities are very influential in improving buying decisions made by consumers. Digital infrastructure capability (DIC) demonstrates a significant positive but insignificant impact on CPD ($\beta = 0.638$, $p = 0.087$), indicating that infrastructure has a beneficial effect, but it does not have a strong impact that would be significant at a standard level. Electronic word of mouth (EWOM) negative and statistically insignificant effects on CPD ($\beta = -0.199$, $p = 0.233$), as well as skilled manpower capability (SMC) negative and statistically insignificant effects on CPD ($\beta = -0.021$, $p = 0.938$), both show that these variables do not have a direct significant effect on consumer purchase decision within this model.

The general results are that, out of the digital factors considered, the digital marketing capability is found to provide the only significant predictor of consumer purchase decision, despite the model explaining a significant proportion of the purchase decision variance. This underscores the importance of proper digital marketing in the attitude of consumer purchasing in the environment of digital brand image and sales effectiveness.

5. Discussion and Conclusion

The results of this research indicate the importance of digital capabilities and brand-related strategies as the essential ones that impact consumer buying behaviour. Digital marketing ability (DMC) has a significant influence on consumer purchase decisions (CPD) as seen in the correlation and regression analysis, that shows that, successful digital marketing programs increase customer engagements and sales performances. Conversely, electronic word of mouth (EWOM) and skilled manpower capability (SMC) did not prove to play an important role in predicting CPD which implies that they might have a role to play, but they do not have a direct effect on the purchase decision in this situation. The capability of digital infrastructure (DIC) demonstrated the positive yet slightly insignificant influence of CPD, which means that well-developed infrastructure can support sales performance, but the effect might need other factors, like marketing and brand strategies. This study also verifies the fact that brand identity (BRI) is a critical factor in defining sales efforts (SAE), which has been supported in previous studies that the brand positioning can influence the sales force to work more efficiently. Further, the mediating role of consumer belief in brand (CBB) on the association between sales efforts and purchase decisions indicates the significance of consumer trust and confidence in enhancing the effectiveness of organizational sales strategies. All these findings indicate that organizations that are well-established in terms of their digital presence and further boast a solid brand reputation and gain the trust of their consumers have a greater chance to jumpstart sales performance and impact their buyers into purchasing products (Hameed, Amin, Nasim, & Din, 2025).

This research draws the conclusion that one of the main factors in sales performance and consumer buying is the digital marketing capability and brand identity. EWOM and skilled manpower capability showed no direct significant impacts, however, they might have indirect impacts on determining the brand perception and other digital initiatives supported. Brand identity has a direct positive reinforcement of sales efforts and consumer confidence of the brand increases effectiveness of such efforts on purchase decisions, which is a moderating effect of trust. The results give empirical support that incorporation of both digital capabilities and robust brand management and creation of consumer confidence could greatly enhance the sales performance (Wielgos et al., 2021). In general, the study proves the significance of digital brand identity as a strategic instrument that helps organizations to attain their high sales performance and competitive edge in the online market.

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The study's findings have practical ramifications that can be used more generally. The current study has offered preliminary evidence that increasing an organization's digital proficiency could hasten the establishment of brand identity. This suggests that the organisations' leadership teams should work to enhance their brand identities through various digital communication channels including e-WOM, digital marketing campaigns, and so on. The leadership should make sufficient investments to upgrade the organisations' digital infrastructure in line with the potential to use digital technology to enhance brand identity. Organisational management must priorities enhancing the adoption process of digital marketing (Kamble et al., 2022). Enhancing the organisations' marketing performance should be the management's main priority. Using digital technology to guarantee customer loyalty and creating a smooth, enhanced communication system that supports adhering to customers' referral value through e-WOM are two aspects of the companies' marketing performance (Yu et al., 2024).

Given that this study has promoted the use of digitalisation in communication potentially lead to success and enhance the organisations' brand vision, brand value, and brand positioning, it is crucial that staff use various digital communication technologies effectively to connect with current and potential customers. The workforce's skill set needs to be substantially enhanced in order to guarantee this. To do this, managers should provide training sessions and various preparedness chances for staff members who use various digital communication platforms to connect with customers. Employees may be able to use various digital communication technologies in the workplace to their full capacity with this kind of training. Additionally, in order to raise potential consumers' pleasure, trust, and loyalty to the company's brand, leaders should develop appropriate plans to strengthen their sales management operations (Hameed, Din, Ahmad, & Amin, 2025). This tactic may therefore persuade customers to choose to buy a particular brand of the company.

6. Limitations and Future Recommendations

While this study provides valuable empirical insights into the relationships between digital brand identity, sales efforts, consumer belief, and purchase decisions, several limitations must be acknowledged. These limitations, however, open avenues for future research that can further enrich the understanding of digital branding dynamics.

6.1 Limitations

6.1.1 Cross-Sectional Design. The study employed a cross-sectional survey design, which captures data at a single point in time. While this approach is efficient for examining correlations and testing hypothesized relationships, it does not allow for the establishment of causal inferences. The observed relationships between digital capabilities, brand identity, consumer belief, and purchase decisions may be bidirectional or influenced by unobserved temporal dynamics (Ishtiaq, 2019). For instance, while the results suggest that digital marketing capability drives purchase decisions, it is equally plausible that higher consumer demand encourages firms to invest more heavily in digital marketing.

6.1.2 Sampling Method and Generalizability. The use of purposive sampling, although appropriate for targeting digitally active consumers, limits the generalizability of the findings to the broader population. The sample consisted of 195 respondents with a balanced yet specific demographic profile (predominantly undergraduates, with a slight male skew). Consequently, the results may not fully represent the behaviours and perceptions of older consumers, less digitally savvy individuals, or populations from different cultural and geographic contexts (Hair et al., 2019).

6.1.3 Self-Reported Data and Social Desirability Bias. All data were collected via a self-administered online questionnaire. Self-reported measures are susceptible to social desirability bias, where respondents may overstate their engagement with brands, trust levels, or purchase intentions to align with perceived positive behaviours. Additionally, the moderate reliability of the Consumer Purchase Decision (CPD) scale (Cronbach's $\alpha = 0.652$) suggests that this particular construct may have been measured with less precision than the other variables, potentially attenuating the observed relationships.

6.1.4 Focus on Direct Effects. The regression model primarily examined direct effects of digital competencies (EWOM, DIC, DMC, SMC) on consumer purchase decisions. Although the correlation analysis and hypotheses acknowledge the mediating role of brand identity and the moderating role of consumer belief,

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the direct regression model did not fully test the complex serial mediation or moderation pathways. This limits the depth of understanding regarding how these variables jointly influence behaviour.

6.1.5 Geographic and Cultural Scope. The sample was drawn from a relatively homogenous population (as implied by the demographic breakdown), which may not capture cross-cultural variations in digital trust, brand perception, or purchase behaviour. Consumer belief in brand, for instance, may be influenced differently by collectivist versus individualist cultural values, which this study did not explore.

6.2 Future Recommendations

Based on the above limitations, several directions for future research are proposed:

6.2.1 Longitudinal and Experimental Designs. Future studies should adopt longitudinal or experimental designs to establish causal relationships more definitively. Tracking the same cohort of consumers over time would allow researchers to observe how changes in digital brand identity and sales efforts influence purchase decisions dynamically. Experimental manipulations (e.g., exposing different groups to varying levels of digital marketing stimuli) could also provide stronger causal evidence for the role of digital marketing capability (Wielgos et al., 2021).

6.2.2 Probabilistic and Diverse Sampling. To enhance generalizability, subsequent research should employ probability sampling techniques (e.g., stratified random sampling) and recruit participants from multiple geographic regions, age groups, and educational backgrounds. Cross-cultural comparative studies would be particularly valuable to examine whether the moderating role of consumer belief in brand is consistent across different national or cultural contexts (Makri et al., 2021).

6.2.3 Refinement of Measurement Scales. The moderate reliability of the Consumer Purchase Decision (CPD) scale indicates a need for scale refinement. Future researchers should consider developing and validating a more robust CPD instrument that captures the multifaceted nature of online purchase behaviour, potentially including items related to impulse buying, deliberative evaluation, and post-purchase satisfaction. Similarly, incorporating objective behavioural data (e.g., actual purchase records) alongside self-reported measures would reduce social desirability bias and enhance validity (Sharma & Klein, 2025).

6.2.4 Comprehensive Mediation and Moderation Testing. Future work should employ structural equation modelling (SEM) with full mediation and moderation pathways to test the intricate indirect effects suggested by the theoretical framework. Specifically, researchers should formally test whether brand identity mediates the relationship between digital competencies and purchase decisions, and whether consumer belief moderates the brand identity–sales effort–purchase decision chain. This would provide a more nuanced understanding of the psychological mechanisms at play (Hollebeek et al., 2021).

6.2.5 Exploration of Non-Significant Direct Effects. The non-significant direct effects of EWOM and SMC on CPD in this study are noteworthy. Rather than dismissing these variables, future research should investigate potential indirect pathways. For instance, EWOM may influence purchase decisions through its impact on brand identity or consumer belief, rather than directly. Similarly, skilled manpower capability might affect outcomes through service quality or customer satisfaction, which were not measured here. Qualitative research (e.g., in-depth interviews or focus groups) could complement quantitative findings by uncovering the contextual and behavioural reasons behind these indirect relationships (Mansoor et al., 2025).

6.2.6 Integration of Emerging Digital Technologies. Given the rapid evolution of artificial intelligence, influencer marketing, and mobile commerce, future studies should examine how these emerging technologies reshape the relationships identified in this study. For example, does AI-driven personalization strengthen or weaken the moderating effect of consumer belief? How does the authenticity of influencer endorsements interact with brand identity to affect purchase decisions? Exploring these questions would keep the research agenda aligned with contemporary digital marketing practices (Kaplan & Haenlein, 2020; Zulfikar et al., 2022).

By addressing these limitations and pursuing these future directions, researchers and practitioners can continue to build a robust, evidence-based understanding of how digital brand identity, sales strategies, and consumer beliefs jointly drive competitive success in the digital marketplace.

Author Contributions

All authors participated in ideation, development, and writing the manuscript. All authors read and approved the final manuscript.

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Informed Consent

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Data Availability

The datasets generated during and analysed during the current study are available from the corresponding author on reasonable request.

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