

Analyzing the Influence of Branding on Consumer Trust and Purchase Decisions in the Medical Supplies Industry: A Strategic Framework for Marketing Plan Optimization

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Abstract

This study investigates the influence of branding on consumer trust and purchase decisions in the medical supplies industry in the Philippines. Anchored in Brand Equity Theory and the Theory of Planned Behavior, the research examines four branding dimensions—brand awareness, brand association, perceived quality, and brand loyalty—and their relationship with customer trust and purchase decision components: attitude toward the behavior, subjective norms, and perceived behavioral control. A descriptive–correlational design was employed, with data gathered from 100 procurement decision-makers in hospitals, clinics, and healthcare institutions across Metro Manila. Respondents rated all branding dimensions as “Very High,” with strong recognition of logos, product awareness, and emotional associations with trusted brands. Customer trust was also “Very High,” reflecting confidence in regulatory adherence, safety, and transparent communication. Purchase decisions were highly favorable, shaped by positive attitudes toward quality and reputation, strong social influence from colleagues and healthcare professionals, and high levels of perceived control in evaluating and choosing brands. Correlational analysis confirmed significant positive relationships between branding, trust, and purchasing behavior, with the strongest effects observed between perceived quality and trust and between loyalty and purchase decisions. These findings highlight branding as a strategic asset in a highly competitive, regulated market. The paper concludes with a strategic marketing framework for medical supply distributors to strengthen branding, deepen trust, and influence procurement choices.

Keywords: Branding, Customer Trust, Purchase Decisions, Medical Supplies, Marketing Strategy