

## The role of simple branding in driving consumer purchasing decisions toward street vendors



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### ABSTRACT

Street vendors are an important part of the informal economy. As competition grows, they need to use marketing strategies that are both suitable and low-cost. One such strategy is the use of simple branding tools, including logos, attractive packaging, and product images. This study investigates how these branding tools affect consumer purchase decisions for food and beverage street vendors in urban areas of East Java, Indonesia. The research applied a quantitative method using partial least squares structural equation modeling (PLS-SEM) with 179 purposively selected respondents. The results show that only logos have a significant influence on purchase decisions, while packaging and product images do not. These findings support the attention, interest, desire, action (AIDA) model and the theory of planned behavior (TPB), which highlight the role of logos in gaining attention and shaping positive consumer attitudes. This study extends the application of marketing theory to informal micro-enterprises and provides theoretical and practical guidance for street vendors and policymakers in creating more effective and relevant marketing strategies.

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### 1. Introduction

Street vendors are a vital component of Indonesia's informal sector, especially in the food and beverage industry. They not only provide affordable products to urban communities but also create employment opportunities for low-income groups (Phukamchanoad, 2025; Sandhika et al., 2024). Beyond their economic function, street vendor activities reflect local culture through traditional culinary offerings, close-knit social interactions, and distinctive visual elements used to attract customers (Michel et al., 2024).

Operating under resource constraints, street vendors tend to adopt simple yet effective marketing strategies. One such approach is basic branding using visual elements such as logos, packaging, and product imagery tailored to their limited budgets. Despite simplicity, this form of branding helps shape business identity and influences consumer perceptions regarding quality, cleanliness, and value

(Phong et al., 2020; Liu et al., 2025). This strategy has become increasingly crucial amid the growing competition in the informal business sector.

The AIDA model (Attention, Interest, Desire, Action) serves as the analytical framework to understand how visual branding elements influence each stage of consumer purchasing decisions. Logos attract initial attention, packaging builds interest, and product imagery creates desire, ultimately leading to purchasing actions. This model provides a structured means to assess how visual stimuli gradually shape consumer loyalty.


Most previous branding research has focused on large corporations and formal SMEs, highlighting the role of visual elements in brand image and customer loyalty (Aaker, 1991; Keller, 1993; Bernarto et al., 2020). Although studies such as those by Sriviboon et al. (2024) and Phong et al. (2020) found significant effects of logos, packaging, and product imagery on perception and purchase decisions, there is limited research on how these elements are applied in the informal sector, particularly among street vendors, and existing studies often remain descriptive.

Much of the literature has yet to fully connect branding with the social, economic, and cultural dimensions of informal consumer behavior. In micro-enterprises, branding is not only a promotional tool but also a form of adaptation to

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limitations, an expression of local identity, and a medium to build trust in dynamic social environments (Rafiq et al., 2020). Additionally, the application of the AIDA model in this context remains scarce.

By integrating the concept of simple branding with the AIDA model within the context of street vendors, this study aims to examine the influence of logos, packaging, and product imagery on customer loyalty. It also seeks to bridge the gap between consumer behavior, socio-cultural dynamics, and visual marketing strategies in the informal sector. The findings are expected to contribute to the marketing literature by providing a relevant conceptual framework for micro-enterprises in developing countries and offering practical, strategic recommendations for small business actors.

## 2. Literature review

### 2.1. Customer purchase decision

Consumer purchase decisions are shaped by a dynamic interplay between internal factors such as perception, attitude, motivation, and external stimuli, including marketing strategies like branding, pricing, and promotions. In the context of micro-enterprises such as street vendors, simple visual branding elements like logos, packaging, and product imagery can shape positive perceptions and stimulate buying interest.

The AIDA model provides a conceptual framework to understand the psychological stages in the buying process. Consumers are first attracted through visual elements such as logos and packaging, then develop interest, desire, and ultimately proceed to make a purchase. This model is supported by Qoriyah et al. (2025), who emphasize that cultural, social, personal, and psychological factors all contribute to purchase decision formation.

The theory of planned behavior (TPB) (Ajzen, 1991) proposes that attitudes, subjective norms, and perceived behavioral control shape consumer purchase intentions. Positive perceptions of visual branding reinforce these components, supporting the final purchase decision. Thus, integrating AIDA and TPB strengthens the theoretical foundation linking simple branding with customer purchasing behavior.

### 2.2. Branding in micro enterprises

Branding is a critical strategy for micro-enterprises, including street vendors, to establish a distinct business identity and differentiate themselves in increasingly competitive markets (Xara-Brasil et al., 2018). Branding goes beyond a mere logo or trade name. It encompasses the entire customer's experience with the product and service. Even under resource constraints, visual elements such as logos and packaging play a vital role in capturing attention and creating a positive first

impression. A simplified branding approach enables street vendors to gradually build customer trust and business reputation. When consumers are satisfied with the quality and service provided, it reinforces brand perception and contributes to brand equity (Beig and Nika, 2019). Maintaining consistency in visual elements such as a recognizable logo, attractive packaging, and clean product presentation adds perceived value to the overall customer experience.

Within the AIDA model, visual branding supports the early stages of the purchasing process by attracting attention and generating interest, which may subsequently lead to desire and purchase behavior. When implemented consistently, simple branding not only fosters emotional connections with customers but also enhances long-term loyalty without requiring significant financial investment (Srivastava et al., 2022). Thus, branding emerges as an effective and accessible strategy for micro-enterprises to sustain competitiveness within the informal sector.

The logo serves as a fundamental element of visual branding strategy, acting as the initial identifier recognized by consumers. A simple, distinctive, and memorable logo can create a strong first impression and enhance a business's perceived professionalism. According to Aaker (1991), logos contribute to building brand awareness and associations, which subsequently foster customer loyalty. Keller (1993) further emphasizes that a consistent logo strengthens positive brand perception in the consumer's mind. Within the AIDA framework, the logo plays a critical role in the early stages by capturing attention and generating interest.

In the context of micro-enterprises such as street food vendors, logos significantly influence purchase decisions by signaling quality and trust. Prior studies (Rafiq et al., 2020; Liang et al., 2024) highlighted the logo's impact on consumer behavior, from perception to purchase intention and loyalty. Moreover, logos that integrate both visual and textual elements can enhance brand communication and consumer appeal (Muttaqin et al., 2023). Thus, for micro-businesses, the strategic use of a well-designed logo represents a cost-effective yet impactful branding approach to attract customers and cultivate long-term brand relationships.

**H1:** Logo has a significant positive effect on customer purchase decisions from street vendors.

Packaging plays a strategic role in marketing, not only serving as physical protection for the product but also functioning as a visual medium that conveys the brand's symbolic message. According to Srivastava et al. (2022), the design, color, and information presented on packaging significantly shape consumer perceptions of product quality. Previous research has established that packaging plays a key role in building brand image, differentiating products from competitors, and

enhancing visual appeal (Wang et al., 2023). Velankar (2024) emphasizes that innovative packaging design can positively influence purchasing decisions, while Chavda (2020) identifies packaging as a crucial factor in shaping consumer preferences. Effective packaging is typically assessed based on protection capability, aesthetic value, usability, clarity of information, and visual alignment with the target market. In the context of micro-enterprises such as street food vendors, well-designed, clean, and high-quality packaging can strengthen perceptions of professionalism, enhance competitiveness, and foster customer loyalty.

**H2:** Packaging has a significant positive effect on the purchasing decisions of street vendor customers.

Product image refers to consumers' perceptions shaped by their experiences, expectations, and interactions with a brand. It encompasses functional attributes, emotional benefits, and symbolic values (Tahir et al., 2024). A strong product image is believed to foster consumer trust and enhance customer loyalty, which can be measured through key indicators such as product quality, visual appeal, brand reputation, credibility, and consistency in brand communication (Cardoso et al., 2022).

Within the AIDA model framework, product image plays a crucial role in the Desire and Action stages, as it stimulates the intention to purchase and facilitates the final buying decision. In the context of informal micro-enterprises such as street food vendors, a positive product image reinforced by cleanliness, service quality, and consistent presentation can enhance customer satisfaction and encourage repeat purchases. Prior studies have found that brand image significantly influences purchase decisions and that a combination of product image and service quality strengthens customer loyalty (Sudarman et al., 2021).

**H3:** Product image has a significant positive effect on the purchasing decisions of street vendor customers.

The integration of AIDA and TPB provides a comprehensive framework to explain the influence of visual branding on purchase decisions in the informal sector. AIDA outlines the psychological flow from attention to action, while TPB offers behavioral insights based on attitudes, norms, and perceived control. This study broadens the application of both models to micro-enterprises, an area still underexplored in marketing literature.

### 3. Research methodology

This study adopts a quantitative approach through a case study of food and beverage street vendors in urban areas of East Java Province, Indonesia. The selection of street vendors is based on their strategic contribution to the local economy and the increasing need for branding strategies to enhance competitiveness. A total of 179 respondents

were selected through purposive sampling, involving customers who had purchased directly from street vendors operating in Surabaya, Gresik, Sidoarjo, Malang, and Mojokerto.

Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique, which is appropriate for evaluating complex structural models with medium sample sizes and exploratory objectives (Hair et al., 2014; Dash and Paul, 2021). The measurement model (outer model) was evaluated to test convergent validity and construct reliability, while the structural model (inner model) was assessed to examine the causal relationships between logo, packaging, and product image as independent variables, and purchase decision as the dependent variable.

## 4. Results and discussion

### 4.1. Respondent profile

The respondent profile outlines key demographic characteristics such as age, gender, and purchase location to highlight consumer backgrounds and their relevance to purchasing behavior in the context of street vendors. This information is essential for understanding consumer preferences and behavioral tendencies, particularly in relation to the application of simple branding strategies by micro-enterprises. The demographic data also provides important contextual support for analyzing how personal factors influence purchasing decisions in the informal sector.

Based on Table 1, most respondents were in the 21–30 age group (37%) and the 31–40 age group (28%), indicating a predominance of individuals in their productive years. Most participants were male (81%) and unmarried (56%), suggesting that the demographic profile was largely composed of young, single men. This demographic structure reflects a higher likelihood of openness to new trends, particularly in terms of purchasing decisions.

**Table 1:** Respondent profile

Profile	Frequency	Percentage
Age	< 20 years	16
	21 - 30 years	66
	31 - 40 years	50
	41 - 50 years	27
	> 50 years	20
Gender	Man	145
	Woman	34
Marital status	Not married yet	100
	Married	79

### 4.2. Data analysis

The data were analyzed using the Partial Least Squares (PLS) approach with SmartPLS 3.0 software. The outer model evaluation was conducted to assess the validity and reliability of the measurement constructs, while the inner model evaluation examined the hypothesized relationships among variables. The following path diagram illustrates the structural model evaluated in this study.

Fig. 1 presents the structural model of purchasing decisions analyzed using PLS-SEM to examine the effects of logos, packaging, and product image on consumer decisions. Each path in the diagram represents research hypotheses tested statistically. Convergent validity is achieved when outer loading values exceed 0.70 and average variance extracted (AVE) values are greater than 0.50, while composite reliability is confirmed if values exceed 0.70. The detailed results of construct validity and reliability are shown in Table 2. Table 2 presents the results of the measurement model, confirming that all constructs, logo, packaging, product image, and purchase decision achieved acceptable levels of

reliability and validity. All indicator outer loadings exceed the recommended threshold of 0.70, indicating strong convergent validity (Hair et al., 2014). Furthermore, both Cronbach's Alpha and Composite Reliability (CR) values are above 0.70 for each construct, with the product image construct reaching a CR of 0.962, reflecting excellent internal consistency. The Average Variance Extracted (AVE) values for all constructs also exceed the 0.50 threshold, with packaging and logo yielding AVE values of 0.826 and 0.660, respectively. These findings demonstrate that the constructions are measured reliably and are suitable for inclusion in the structural model analysis.

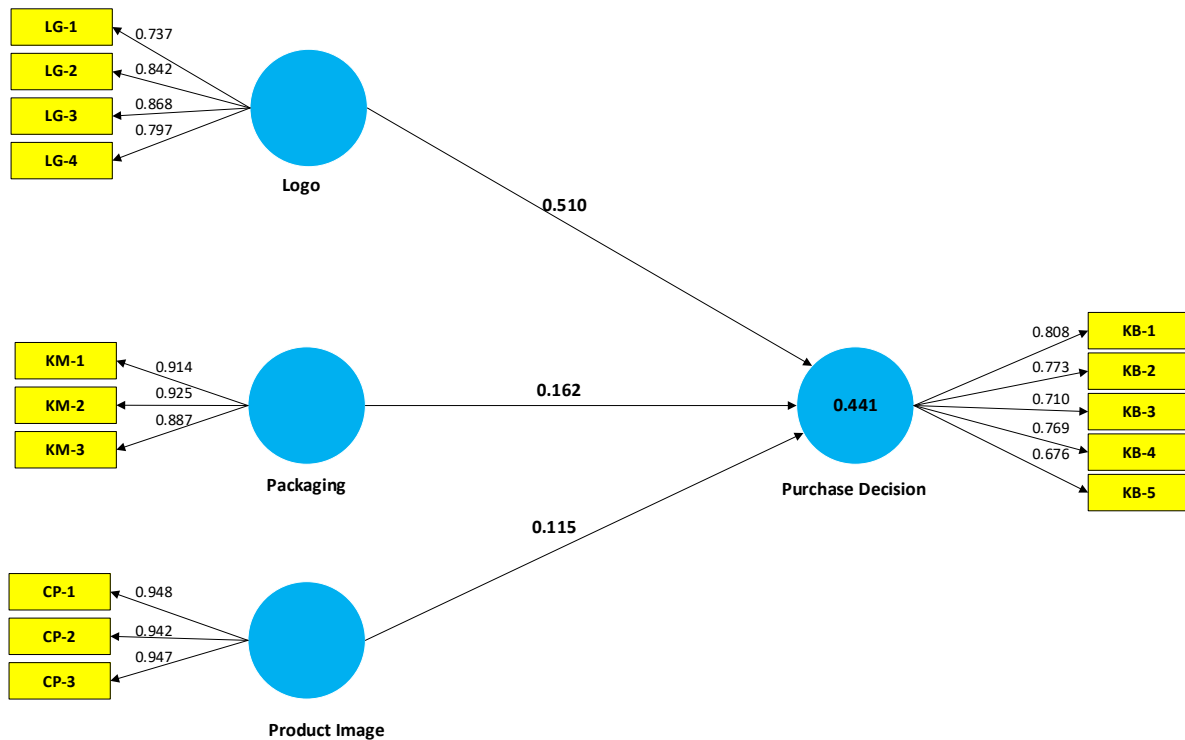


Fig. 1: Structural model of purchase decision

Table 2: Output results, construction reliability, and validity

Variables	Indicator	Outer loading	Cronbach's alpha	rho_A	Composite reliability	AVE
Logo	LG-1	0.738	0.829	0.847	0.886	0.660
	LG-2	0.840				
	LG-3	0.866				
	LG-4	0.800				
Packaging	KM-1	0.910	0.894	0.895	0.934	0.826
	KM-2	0.922				
	KM-3	0.894				
Product image	CP-1	0.947	0.941	0.948	0.962	0.894
	CP-2	0.944				
	CP-3	0.946				
Purchase decision	KB-1	0.817	0.851	0.864	0.892	0.624
	KB-2	0.802				
	KB-3	0.778				
	KB-4	0.781				
	KB-5	0.770				

The coefficient of determination (R-squared) is used to evaluate the predictive power of the structural model by measuring the proportion of variance in the dependent variable explained by the independent variables. According to Hair et al. (2014), a higher R-squared value indicates a better model fit. The R-squared result for the purchase decision variable is reported in Table 3, reflecting

the model's explanatory capacity in the context of consumer behavior in the informal food and beverage sector.

As presented in Table 3, the coefficient of determination (R-squared) for the Purchase Decision construct is 0.399, indicating that 39.9% of the variance in consumer purchase decisions can be explained by the independent variables: logo,



packaging, and product image. According to [Hair et al. \(2014\)](#), this value falls within the moderate range (0.33–0.67), suggesting a reasonable predictive capability of the model. The adjusted R-squared value of 0.389 further supports the model's robustness after accounting for the number of predictors involved.

**Table 3:** R-squared value

	R-squared	R-squared adjusted
Purchase decision	0.399	0.389

Although 60.1% of the variance remains unexplained, the predictive power provided by the three branding elements is considered meaningful, especially in the context of micro-enterprises. This finding supports the AIDA framework, which posits that visual stimuli, particularly logos, are effective in capturing consumer attention and interest, subsequently driving purchase behavior. From the theory of planned behavior ([Ajzen, 1991](#)), it can also be inferred that a positive perception of branding

influences attitudes and behavioral intentions, reinforcing the relevance of simple branding strategies in informal economic sectors.

### 4.3. Hypothesis testing

To evaluate the structural model, hypothesis testing was conducted to examine the influence of logo, packaging, and product image on purchase decision. The test results, summarized in [Table 4](#), indicate that among the three variables, only the logo has a statistically significant positive effect on purchase decisions.

In contrast, packaging and product image did not demonstrate statistically significant relationships. This finding highlights the dominant role of logo as a branding element within the micro and informal retail sectors, where functional attributes such as price and hygiene may outweigh aesthetic or symbolic considerations in consumer decision-making.

**Table 4:** Hypothesis test results

	Original sample	Sample mean	Standard deviation	T-statistics	P-values
Product image -> purchase decision	0.112	0.118	0.095	1.179	0.239
Packaging -> purchase decision	0.153	0.160	0.096	1.597	0.111
Logo -> purchase decision	0.484	0.479	0.078	6.206	0.000

Based on [Table 4](#), the hypothesis testing results indicate that only the logo variable had a statistically significant influence on purchase decisions (original sample = 0.484; t-statistic = 6.206; p-value = 0.000 < 0.05). In contrast, packaging (p = 0.111) and product image (p = 0.239) did not show significant effects. These findings reinforce the notion that visual elements such as logos exert the strongest influence on consumer purchasing decisions. Theoretically, this supports the extended application of the AIDA model and the TPB within informal microenterprise contexts, highlighting that attention and perceived behavioral control are most effectively shaped through simple visual stimuli like logos. This study contributes to the literature by emphasizing that not all branding elements have equal impact in resource-constrained informal markets; rather, the logo functions as the most consistent and effective visual communication tool in driving purchase decisions.

### 4.4. Discussion

To gain a deeper understanding of the hypothesis testing results, this section explores the influence of each branding element, logo, packaging, and product image on consumer purchase decisions in the context of street food vendors. By examining both significant and insignificant relationships, the discussion provides insights into the specific dynamics of consumer behavior within the informal food sector.

The results indicate that logos have a significant influence on consumer purchase decisions among street food vendors. As a key component of visual branding, logos are shown to be the most effective

element in capturing attention and shaping positive consumer perceptions. Within the AIDA model, the logo plays a critical role in the early stages, specifically in drawing attention and generating initial interest, which subsequently leads to desire and purchase action. Consumers tend to respond positively to visual elements that are simple, memorable, and perceived as indicators of product quality and professionalism.

From the perspective of the theory of planned behavior ([Ajzen, 1991](#)), a positive perception of a logo fosters favorable attitudes toward purchasing behavior, reinforces subjective norms through social influence, and strengthens the perceived behavioral control that supports purchase intention. A consistent and representative logo strengthens brand associations and enhances customer trust ([Aaker, 1991](#); [Keller, 1993](#)). In micro-enterprises such as street vendors, logos function not only as visual identifiers but also as symbols of value, reliability, and product integrity. Supporting this view, [Qorriyah et al. \(2025\)](#) found that logos affect purchase decisions through psychological and emotional pathways. As the first visual cue consumers encounter, logos create an immediate impression that builds trust and encourages purchase. Thus, an effective and recognizable logo can significantly improve customer loyalty, even in the absence of complex marketing strategies.

The findings reveal that packaging does not have a significant effect on consumer purchase decisions in the context of street food vendors. While previous studies have emphasized the importance of packaging in shaping consumer perceptions, differentiating products, and enhancing visual appeal

(Srivastava et al., 2022; Wang et al., 2023), this study suggests that such influence is less relevant in informal micro-enterprises. Consumers in this segment tend to prioritize affordability, taste, and hygiene over visual or aesthetic aspects of the packaging (Fang et al., 2024; Hallez et al., 2023).

In the framework of the AIDA model, packaging is theoretically positioned to play a role in the Interest and Desire stages by attracting attention and stimulating emotional appeal. However, in practice, the packaging used by street vendors is often minimal and functional, failing to trigger these psychological responses. This gap between theoretical potential and practical reality explains why packaging did not significantly impact purchase behavior in this study. Additionally, the theory of planned behavior (Ajzen, 1991) posits that purchase intention is shaped by attitudes, subjective norms, and perceived behavioral control. For consumers of street food, these factors are more likely influenced by functional cues such as cleanliness and price, rather than symbolic or aesthetic packaging elements.

Therefore, while packaging can contribute to a more professional brand image, its influence may be secondary to more immediate concerns of value and hygiene in low-involvement purchase contexts like those of street food vendors. Visual branding strategies, such as packaging design, must be carefully tailored to the socio-economic profile of the target audience. In informal economies, branding efforts that align with consumers' functional expectations, such as clean presentation and affordable pricing, may be more effective in shaping purchase decisions.

The findings of this study indicate that product image does not have a significant effect on consumer purchase decisions in the context of microenterprises such as street food vendors. While product image theoretically represents consumer perceptions of quality, reputation, and credibility (Hira et al., 2013; Muchlis et al., 2024; Tahir et al., 2024), it does not appear to be a dominant factor influencing consumer behavior in this segment. Consumers in informal markets tend to place greater emphasis on functional considerations, such as affordability, taste, and hygiene, rather than abstract perceptions of brand image.

Previous studies also support the notion that consumers in informal or low-involvement purchase environments are more responsive to utilitarian value than symbolic brand attributes (Kusumasondjaja and Tjiptono, 2019; Wiatrowski et al., 2021). This suggests that while brand image may contribute to long-term customer loyalty and brand equity, in fast-paced, low-cost purchasing decisions, such as those involving street food, symbolic attributes are often overshadowed by tangible elements like price and product cleanliness. Thus, the lack of significance found in this study reflects a pragmatic consumer orientation toward functional value. Nevertheless, product image remains an essential component for long-term brand

development. A positive image can enhance consumer trust, stimulate word-of-mouth recommendations, and support customer loyalty (Cardoso et al., 2022; Cardoso et al., 2022). Street vendors can gradually build a favorable image through improvements in service quality, visual presentation, and consistency in product delivery—without incurring high promotional costs. Hence, although product image may not immediately influence purchase decisions, it plays a vital role in building a sustainable microenterprise brand over time.

Moreover, the overall findings of this study show that among the branding elements evaluated, only the logo has a statistically significant impact on consumer purchase decisions. This supports the theoretical framework integrating the AIDA model and the TPB by Ajzen (1991). Within AIDA, the logo serves as a critical visual stimulus that attracts attention and generates interest, ultimately leading to desire and purchasing action. A simple, consistent, and memorable logo creates a strong first impression, thereby increasing the likelihood of consumer engagement and purchase.

From the TPB perspective, consumer purchase intentions are shaped by attitudes toward behavior, perceived social norms, and perceived behavioral control. In the street vendor context, a positive perception of a logo may enhance supportive attitudes and strengthen beliefs about the appropriateness of the purchase. On the other hand, packaging and product images, which tend to be uniform and minimal in informal businesses, may lack the distinctiveness necessary to influence attitudes or perceived control meaningfully. Consumers in these settings are more influenced by functional attributes such as price, taste, and hygiene. Therefore, the integration of AIDA and TPB in this study broadens the theoretical understanding of visual branding effectiveness in informal market sectors and contributes to the development of consumer behavior literature in microenterprise contexts.

#### 4.5. Research implications

The study reveals that among the examined visual branding elements, the logo has the most significant influence on consumer purchase decisions, while packaging and product image did not show a statistically meaningful effect. Based on these findings, street vendors should prioritize improving factors that demonstrably affect purchasing behavior, namely product quality, competitive pricing, and fast, friendly service. Although packaging and product image may not play a dominant role in the short term, adopting simple branding strategies such as maintaining a clean visual display, using a recognizable logo, and consistently branding the business name can gradually add value.

Moreover, vendors can allocate their limited resources more efficiently by focusing on consumers'

primary needs, rather than investing heavily in packaging, which, according to the findings, does not significantly influence buying decisions.

This study suggests that empowerment programs for micro-entrepreneurs, particularly street vendors, should focus on training in product quality improvement, sanitation standards, and customer service, as these factors have a stronger influence on purchasing behavior. Additionally, simple branding education that is practical and cost-effective should be incorporated into micro, small, and medium enterprises development strategies. Government support is also needed in terms of infrastructure, such as clean water access, hygienic workspaces, and regulatory frameworks that support microenterprise growth.

Enhancing both intellectual and structural capital through digital literacy training, business management, and the use of digital marketing platforms can enable street vendors to reach a broader market in a cost-efficient manner. These findings emphasize the need for synergy between simple branding strategies, access to micro-financing, and capacity-building initiatives, which together can strengthen the long-term sustainability and competitiveness of micro-enterprises in dynamic urban economies.

## 5. Conclusion

This study finds that, among the three basic elements of simple branding, logo, packaging, and product image, only the logo has a meaningful effect on consumer purchase decisions. This result indicates that, in the setting of informal microenterprises such as street food vendors, straightforward visual cues like logos are more successful in attracting consumer attention and shaping purchase intentions than symbolic aspects such as packaging or product imagery.

The findings support the use of the AIDA model in explaining how visual branding influences consumer behavior. In this model, the logo plays a key role in drawing attention and creating interest. On the other hand, the limited effect of packaging and product image can be understood through the Theory of Planned Behavior (TPB), which suggests that consumer choices in such contexts are influenced more by practical considerations, including price, taste, and hygiene, rather than by symbolic branding elements.

From a theoretical perspective, this research extends the application of the AIDA and TPB frameworks to the informal sector, an area that has received relatively little attention in marketing studies. From a practical perspective, the results highlight that street vendors should focus their limited resources on branding tools that matter most, especially logos, while maintaining product quality and cleanliness. Policymakers can also use these insights to design empowerment programs that meet the actual needs of micro-entrepreneurs in urban markets.

## Compliance with ethical standards

### Ethical considerations

Participation was voluntary, and informed consent was obtained from all respondents. All responses were kept anonymous and confidential. The study did not involve any procedures that could cause harm to participants.

### Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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