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Brand equity and brand value of Kalap product center

Cindy Mae Driz Mendoza *, Ilyn Galicia Berania, Rizza Mae Sitoy Gado, Mhystika Masuba Vertucio and Maria Cristina Flores Melo

School of Business, Hospitality and Tourism Management, Divine Word College of Calapan, Calapan City, Oriental Mindoro, Philippines.

Abstract

Consumers are more likely to have a positive perception of a company's brand value if it consistently provides high-quality goods or services. Consistent marketing and branding actions are also required to build and sustain brand equity. Favorable experiences increase equity and brand value. Consumers are more likely to choose a brand that they believe is reliable and respected. Competition also have an impact on a brand's equity because customers may have other options. Furthermore, changes in consumer tastes or trends have an impact on a brand's equity since customers may migrate to competing brands or products. This study aims to determine how to use brand equity to produce brand value. The Kalap Center now lacks a strong brand identity, which reduces its perceived brand value among customers. Furthermore, the lack of a firm foundation for promoting its products reduces customer awareness, limiting its ability to widen its reach and attract more clients. This situation has a negative impact on the Center's capacity to support the city's efforts to establish a dynamic Pasalubong Center. The data were acquired via convenience sampling from 88 customers who had made multiple purchases at the facility. The findings suggest that brand managers should encourage comprehensive and appealing brand communication in order to increase brand recognition and connections with brand value, while always aiming to optimize brand equity.

Keywords: Brand equity; Brand value; Consumers; Marketing strategies

1. Introduction

Brand equity refers to the value of a brand based on consumer perceptions, experiences, and emotional connections, influencing purchasing decisions and brand loyalty [1]. Positive brand equity arises when consumers view a brand favorably, while negative equity results from consistent underperformance [2]. Key factors shaping brand equity include brand loyalty, consumer awareness, perceived quality, brand associations, and other assets like patents and distribution networks [3]. Additionally, brand trust and perceived value are crucial drivers of brand loyalty, encouraging consumers to remain loyal and helping companies achieve market success [4].

The Pasalubong Center industry has changed a lot due to growing tourism and the demand for unique cultural products. These centers face strong competition from other shops, online stores, and well-known souvenir outlets that already have strong brand identities and loyal customers. A gap exists in understanding how brand equity—like brand loyalty, brand awareness, brand association, and perceived quality—affects the brand value of Pasalubong Centers. This study addresses this gap to help the Kalap Pasalubong Center improve its competitive position and attract more customers.

The Kalap Pasalubong Center struggles to build a strong brand identity, which limits its ability to attract customers and promote local products. Without a clear brand identity, it is hard for the center to stand out in the market and grow its

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* Corresponding author: Cindy Mae D. Mendoza

reach. This study will focus on creating solutions to improve the center's brand value by understanding what customers want and how they see the products sold at the center.

In addressing these gaps, the study aims to support Kalap Pasalubong Center in becoming a leading place for local products. This will not only help the center grow but also promote local craftsmanship, boost the economy, and support tourism in the area.

2. Review of Related Literature

2.1. Brand Equity

Brand equity refers to a brand's value based on consumer perceptions and experiences. Positive brand equity arises when customers favor a brand, while negative equity occurs when a brand consistently disappoints [5]. It involves intangible factors like awareness, perceived quality, emotional connection, and associations. Brand equity includes dimensions such as awareness, perceived quality, association, and loyalty, which shape consumer preferences and loyalty [5, 6]. Managing these elements is vital for businesses to build and sustain brand value.

Symbols, such as brands, help marketers build personal customer relationships. Studies show that brand association, perceived quality, awareness, loyalty, and image positively impact brand equity [7]. However, in the Indian smartphone market, only perceived quality and brand associations significantly influence brand equity, while awareness and loyalty do not [8].

Brands are key assets for firms. A model of brand equity includes awareness, trust, perceived quality, and loyalty. While perceived quality may not always influence trust or equity, other relationships among these dimensions are confirmed [9]. With technology growth, social media marketing influences brand equity. For fashion brands, brand image, loyalty, and association significantly impact brand equity, but awareness does not [10].

Brand experiences directly affect brand equity and value by shaping consumer perceptions, offering ways to measure and predict brand competitiveness [11]. In tourism, natural quality perceptions strongly impact hedonic value, while service quality influences functional value. Trust in destination brands is driven more by hedonic perceptions [12]. Strong brand equity helps firms add value and gain a competitive advantage [13].

Decision-making in purchasing depends on brand loyalty, awareness, perceived quality, and associations. Branding influences consumers' buying decisions by signaling trust and value [14].

2.2. Brand Loyalty

Brand loyalty is vital for a company's success, driving market share, financial growth, and long-term sustainability. Henra [15] highlights brand trust and perceived value as key loyalty drivers, while [16] link strong loyalty to higher market share, better financial results, and greater brand equity. Loyal customers often support brands despite price increases, ensuring consistent sales and market strength.

Corporate social responsibility (CSR) also boosts brand loyalty. Choi & Ng (2020) [17] found that CSR initiatives enhance brand credibility and encourage customer advocacy, strengthening brand equity. Keller & Zhou (2024) [18] emphasize the need for brands to align with consumer values to build lasting loyalty. Martínez & del Bosque (2014) [19] note that loyal customers increase brand equity through repeat purchases and word-of-mouth.

Brand loyalty also provides financial advantages. Rundle-Thiele & Taylor (2019) [20] show that loyal customers lower acquisition costs and generate steady revenue. Lee et al. (2020) [20] stress the role of emotional connections in fostering trust and brand equity. Thomson, MacInnis, and Park (2022) [21] further explain that emotional attachment leads to repeat purchases, recommendations, and stronger brand equity.

2.3. Brand Awareness

Brand awareness is key to building brand equity by shaping consumer perceptions and behavior. It reflects how easily consumers recognize or recall a brand, influencing trust, preference, and decision-making [22]. High awareness boosts brand visibility and consumer confidence in product quality [17], making brands seem more reliable and desirable.

Studies show that strong brand awareness improves product quality perceptions and customer loyalty [15, 23]. Pérez and León (2024) [24] found that well-known brands gain more trust and positive product evaluations, directly strengthening brand equity.

A strong brand presence also fosters a positive image and customer advocacy [25]. Media engagement, digital marketing, and influencer strategies have become essential in raising brand awareness. Social media platforms help brands connect with younger audiences, building trust and loyalty through influencer recommendations [26]. Brand awareness drives brand equity by influencing trust, quality perception, and loyalty. Combining traditional and digital marketing strategies strengthens brand reputation, market position, and long-term success.

2.4. Brand Association

Keller (2021) [27] emphasizes that branding strategies are crucial in global marketing, serving as a key driver for sustainable competitive advantage. Strong brand associations positively impact brand equity by shaping customer perceptions [28]. Jayswal and Vora (2019) [29] also highlight brand association as vital in customer-based brand equity. Globally, marketing managers focus on building brand associations to attract customers and strengthen brand equity.

For e-learning platforms, sustainability depends on satisfying user needs, offering career-relevant courses, and building trust [30]. Brand presentation, external communication, and user experiences are critical for customer engagement. Social media reviews and ratings significantly influence brand awareness and perception [23]. Brand resonance reflects customers' willingness to buy and recommend a brand. Keller (2021) [27] explain that brand associations involve perceptions, feelings, and experiences linked to a brand, including product attributes, design, quality, innovation, and symbols.

2.5. Perceived Quality

Perceived quality is how customers judge a product or service's overall quality compared to competitors. Effective strategies across branding, products, and experiences can shape this perception. High perceived quality often leads customers to pay premium prices, boosting profit margins [31].

Perceived quality closely links to brand equity components like loyalty, awareness, and associations [9]. Positive perceptions influence purchasing decisions and brand credibility. Consistent marketing and positive experiences build brand equity, giving firms a competitive edge and allowing higher pricing [32]. Emotional, functional, and cost-related values also enhance trust and loyalty, strengthening brand equity.

2.6. Brand Value

Brand values are the core beliefs guiding a company's actions, such as sustainability, diversity, and transparency. These values shape the brand's identity and must be genuine, influencing communication, decisions, and strategy. Brand value combines financial and emotional benefits, helping brands stand out beyond logos and slogans through trust, reputation, and perceived quality [33].

Brand value connects with how consumers emotionally and functionally relate to brands, directly impacting brand equity. Strong employee understanding of brand values also strengthens brand equity, particularly in sectors like banking [34].

Stylidis & Söderberg (2019) [35] found that ignoring advertising's impact on brand equity leads to unstable brand value. Effective advertising and slower equity depreciation increase brand value. Interestingly, high advertising effectiveness combined with faster brand equity decline can still boost brand value while lowering overall firm value.

2.7. Theoretical Framework

Keller's CBBE model uses a pyramid to explain brand building. The base, brand identity, establishes the brand's foundation. The second level, brand meaning, conveys the brand's values, quality, and features. The third level, brand response, reflects customer reactions and expectations. At the top, brand resonance represents strong customer engagement. Developed by Tajfel and Turner (1979), Social Identity Theory explains how people derive self-esteem from belonging to social groups. These groups offer pride, purpose, and connection through shared goals and values.

Fishbein's Expectancy-Value Theory (1970s) explains that behavior is driven by expectancy (belief in achieving success) and value (importance of the goal). High expectancy and value increase motivation to act. Applied to Kalap Product

Center, customers are more engaged if they believe the brand will meet their needs (expectancy) and aligns with their values (value), like sustainability or local pride.
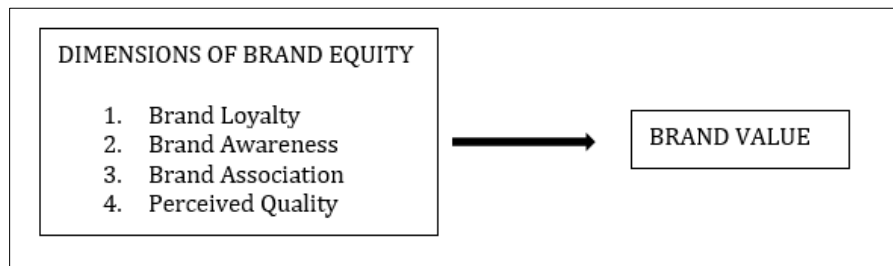

Figure 1 Conceptual Framework

Figure 1 shows the conceptual framework of the study. It presents the relationship between the two variables, Brand Equity as the independent variable and Brand Value as the dependent variable. Brand Equity is an independent variable that can have both direct and indirect effects on brand value of Kalap Product Center. The marketing expert David Aaker created the Aaker model, which serves as a blueprint for a brand. It states that the factors mentioned above primarily highlight the significance of brand identity and provide distinctive approaches to creating a powerful brand.

2.8. The hypothesis of the study

H01: There is no significant relationship between the dimensions of brand equity and the brand value of Kalap Pasalubong Center. This hypothesis was tested to find out if improving brand equity can directly increase the center's brand value.

2.9. Statement of the Problem

This study aims to investigate the relationship between brand equity and brand value in the Kalap Pasalubong Center. Specifically, aims to answer the following questions:

- To what extent are brand equity manifested in terms of:
  - Brand loyalty
  - Brand awareness
  - Brand association, and
  - Perceived quality?
- To what extent does the brand equity influence the brand value of Kalap Product Center?
- Is there a significant relationship between the extent of brand equity and brand value?
- Based on the analysis, what marketing strategies may be proposed?

3. Methods

3.1. Research Design

The study employed a correlational research design to examine the relationship between brand equity and brand value at Kalap Pasalubong Center. A survey questionnaire was used to collect data, systematically defining the problem and proposing solutions. Primary and secondary sources were utilized to gather information. The study examined the dimensions of brand equity (brand loyalty, brand awareness, brand association, and perceived quality) and their impact on the center's brand value, with the aim of proposing effective marketing strategies.

3.2. Respondents and Sampling

The respondents of the study comprised 88 customers who have made at least three purchases at Kalap Pasalubong Center. Convenience sampling was employed to select participants based on their availability and willingness to participate. This non-probability sampling method was chosen due to ease of access, but it may not fully represent the entire customer base of the center.

3.3. Data Gathering Procedures and Instrumentation

Data were collected through a self-structured survey questionnaire, designed using a Likert scale to measure responses accurately. The questionnaires were distributed in person, and responses were analyzed by a statistician. The reliability of the questionnaire was tested using Cronbach's Alpha, with all indicators scoring above 0.7, signifying acceptable to good reliability

3.4. Data Analysis

Descriptive statistics, including mean, standard deviation, frequency, and percentage, were used to summarize and describe the data. These descriptive measures helped identify patterns and trends in the customer responses, while correlation analysis was employed to assess the strength and direction of the relationship between brand equity and brand value.

3.5. Ethical Consideration

Respondents were briefed on the study's goals and ensured anonymity. Data were verified for accuracy and used solely for research purposes. Proper credit was given to all sources in the reference section, and the study adhered to ethical standards to ensure the confidentiality of participants' information.

4. Results and discussion

4.1. Brand Equity

Table 1 Brand Loyalty

Item	Mean	Rank	Description	Interpretation
I frequently purchase Kalap Center because it provides the best quality of the product	3.59	4	Strongly Agree	High Influence
I repeatedly buy the Kalap product because the product is reliable, and it makes me feel secure.	3.60	3	Strongly Agree	High Influence
I am satisfied with the variety of products they offer.	3.27	5	Agree	Moderate Influence
I will not switch to other pasalubong center products if the price increases.	3.67	2	Strongly Agree	High Influence
I am most likely to recommend Kalap products to my friends, relatives and family.	3.72	1	Strongly Agree	High Influence
Overall Mean	3.57		Strongly Agree	High Influence

Legend: 3.25 – 4.00 – Strongly Agree; 2.50 – 3.24 – Agree; 1.75 – 2.49 – Disagree; 1.00 – 1.74 – Strongly Disagree

The table shows that respondents strongly agree with the brand loyalty statements for Kalap Center, with an overall mean score of 3.57. The highest-rated item, "I am satisfied with the variety of products they offer" (mean = 3.72), highlights that product variety is crucial in fostering customer loyalty. Other highly influential items include reliability (mean = 3.60) and product quality (mean = 3.59), suggesting that satisfaction with these factors encourages repeat purchases and trust in the brand. While price sensitivity was noted (mean = 3.27), most respondents showed loyalty even if prices increased.

Brand loyalty contributes to brand equity by increasing repeat purchases, recommendations, and emotional connection. As customers continue to value Kalap Center's variety, quality, and reliability, their loyalty strengthens the center's brand equity. The study suggests that Kalap Center's strong brand loyalty, despite some price sensitivity, positions it well to enhance its market value through continued customer satisfaction. The table shows that respondents strongly associate Kalap Product Center with quality and reliability, with the highest mean score (3.60) for the statement, "I always purchase Kalap products over other brands due to their quality and reliability." This indicates that Kalap's reputation significantly influences consumer preference. Other high scores, such as 3.59 for "I always make an additional purchase because I find their products to be high quality and well-priced," highlight the brand's combination

of quality and competitive pricing, encouraging repeat purchases and reinforcing its value proposition. Additionally, Kalap's brand recognition plays a key role, with a mean score of 3.58 for "I make purchases because I am familiar with brand products."

Table 2 Brand Awareness

Item	Mean	Rank	Description	Interpretation
I make purchases because I am familiar with brand products at the Kalap Product Center as a brand.	3.58	3	Strongly Agree	High Influence
I always make an additional purchase because I find their products to be high quality and well-priced.	3.59	2	Strongly Agree	High Influence
I always purchase Kalap products over other brands due to their quality and reliability.	3.60	1	Strongly Agree	High Influence
I prefer buying gifts at Kalap Product Center because they offer the best selection.	3.39	4	Agree	Moderate Influence
I've always seen and heard about the Kalap Product Center on social media.	3.01	5	Agree	Moderate Influence
Overall Mean	3.43		Strongly Agree	High Influence

Legend: 3.25 – 4.00 – Strongly Agree; 2.50 – 3.24 – Agree; 1.75 – 2.49 – Disagree; 1.00 – 1.74 – Strongly Disagree

While Kalap has a strong brand awareness, the statement "I prefer buying gifts at Kalap Product Center because they offer the best selection" (mean: 3.39) suggests there is room for differentiation, particularly in the gift category. The lowest score (3.01) for "I've always seen and heard about Kalap on social media" shows that while Kalap's social media presence is growing, it could still be more impactful. Overall, the findings reflect a solid understanding of the brand, and Kalap's focus on quality, reliability, and recognition strengthens its brand equity, driving consumer loyalty. Enhancing its social media presence could further deepen connections with customers.

Table 3 Brand Association

Item	Mean	Rank	Description	Interpretation
I am very familiar with the brand of Kalap center. I trust that the brand equity and brand value of Kalap products is always associated with high quality.	3.69	1	Strongly Agree	High Influence
The Kalap brand is always associated with affordable prices.	3.65	2	Strongly Agree	High Influence
I always follow the advertisement of the Kalap Center on social media platforms (Facebook).	2.86	3	Agree	Moderate Influence
I am aware of the Kalap Product Center with high-quality products made from local resources.	3.50	4	Strongly Agree	High Influence
I associate this brand with reliable products that are worth the cost.	3.68	2	Strongly Agree	High Influence
Overall Mean	3.48		Strongly Agree	High Influence

Legend: 3.25 – 4.00 – Strongly Agree; 2.50 – 3.24 – Agree; 1.75 – 2.49 – Disagree; 1.00 – 1.74 – Strongly Disagree

The data shows that respondents strongly associate Kalap Center with high quality, reliability, and affordability. The highest mean score (3.69) was for the statement, "I am very familiar with the brand of Kalap Center," indicating that customers perceive the brand as trustworthy and of high value. Following this, the statement, "The Kalap brand is always associated with affordable prices" (mean = 3.65), also ranked highly, emphasizing the importance of competitive pricing. Customers value Kalap for its consistent quality and reasonable pricing, which builds brand equity and trust.

However, the lowest-ranked item, "I always follow the advertisement of Kalap Center on social media platforms" (mean = 2.86), indicates moderate influence, suggesting that the brand's social media presence may need further development. Overall, the mean of 3.48 reflects that brand association significantly influences customer perceptions and purchase decisions. This aligns with findings in marketing literature that brand associations, such as quality and reliability, play a crucial role in fostering brand loyalty and equity.

Table 4 Perceived Quality

Item	Mean	Rank	Description	Interpretation
I believe that the product is proven quality because it is made from materials sourced from Mindoro.	3.74	3	Strongly Agree	High Influence
I am confident that it is of high quality because the production went through a thorough process.	3.76	1	Strongly Agree	High Influence
I know that the quality is excellent because it has undergone preparation and evaluations.	3.75	2	Strongly Agree	High Influence
I stick with the products offered by Kalap Product Center because it is endorsed by the DTI, which ensures the quality of the products.	3.70	4	Strongly Agree	High Influence
I am happy with Kalap Center because they work on enhancing quality to maintain customer satisfaction.	3.69	5	Strongly Agree	High Influence
Overall Mean	3.73		Strongly Agree	High Influence
Legend: 3.25 – 4.00 – Strongly Agree; 2.50 – 3.24 – Agree; 1.75 – 2.49 – Disagree; 1.00 – 1.74 – Strongly Disagree				

The data indicates strong agreement with all statements, reflecting high influence on respondents' perceptions of product quality. The highest mean score of 3.76 was recorded for the statement, "I am confident that it is of high quality because the production went through a thorough process," showing that the production process plays a significant role in shaping consumer trust. This is closely followed by a mean of 3.75 for, "I know that the quality is excellent because it has undergone preparation and evaluations," highlighting the importance of thorough quality checks in customer satisfaction.

While the results generally reflect high perceptions of quality, the lowest mean score of 3.69 was recorded for, "I am happy with Kalap Center because they work on enhancing quality to maintain customer satisfaction." This suggests that although Kalap's quality improvement efforts are recognized, there may be room for further enhancement to fully meet customer expectations. This insight could prompt further exploration into how quality improvements are communicated and perceived by customers.

The analysis reveals that the overall mean score of 3.73 indicates strong alignment between respondents' perceptions and the concept of Perceived Quality. Respondents overwhelmingly agree that Kalap products are of high quality, especially those sourced from Mindoro. This highlights the importance of the region's sourcing in shaping the brand's positive reputation.

4.2. Brand Value

Table 5 Brand Value

Item	Mean	Rank	Description	Interpretation
Kalap brand maintains high quality products.	3.73	4	Strongly Agree	High Influence
Kalap Center values sustainability and supports local artists or producers.	3.80	1.5	Strongly Agree	High Influence
The Kalap brand has strong brand value characteristics compared to other brands.	3.75	3	Strongly Agree	High Influence

Kalap Center maintains the product's good image.	3.70	5	Strongly Agree	High Influence
I prefer Kalap brand because it represents the products made by the people of Oriental Mindoro.	3.80	1.5	Strongly Agree	High Influence
Overall Mean	3.75		Strongly Agree	High Influence

Legend: 3.25 – 4.00 – Strongly Agree; 2.50 – 3.24 – Agree; 1.75 – 2.49 – Disagree; 1.00 – 1.74 – Strongly Disagree

The results show that Kalap Center's strong brand value is reflected in its commitment to sustainability and support for local artists or producers, both of which received the highest rank (mean = 3.80). Respondents also preferred Kalap products due to their connection with the people of Oriental Mindoro. The brand is seen as having strong value characteristics compared to others (mean = 3.75), and maintaining high-quality products (mean = 3.75), both of which also ranked highly. The lowest ranked statement, about maintaining the product's good image, still received a high mean of 3.70.

With an overall mean of 3.75, Kalap Center has demonstrated high influence in shaping customer perceptions of its brand value. This suggests the brand's focus on sustainability, local production, and quality contributes to its strong equity. However, there is room for improvement in consistently maintaining the brand's image, as honesty and strategic decision-making are essential for enhancing brand trust and loyalty.

Table 6 Summary Table of r and r2

DV: Brand Value			
IV	r	r2	Interpretation
Brand Loyalty	0.81345	0.66170	Significant
Brand Awareness	0.81369	0.66209	Significant
Brand Association	0.81775	0.66871	Significant
Perceived Quality	0.90876	0.82585	Significant

Table shows the result of the regression showed that brand loyalty has the lowest degree of the relationship to brand value which results in 0.81345. Next is Brand Awareness has a reasonably high degree of relationship with brand value, with an outcome of 0.81369. Brand Association, on the other hand, has a moderately high degree of relationship with brand value, yielding 0.81775. Finally, with a coefficient of 0.90876, Perceived Quality has a strong relationship with Brand Value. Results revealed that the four indicators such as brand loyalty, awareness, association and perceived quality are significant for the dependent variable. It means that the null hypothesis is rejected.

5. Conclusion

In conclusion, the impact of brand equity on the brand value of Kalap Product Center can be summarized through the key dimensions of brand loyalty, brand awareness, brand association, and perceived quality. These elements collectively shape the brand's market position and customer perceptions. The following conclusion highlights the significant role these dimensions play in enhancing Kalap's brand value and suggests strategies for further strengthening its brand equity for continued growth and success.

Kalap Product Center's brand equity is evident in its dimensions. Brand loyalty is highly influential, with customers returning for trusted quality. Brand awareness is moderate, which indicates lack of visibility in an online. platform Brand association with affordability and local support contributes to its success, while perceived quality stands out as the strongest dimension due to the use of local materials and careful production.

Strong brand equity significantly impacts Kalap Product Center's brand value it increased the customer loyalty, and willingness to pay premium prices,

Brand equity directly influences brand value, with positive perceptions in loyalty, awareness, association, and quality increasing overall brand value. As Kalap strengthens its brand equity, customers are more likely to pay more, recommend the brand, and build lasting relationships, improving its value.

Recommendations

Based on the findings of the study, the following are recommended;

To enhance brand equity and value, Kalap should increase online visibility, run digital ads, and engage in local events. Highlighting quality, sustainability, and local craftsmanship will strengthen brand associations. Promoting product quality, offering certifications, and creating loyalty programs will further build customer trust and loyalty. These strategies will foster long-term growth and strong market positioning. Launch emotional marketing campaigns to showcase support for local vendors, fostering customer trust and loyalty through social media stories and testimonials.

Collaborate with local tourism offices to feature Kalap Product Center in promotional campaigns, tying products to tourist destinations. Work with travel agencies to include the center in itineraries, positioning it as a must-visit location for tourists.

Future research should focus on customer preferences to design more targeted marketing strategies and improve market share.

Compliance with ethical standards

Disclosure of conflict of interest

The authors declare that they have no conflicts of interest or competing interests related to the publication of this manuscript. The study is unique and has not been influenced by any institution, organization, or product mentioned in the manuscript, nor is it associated with any competing products or interests. The findings and conclusions presented are the sole work of the authors and are free from any bias or external influence.

Statement of ethical approval

The present research work does not involve any studies performed on animals or human subjects. Data were collected solely through a self-structured survey questionnaire, and no experimental treatment or intervention was conducted. The study adhered to ethical research standards, ensuring the confidentiality and voluntary participation of all respondents.

Statement of informed consent

A letter of informed consent was obtained from all respondents prior to their participation in the study. Respondents were fully informed about the purpose of the research, the voluntary nature of their participation, and the measures taken to ensure confidentiality and anonymity of their responses.

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