



Impact of Brand Image, Brand Trust and Brand Loyalty on Brand Advocacy –An Empirical Study in Context to In-Store Brands

Abdul Sami^{1*}, Umair Manzoor¹, Asmara Irfan¹

^{1.} Department of Management Science, University of Jhang

*Corresponding Author: abdulsami82@gmail.com

Article Information	Abstract
Article history: Submitted: 25/12/2022 Accepted: 31/12/2022 Published: 31/12/2022	Supermarkets are becoming more common in big cities and, increasingly, in small towns across Pakistan. And they offer a variety of brands, including their private brands, such as apparel and groceries. This paper aims to work on a new and potentially profitable research topic. And, after reviewing the literature, We discovered that brand advocacy is a relatively new topic in Pakistan, with little work being done on it. I was curious whether private brands are necessary for developing brand image, trust, and loyalty, which will result in brand advocates. For my study, I distributed a closed-ended questionnaire to 300 Faisalabad residents. Our primary goal is to collect data from respondents who are affiliated with a store and shop there, following the collection of data via questionnaires. We wanted to put the hypothesis to the test after evaluating the research framework we acquired from another similar research. We wanted to investigate the effects of brand image, trust, and loyalty on brand advocacy. After careful data analysis on SPSS, we discovered that brand image, trust, and loyalty all impact brand advocacy, and all of these factors enhance brand advocacy. Brand advocacy is a strong seller-buyer relationship in which the buyer becomes a brand advocate.
Volume No. 2 Issue No. 2 ISSN: 2790-7899	
Keywords: <i>Brand Image; Brand Trust; Brand Loyalty; Brand Advocacy</i>	

Introduction

Today, brands play an important role in developing strong, great, and long-term relationships. Branding is crucial in meeting and dealing with organizational goals and objectives. Customers prefer brands that are a good fit for their personalities and priorities (Febriyantor, 2020). Today, brands are focusing on developing a solid business-to-consumer (B2C) relationship by gaining their trust and creating a positive brand image by learning about their customers and providing them with the item they desire. This allows the sellers and producers to form a strong bond by strengthening and deepening their relationship and building a loyal and faithful customer base (Ekeke & Justina, 2021). organizations must create a positive image and loyal customers to transform them into brand advocates further. When a customer highly values a product in terms of value for money, quality, and dependability, he or she will recommend it to others, which is known as brand support (Ledikwe, 2020).

In this study, I looked at the effects of brand image, trust, and loyalty on in-store brand advocacy. I conducted surveys to collect data, then used statistical tools to analyse the

data and derive meaningful conclusions. I divided my survey questionnaire into two product categories, the first being apparel and the second being groceries. I surveyed the university campus and at various supermarkets that sell their own private brands. Respondents were instructed to answer the questions based on one of the product categories. The data was then analyzed using SPSS, and the findings and results of this research study were drawn using various tools. Even though brand advocacy is a new dimension of marketing research, we decided to broaden the scope after consulting with our advisor. The study's broad scope will assist us in developing an overall picture of the scenario under consideration. And will allow for various future implementations and research suggestions. And provide various dimensions to work on within this specific research topic. We attempted to investigate the relationship between independent variables. The research aims to discover the relationship between independent and dependent variables. The findings will apply to every supermarket in the city. Analysis of the two most dominant private product categories will aid in establishing the relationship between results and gaps to be filled with the assistance of those results.

According to the literature, brand image, trust, and loyalty all impact brand advocacy. So, this research study aims to explain that relationship and calculate its magnitude. I was able to draw meaningful conclusions after careful data analysis. Based on these findings, various marketing and promotional tools and techniques can create a positive brand image, build trust and loyalty, and ultimately create brand advocates.

Literature Review

Brand Image

A brand image created in customers' minds through brand association (Kervyn et al., 2022). Consumers think and feel about a brand in unique ways; this is known as brand image in the minds of consumers (Ghosh & Bhattacharya, 2022). Superior brand messages can be developed based on a strong brand image to compete with the competition (Santos et al., 2021). Brand image is associated with product classification based on uniqueness and differentiation from other brands (Kuusela, 2021). Brand image is a key driver of brand value because it refers to a customer's general recognition, trust, and feeling about a brand and impacts the customer's actions (Oppong, 2020). The entire purpose of massive advertising and promotional campaigns these days is to create an image and perception in people's minds. Advertisers portray a brand as reliable and cost-effective (Manzoor, Baig, Hashim, et al., 2021). The development and support of the brand image is critical to brand management. Brand image is the understanding buyers gain from a collection of brand-related activities such as promotions, advertising, discounts, and various campaigns (Mahmood et al., 2021). Brand image is important in creating and communicating brand messages; when people buy and trust grows, so does the brand image in the eyes of the customers (Onuoha, 2020). As a result, customer behavior toward a brand or a specific product is heavily influenced by the image of that brand or product (Hwang et al., 2021; Manzoor, Baig, Hashim, et al., 2020). A positive brand image is formed when a client perceives the brand as a trustworthy partner and can associate himself/herself with a specific brand through a unique affiliation, and that individual may recommend that brand to someone else and think highly of the brand (Mim et al., 2022). Brand image is the sum of a customer's relationships, including value for money, trust, and reliability. This drives him to brand recognition and brand affiliation, including brand properties, brand benefits, and including brand attributes, benefits, and behavior (Nandya & Permana, 2021).

Brand Trust

According to researchers, brand trust acts as a middleman, reminding customers of their previous purchases and assisting them in making new purchases (X.-X. Wang & He, 2022). Brand trust is essential for the relationship and strengthens it (Alagarsamy et al., 2021). Brand trust can be defined as a normal purchaser's willingness to rely on a brand's willingness to provide the best quality and price. Brand trust is a well-thought-out, planned, and deliberate process (Machi et al., 2022). Consumers were only faithful to transactions in the past when trading consumer-based products (Fatoki & Fatoki, 2021). In the past, this was the most serious problem. Brands struggled to build trust and customer relationships because they were only interested in the transaction (Nandy & Sondhi, 2022). Trust is defined as the willingness to rely on a business partner in whom one has certainty and trust that the seller will provide the best available option (Ghanimeh, 2020). Brand trust can be defined as an intellectual component that can elicit an eager reaction, specifically brand influence (Sharma, 2020). Brand trust offers specific promoting advantages, for example, lower advertising costs, more new purchasers, extraordinary exchange use, ideal verbal exchange, and competing among contenders promoting activities (Saraiva, 2021). Trust is extremely important in the business world. Rather than relying on mechanical support, brands use new techniques to promote themselves, such as building customer relationships and trust (Syah & Olivia, 2022). Another simple and less expensive strategy is to maintain strong relationships with buyers. Trust is important in brand recognition and enticing customers to return for more purchases (Li et al., 2022).

Brand Loyalty

Customer loyalty can be used to determine the quality of the relationship between buyer and seller (Nightingale, 2020). The level of customer devotion to the brand the perception that has formed in the customers' mind and the perception that has formed in the customers' minds can be used to assess the nature and quality of the relationship (Liu et al., 2021). Loyalty is a customer's behavior; a faithful and loyal customer purchases the same product regularly (HAILU, 2021). Recent decades have introduced new dimensions and perspectives on the business environment, relationships, and, in particular, the buyer-seller relationship (Bahadur et al., 2020). Researchers place a high value on brand devotion and loyalty, viewing it as a point of convergence of brand value. It is regarded as an important character to assemble and maintain (Suchit, 2020).

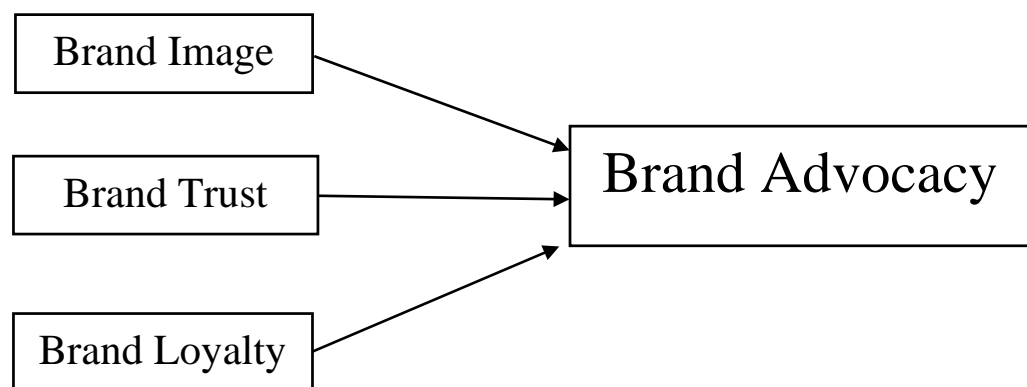
Brands and organizations with many brand followers are more successful and profitable (Khanh et al., 2021). Many analysts agree that brand followers contribute positively to the brand and its value (F. Wang, 2022). Brand loyalty is a shopper's preference to purchase a single brand name in a product category; it results from the brand's obvious quality, image, and trust (Tuyapala & Nuangjamnong, 2022). Brand loyalty is the most commonly defined term in the marketing dictionary (KR & Venkatesan, 2020). Nosi defined loyalty as "a biased behavioural response expressed over time by a decision-making unit concerning one or more alternative brands out of a set of brands and being a function of psychological processes" (Nosi et al., 2021).

Brand Advocacy

Customers who prefer one provider over others in the market are known as brand advocates (Manzoor et al., 2022b). Giving that provider priority when purchasing products and services from that provider regularly (Makhubela, 2020). The level of trust and dependability in that particular provider causes their customers to speak for them (Manzoor, Baig, Sami, et al., 2021). And informing others about how beneficial the relationship is and how much benefit they derive from it (Richards-Carpenter & Grantz, 2021).

These customers are genuinely invested in the brand and have a sense of ownership over it. Brand supporters are loyal to the brand and would suggest and effectively promote it through various channels (Kumar & Kaushik, 2020). Brand advocacy is an exceptional form of dependability. According to one definition, a brand advocate is "someone who actively recommends you to others and does your marketing for you" (Shah et al., 2020). The concept of support includes a solid brand-based passionate connection between the brand and its customer and the possibility of having a selective buying relationship (Zafran, 2022). Customer communicates about the brand in a dynamic, positive, and intentional manner in order to spread its message to others (De Canio et al., 2020). Commitment is a two-way street; you provide your customers with the products and services they desire. Making and improving the organization by working sincerely, honestly, and in every way possible to serve the customers (Haider, 2020). On the other hand, clients become brand supporters and advocates due to the organization's efforts (Manzoor, Irfan, et al., 2021). A client who becomes an active supporter of your organization is a true blessing (Ahmed, 2021; Manzoor et al., 2022a). This individual can discuss your image, engage others in conversation about it, and influence more people to purchase your items and administrations by utilizing social conditions like Facebook as his or her stage (Manzoor, Baig, Malik, et al., 2020).

Conceptual Framework



Hypothesis

H1: There is a positive relationship between brand image and brand advocacy.

H2: There is a positive relationship between brand trust and brand advocacy.

H3: There is a positive relationship between brand loyalty and brand advocacy.

Data Collection and Methodology

This research section will concentrate on the methods and techniques used to complete this study. Primary research was conducted using secondary literature data, and data collected via a survey questionnaire was analyzed. Quantitative data is gathered to continue the research study. Primary data can be obtained from a variety of sources. I chose the survey questionnaire method to obtain more structures and easily usable data. 300 survey questionnaires were completed in two categories: apparel and groceries. The questionnaire was the same for both categories, but the analysis was done separately. I used variables from previously researched literatures for this particular I study. As a result, the question of the authenticity of the questions does not arise.

Furthermore, a reliability test is run on SPSS to ensure that the questions are reliable. A five-point Likert scale is used to respond to the questionnaire's questions. A Likert scale provides more data exposure than a closed-ended question. We can categories responses using a Likert scale ranging from strongly agree to strongly disagree.

Our goal was to determine the effect of independent variables on the dependent variable. As a result, we divided the questionnaire into product categories. I chose non-probability sampling because there were no age or demographic restrictions in the questionnaire. Because of time and workforce constraints, convenient sampling is used in non-probability sampling. I had the surveys filled out by anyone available. Respondents came from university campuses and various supper establishments. I first run the regression through SPSS on all 300 samples as a group, then separate the analysis by category.

Questionnaire Items

Table 1. Item Description

Variables	Source	No. of items
Brand Image	Aqeel Tahir (Aqeel 2016)	5
Brand Loyalty	Zohaib Ahmed, Muhammad Rizwan (Zohaib Ahmed 2014)	6
Brand Trust	Zohaib Ahmed, Muhammad Rizwan (Zohaib Ahmed 2014)	5
Brand Advocacy	Ricardo Machado, Michael C. Cant, Helen Seaborne (Ricardo Machado 2014)	6

Results and Analysis

Correlation reveals the nature of the relationship and its significance. The independent and dependent variables have a positive relationship. If the independent variable is influenced, the dependent variable will be influenced in the same direction, which is positive in this case.

Table 2. Correlation Matrix

	Brand Image	Brand Loyalty	Brand Trust	Brand Advocacy
Brand Image	1			
Brand Loyalty	.707**	1		
Brand Trust	.607**	.700**	1	
Brand Advocacy	.743**	.742**	.838**	1

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

Multiple Regression

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	. Error of the Estimate
1	.892 ^a	.796	.793	.43501
a. Predictors: (Constant), Brand Image, Brand Loyalty, Brand Trust				

R square tells us how much independent variables explain dependent variable. Figure .79 points out that the dependent variable is 59%, explained by the independent variables, and there will be 79% variation in the dependent variable due to independent variables.

Table 4. ANOVA Matrix

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	130.149	3	43.383	229.259	.000 ^b
Residual	33.305	176	.189		
Total	163.454	179			

a. Dependent Variable: Brand Advocacy

b. Predictors: (Constant), Brand Image, Brand Loyalty, Brand Trust

Table 5 Coefficient Significance

Model	Unstandardized Coefficients		Standardized t Coefficients	Sig.
	B	Std. Error	Beta	
1 (Constant)	.083	.150		.558
Brand Image	.301	.047	.312	6.332
Brand Loyalty	.124	.052	.132	2.398
Brand Trust	.574	.050	.557	11.389

a. Dependent Variable: Brand Advocacy

The beta value describes how much change will occur in the dependent variable due to a change in the independent variable. The beta of brand image is. Three hundred twelve states that there will be. If the brand image changes by one unit, the dependent variable changes by 312 units. The beta of brand loyalty is. According to 132, there will be. If brand loyalty changes by one unit, the dependent variable changes by 132 units. The beta of brand trust is. If brand trust changes by one unit, the dependent variable will change by.557 units.

Brand Image

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.743 ^a	.552	.549	.64140

a. Predictors: (Constant), Brand Image

R square tells us how much dependent variable is explained by independent variables. Figure .55 points out that the dependent variable is 55%, explained by the independent variables, and there will be a 55% variation in the dependent variable due to independent variables.

Table 7. ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.226	1	90.226	219321	.000 ^b
	Residual	73.227	178	.411		
	Total	163.454	179			

a. Dependent Variable: Brand Advocacy
b. Predictors: (Constant), Brand Image

F value tells us that the model is fit to study. And p value which is $P < .05$ tells that this study's results are significant.

Table 8. Coefficients Significance

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.179	.190		6.196	.000
	Brand Image	.715	.048	.743	14.809	.000

a. Dependent Variable: Brand Advocacy

The beta value describes how much change will occur in the dependent variable as a result of a change in the independent variable. The beta of brand image is. If the brand image changes by one unit, the dependent variable will change by .743 units

Brand Loyalty

Table 9. Model Summary

Model	R	R Square	Adjusted R Square	. Error of the Estimate
1	.724 ^a	.551	.548	.64244
a. Predictors: (Constant), Brand Loyalty				

R square tells us how much dependent variable is explained by independent variables. Figure .55 points out that the dependent variable is 55% explained by the independent variables, and there will be 55% variation in the dependent variable due to independent variables.

Table 10. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	89.989	1	89.989	218.036	.000 ^b
Residual	73.465	178	.413		
Total	163.454	179			

a. Dependent Variable: Brand Advocacy

b. Predictors: (Constant), Brand Loyalty

F value tells us that the model is fit to study. And p value which is $P < .05$ tells that the results of this study are significance.

Table 11. Significance of Coefficients

Model	Unstandardized Coefficients B	Standardized Coefficients Beta	T	Sig.
1				
(Constant)	1.207		6.387	.000
Brand Loyalty	.700	.742	14.766	.000
a. Dependent Variable: Brand Advocacy				

The beta value describes how much change will occur in the dependent variable due to a change in the independent variable. The beta of brand loyalty is .742, which means that if brand loyalty changes by one unit, the dependent variable will change by .742 units.

Brand Trust

Table 12. Model Summary

Model	R	R Square	Adjusted R Square	The error of the Estimate
1	.838 ^a	.703	.701	.52254

a. Predictors: (Constant), Brand Trust

R square tells us how much dependent variable is explained by independent variables. Figure .70 points out that the dependent variable is 70% explained by the independent variables, and there will be 70% variation in the dependent variable due to independent variables.

Table 13. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	114.850	1	114.850	420.616	.000 ^b
Residual	48.603	178	.273		
Total	163.454	179			

a. Dependent Variable: Brand Advocacy

b. Predictors: (Constant), Brand Trust

F value tells us that the model is fit to study. And p value $P < .05$ tells that this study's results are significant.

Table 14. Significance of Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Beta		
	Std. Error			
1				
(Constant)	.597	.166	3.595	.000
Brand Trust	.864	.042	.838	20.509
				.000

a. Dependent Variable: Brand Advocacy

The beta value describes how much change will occur in the dependent variable as a result of a change in the independent variable. The beta of brand trust is .838, which means that if brand trust changes by one unit, the dependent variable will change by .838 units.

When we compare our results, we see that our hypothesis is accepted by every method we used to analyze the data. The results of the combine regression with a sample size of 300 are highly significant in both multiple and single regression. The results of the category-wise approach are significant in both categories, in both multiple and simple regression. In simple regression, the results are significant when no other independent variable is present. The overall model is well-fitting, and the results are significant.

Conclusion

The primary goal of the study was to establish a link between the independent variables (Brand Image, Brand Trust, and Brand Loyalty) and the dependent variable (Brand Advocacy). After careful data analysis and multiple perspectives, I concluded that Brand Image, Brand Trust, and Brand Loyalty all have an impact on Brand Advocacy. SPSS is the statistical software that was used to obtain the results in this study. Further data was analyzed using correlation and, in particular, the regression tool. Increase Brand Image, Brand Trust, and Brand Loyalty to achieve and improve Brand Advocacy. By examining each independent variable, we can conclude that brand advocacy can be achieved and enhanced by improving various aspects of the service. Providing a positive shopping experience contributes to the development of a positive brand image, which aids in the attraction and retention of customers. Delivering the promised quality and products contributes to the development of trust and reliability. Offering products and services that are unique and different in various ways can help the brand become dependable, which helps retain customers. If a store is the first choice of customers, it means that they value the brand and have faith in it, and the brand provides them with the best products and services, which creates a positive brand image in the eyes of the customers. Reliability is an essential component of any brand; if the brand is not reliable, it is impossible to build brand trust and a positive brand image. Advocacy cannot be achieved unless an image and trust are established. Brand trust and loyalty also contribute to commitment because customers feel associated with and committed to the brand when it meets their expectations.

As a result, we conclude that all of the listed factors are significant and necessary. To get to the point where customers become Brand Advocates for the brand and products. And all of this can be accomplished by becoming the preferred product or service provider among all others. And developing and establishing a strong brand name. Brand trust and a positive brand image contribute to brand loyalty, and loyal customers become brand advocates. If a brand provides the best experience, the best price, the best security, and becomes the first choice of customers due to its dependability and reliability, it will build a strong customer base. Strong customers are critical to achieving brand advocacy. Brand advocates can be created by improving the effecting elements, such as image, trust, and loyalty, which will help attract new customers and promote the brand across various channels and platforms.

Recommendations

According to the findings and conclusions, Brand Image, Brand Trust, and Brand Loyalty all have a positive impact on Brand Advocacy. Stores can also boost Brand Advocacy by emphasizing Brand Image, Brand Trust, and Brand Loyalty. Based on the findings, stores are advised to concentrate on various aspects of service. Giving customers the best shopping experience possible will ultimately improve the store's image. Stores promise high quality and competitive prices, and by delivering on their promises, they can gain the trust of their customers. Making the brand an essential part of the customers' lives and

making them reliant on the product will aid in the development of a strong customer base. Brands should strive to be the first in the minds of their customers by providing high-quality products at competitive prices. Providing dependable and trustworthy products will assist brands in gaining customer trust. Create a loyal and committed customer base by instilling trust in your products and your commitment. Stores should provide appropriate and relaxing functionality to make shopping more convenient and desirable. Also, provide safekeeping for the customers' belongings, which will give them a sense of security and trust. Meet customer expectations and always go the extra mile for customers to exceed their expectations.

All of this is possible with careful consumer research. Consumer surveys can help a store learn about its customers' needs and desires, as well as what their customers think about the brand. A store should be aware of its customers' needs and desires. Their expectations should be clear and known to the stores so that they can work toward meeting the customers' expectations. Nowadays, it is critical for every store brand to be aware of customer demands and the store's ability to meet those demands and expectations. Customer research is a critical and integral part of offering products. Because customer research will clarify the needs and expectations of consumer. To attract customers, various marketing campaigns and promotions can be launched. Promotions and campaigns will also give the impression that the brand is well aware of its customers' needs and is serving them in every way possible. Discounts, free samples, value cards, and various event-based sales and discount deals can all be part of these campaigns. Then, by providing high quality and functionality, you can keep them and turn them into advocates by establishing a long-term reliable and trustworthy relationship.

Limitations

The research had some limitations as well. However, they have no effect on the study in such a way that it is no longer usable. The study's findings are trustworthy and completely applicable. Time constraints: because it was a 3 credit hour course, there wasn't a lot of time to devote to this study. More time could be used to produce more sophisticated and in-depth results. Sample constraint: the sample was very broad, but it can be narrowed down and categorized further. However, because it is a new topic, a larger sample would provide more insights into the topic and cover different aspects. Manpower constraints: because I was the sole researcher, more contributors could make this research more detailed and in-depth.

Future Directions

The primary goal of my research was to determine the relationship between the independent variables (Brand Image, Brand Trust, and Brand Loyalty) and the dependent variable (Brand Advocacy). And quantify the magnitude of the relationship. However, in the future, different time spans and classes may be introduced based on: A longer time frame can be used to conduct more detailed and specific research. Demographics can be added, which means that more classes based on gender, income, and age can be introduced. Geographically, research can be expanded to different cities to gain insight into the behavior and responses of people in different cities to similar questions.

References

Ahmed, M. (2021). *An analysis of the Impact of Brand Image on Consumer Purchase Behavior: The case of Lidl, Sweden.*

- Alagarsamy, S., Mehroliya, S., & Singh, B. (2021). Mediating effect of brand relationship quality on relational bonds and online grocery retailer loyalty. *Journal of Internet Commerce*, 20(2), 246–272.
- Bahadur, W., Khan, A. N., Ali, A., & Usman, M. (2020). Investigating the effect of employee empathy on service loyalty: The mediating role of trust in and satisfaction with a service employee. *Journal of Relationship Marketing*, 19(3), 229–252.
- De Canio, F., Sánchez-Franco, M. J., & Martinelli, E. (2020). Exploring the main drivers influencing brand loyalty to motorway services areas in Italy. *Italian Journal of Marketing*, 2020(2), 125–141.
- Ekeke, J. N., & Justina, A. N. (2021). Hotel Brand Attributes and Guest Satisfaction: Evidence From Nigeria. *European Journal of Research Development and Sustainability*, 2(2), 9–21.
- Fatoki, O. P., & Fatoki, T. H. (2021). Experiential Marketing: Effects on Brand, Customer and Market Experience, and Industrial Applications with Perspectives from Nigeria. *Marketing—from Information to Decision Journal (In Press Article)*. Search In.
- Febriyantor, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733.
- Ghanimeh, Z. A. (2020). *The effects of marketing brand communities on the customer satisfaction-loyalty: Lighting utilities brands in Jordan as case study*. İstanbul Kültür Üniversitesi/Lisansüstü Eğitim Enstitüsü/Endüstri
- Ghosh, K., & Bhattacharya, S. (2022). Investigating the antecedents of luxury brand loyalty for Gen Z consumers in India: a PLS-SEM approach. *Young Consumers, ahead-of-print*.
- Haider, M. I. (2020). Corporate Social Responsibility and Customer Responses: Analyzing the Role of Cause Related Marketing, BrandTrust and Brand Attachment. *Capital University of Science and Technology, Is Lamabad*.
- HAILU, E. (2021). *the effect of brand equity on purchase intention in the case of selected dental speciality clinics, addis ababa*. St. Mary's University.
- Hwang, J. K., Kim, E.-J., Lee, S.-M., & Lee, Y.-K. (2021). Impact of susceptibility to global consumer culture on commitment and loyalty in botanic cosmetic brands. *Sustainability*, 13(2), 892.
- Kervyn, N., Fiske, S. T., & Malone, C. (2022). Social perception of brands: Warmth and competence define images of both brands and social groups. *Consumer Psychology Review*, 5(1), 51–68.
- Khanh, C. T., Nguyen, H. A., Hoai, P. T. T., & Dung, N. T. (2021). Impact of marketing communication on purchase behaviour in retailing context: an empirical data of supermarkets in vietnam. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(18), 338–352.
- KR, D., & Venkatesan, S. (2020). A conceptual framework of brand experience and brand equity (sor framework) for smart phone users in trichy and thanjavur district. *International Journal of Management (IJM)*, 11(9).
- Kumar, V., & Kaushik, A. K. (2020). Building consumer–brand relationships through brand experience and brand identification. *Journal of Strategic Marketing*, 28(1), 39–59.
- Kuusela, M. (2021). *Luxury brand equity building in the digital age*.
- Ledikwe, A. (2020). Determinants of brand loyalty in the apparel industry: A developing country perspective. *Cogent Business & Management*, 7(1), 1787736.

- Li, J.-Y., Kim, J. K., & Alharbi, K. (2022). Exploring the role of issue involvement and brand attachment in shaping consumer response toward corporate social advocacy (CSA) initiatives: The case of Nike's Colin Kaepernick campaign. *International Journal of Advertising*, 41(2), 233–257.
- Liu, K.-N., Tsai, T.-I., Xiao, Q., & Hu, C. (2021). The impact of experience on brand loyalty: Mediating effect of images of Taiwan hotels. *Journal of China Tourism Research*, 17(3), 395–414.
- Machi, L., Nemavhidi, P., Chuchu, T., Nyagadza, B., & de Villiers, M. V. (2022). Exploring the impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. *International Journal of Research in Business and Social Science* (2147-4478), 11(5), 176–187.
- Mahmood, M., Niazi, A., Asghar, W., & Hussain, M. (2021). Impact of Perceived CSR on Brand Equity through Brand Admiration and Customer Advocacy Behaviour: Moderating Role of Brand Attitude and Customer Loyalty. *Sustainable Business and Society in Emerging Economies*, 3(3), 177–194.
- Makhubela, V. P. (2020). *The influence of selected consumer-based brand equity elements on brand preference and purchase intention towards store brands*. Vaal University of Technology.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48.
- Manzoor, U., Baig, S. A., Hashim, M., Sami, A., Rehman, H.-U., & Sajjad, I. (2021). The effect of supply chain agility and lean practices on operational performance: a resource-based view and dynamic capabilities perspective. *The TQM Journal*.
- Manzoor, U., Baig, S. A., Malik, E., & Shahid, M. I. (2020). Consumer Perceptions of Brands in Pakistan's Denim Industry. *Pakistan Journal of Multidisciplinary Research*, 1(1), 1–13.
- Manzoor, U., Baig, S. A., Sami, A., & Sajjad, I. (2022a). Lean Manufacturing and Agile Supply Chain: A Cost-Effective Approach to Enhance the Export Performance of Textile Industries. *Asia Proceedings of Social Sciences*, 9(1), 39–40.
- Manzoor, U., Baig, S. A., Sami, A., & Sajjad, I. (2022b). The Impact of Brand Experience, Service Quality, and Perceived Value on Word of Mouth and Repurchase Intentions. In *Antecedents and Outcomes of Employee-Based Brand Equity* (pp. 198–218). IGI Global.
- Manzoor, U., Baig, S. A., Sami, A., ur Rehman, H., & Nazam, M. (2021). Evaluating the Impact of Lean Practices and Supply Chain Management Practices on Firm Performance—An Empirical Evidence from Manufacturing Industries. *Asia Proceedings of Social Sciences*, 7(1), 57–59.
- Manzoor, U., Irfan, A., Baig, S. A., Sajjad, I., Ullah, A., & Khalid, N. (2021). The relationship between perceived training and development and employee retention: The mediating role of work attitudes and the moderating role of organizational support. *Journal of Public Value and Administrative Insight*, 4(3), 232–250.
- Mim, K. B., Jai, T., & Lee, S. H. (2022). The Influence of Sustainable Positioning on eWOM and Brand Loyalty: Analysis of Credible Sources and Transparency Practices Based on the SOR Model. *Sustainability*, 14(19), 12461.
- Nandy, S., & Sondhi, N. (2022). Understanding brand pride in urban Indian consumers: implications for theory and practice. *International Journal of Indian Culture and Business Management*, 27(2), 139–171.

- Nandya, T., & Permana, D. (2021). Analysis of the effect of electronic customer relationship management (e-crm) and brand trust on customer satisfaction and loyalty in pixy cosmetic products. *Dinasti International Journal of Management Science*, 2(3), 467–483.
- Nightingale, K. (2020). Multi-brand retailer community model: How multi-brand retailers can create and manage strong brand communities. *Journal of Brand Strategy*, 9(3), 240–253.
- Nosi, C., Pucci, T., Melanthiou, Y., & Zanni, L. (2021). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business*.
- Onuoha, B. C. (2020). Brand promotion and customer loyalty: a study of telecommunication firms in port harcourt. *Journal DOI*, 6(11).
- Oppong, P. K. (2020). The Effect of Brand Credibility, Brand Image and Customer Satisfaction on Behavioural Intentions in Traditional Medicine Market. *Journal of Social and Development Sciences*, 11(4 (S)), 15–25.
- Richards-Carpenter, N. N., & Grantz, T. (2021). How the digital environment and its user experience effects the customer's perception of luxury brands and co-creation of brand value. In *Building Corporate Identity, Image and Reputation in the Digital Era* (pp. 487–514). Routledge.
- Santos, Z. R., Coelho, P. S., & Rita, P. (2021). Fostering Consumer–Brand Relationships through social media brand communities. *Journal of Marketing Communications*, 1–31.
- Saraiva, I. (2021). The Contribution of Green Marketing to Brand Strengthening and Consumer Loyalty: The LUSH Case. *International Conference on Design and Digital Communication*, 631–638.
- Shah, N. U., Selvaraj, R., Hashim, N. M. H. N., Omar, N. A., & Agus, A. (2020). The effect of private label brand credibility on consumer purchase intention: the mediating role of relational variables. *Middle East Journal of Management*, 7(5), 471–491.
- Sharma, R. (2020). Building Consumer-based Brand Equity for Fast Fashion Apparel Brands in the Indian Consumer Market. *Management and Labour Studies*, 45(3), 337–365.
- Suchit, K. (2020). *A Study on Brand Awareness and Brand Loyalty of Bata India Limited, Bangalore*.
- Syah, T. Y. R., & Olivia, D. (2022). Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality. *Cogent Business & Management*, 9(1), 2065790.
- Tuyapala, P., & Nuangjamnong, C. (2022). Factors Affecting Customer Trust and Customer Loyalty in the Online Shopping: A case study of popular platform in Thailand. *International Journal of Business Marketing and Management (IJBMM) Volume*, 7, 18–40.
- Wang, F. (2022). Six dilemmas for customer loyalty and sustainability. *Handbook of Research on Customer Loyalty*, 258–273.
- Wang, X.-X., & He, A.-Z. (2022). The impact of retailers' sustainable development on consumer advocacy: A chain mediation model investigation. *Journal of Retailing and Consumer Services*, 64, 102818.
- Zafran, M. (2022). *The influence of retailer on consumer brand choice and detriments of consumer store loyalty in retail industry of Pakistan*.