



Impact of Brand Equity on Brand Loyalty through Social Media Marketing Activities

Dr. Yasir Tanveer¹, Zainab Imtiaz² & Dr. Anum Tariq³

¹Government College University, Faisalabad, Email: yasirtanveer@gcuf.edu.pk

²The University of Faisalabad, Email: Zainabimtiaz131@gmail.com

³The University of Faisalabad, Email: anmtrq@gmail.com

ARTICLE INFO		ABSTRACT
Article History:		<i>With the rise of brand equity in competitive markets, understanding its role in creating brand loyalty has become essential. Grounded in branding and consumer behaviour theories, this study examines how brand equity influences brand loyalty, with self-recognition as a mediator and social media marketing activities as a moderator. The research explores how consumers' perceptions of brand equity enhance self-recognition, which, in turn, strengthens their loyalty to the brand. Furthermore, social media marketing plays a critical role in improving consumer engagement, potentially moderating the relationship between brand equity and loyalty. Using a quantitative research approach, data were collected from consumers in Faisalabad who actively engage with brands on social media. SPSS (Statistical Package for the Social Sciences) was used to analyze relationships among variables, applying descriptive statistics, reliability analyses, correlation analyses, and regression techniques to examine the proposed model. The findings of this study offer valuable insights for marketers and brand managers, enabling them to develop effective strategies that enhance brand loyalty through brand equity management, self-recognition alignment, and social media engagement. This research contributes to the literature on brand management and digital marketing by highlighting the psychological and social mechanisms that connect brand equity with consumer loyalty.</i>
Received:	September 09, 2025	
Revised:	October 07, 2025	
Accepted:	October 20, 2025	
Available Online:	November 06, 2025	
Keywords:		
Brand Equity, Brand Loyalty, Self-Recognition, Social Media Marketing Activities		
Corresponding Author:		
Dr. Anum Tariq		
Email:		
anmtrq@gmail.com		



Introduction

The current business environment demands that brand equity exists as a fundamental factor for achieving long-term market success and fostering brand loyalty. The value a brand generates for products and services is evaluated through consumer evaluations of their brands including consumer awareness and brand-based emotional bonds with customers. The value of brand equity

serves as the fundamental basis that guides consumer actions throughout their purchase process and influences brand choice and e-loyalty. Brand loyalty defines consumer dedication toward repeated brand choices when competition arises. (Surapto, 2020). The relations between brand equity and brand loyalty require clear comprehension by businesses that seek sustained customer bonding and a competitive edge.

The fast-growing economy of Pakistan leads to specific cultural factors that affect brand equity and loyalty dynamics among its digitally connected youthful population. Consumer brand consciousness in Pakistan is increasing because of rising incomes and urban development, alongside global trend exposure. (Nawaz et al., 2020). Self-recognition has emerged as a key factor for brand loyalty development since consumers understand their relationship with brands in different ways. Consumer brand self-recognition about how much they share brand values, image, and personality affects their emotional bonding and sustained loyalty to the brand. (García-Salirrosas et al., 2024).

Through social media marketing practices, brands obtain new capabilities to establish personal and interactive connections with their consumers. According to Andika et al. (2024), the implementation of social media marketing activities (SMMA) by consumers builds brand equity along with customer loyalty. Social media penetration in Pakistan keeps growing rapidly as Facebook and Instagram together with TikTok impact how consumers perceive and act. Social media marketing strategies executed effectively allow brands to generate valuable customer interactions which both expands brand equity and produces faithful customer communities (Liu, 2023).

The Pakistani market lacks studies about how brand equity combines with self-recognition and social media marketing activities despite their significant importance. Research about emerging markets like Pakistan focusing on brand equity is limited because existing studies mainly explore this topic in developed markets despite cultural market differences. This research fills this knowledge gap through an investigation that analyzes how brand equity affects brand loyalty specifically by exploring the mediation between self-recognition and the moderation of social media marketing activities.

The research results have potential value for academic establishments, together with industrial entities. The scholarly findings advance brand management research through their examination of emerging market brand loyalty factors in contemporary Pakistan. It provides useful marketing guidance to Pakistani businesses through strategies that link branding initiatives to consumer self-recognition along with the maximal use of social media platforms. The research highlights the need for companies to develop meaningful emotional connections with customers, as consumers now play a significant role in shaping the market in a digital environment.

These research findings will deliver essential knowledge to academic institutions as well as industrial organizations. The study extends academic knowledge about brand management by providing detailed explanations of emerging market drivers for brand loyalty. The study presents useful marketing strategies that Pakistani brands can adopt to boost their equity and develop devotion by aligning their promotions with customer self-identification. The study demonstrates the fundamental requirement for constructing brands with emotional power in present-day digital-based markets that serve consumer interests.

A company success in the current digital economy relies on brand loyalty, which has become a vital success factor. Key elements of brand equity include brand awareness, perceived quality, brand associations, and brand loyalty, all of which influence consumers' purchasing decisions.

Studies indicate that companies with strong brand equity retain 23% more customers compared to those with weaker brands, as reported in Forbes 2023. The marketplace significantly benefits from brand equity, as it fosters loyal consumers who offer a long-term competitive advantage in today's rapidly evolving markets.

Both psychological components, known as self-recognition and the ability of consumers to identify with brand image and personality values, create strong effects on brand loyalty (Gong et al., 2023). A research study shows that 64% of consumers continue to purchase products from brands that reflect their values and identity. Strategic brands need to develop strong emotional bonds with their end customers through content that aligns with customers' self-image goals. People who see their brands as psychological expressions of themselves become more loyal and attached to those brands.

Social media marketing has transformed consumer-brand relationships into a completely new structure. Commercial companies use social media networks as effective platforms to enhance their audience engagement while also assessing brand worth and value. The research shows that social media followers tend to purchase from supported brands, and active social media interaction between brands and customers results in a 20-40% increase in customer retention (Susanti et al., 2023). Statistics highlight the broad impact of social media marketing practices because they empower brands and foster better self-identification between consumers and their brands, which boosts future brand loyalty.

Modern companies must focus on brand equity along with self-recognition, as these elements are vital for social media marketing activities that foster lasting brand loyalty in the digital age. Firms that successfully link these elements build stronger emotional bonds with their customers and stand out in market competition, ensuring long-term business success. This study aims to explore these market dynamics specifically in Pakistan to support both academic and professional strategies in contemporary brand management practices.

The established relationships between brand equity, self-recognition, and social media marketing remain ambiguous in terms of their influence patterns across various sectors and demographic groups. This research aims to identify both the direct and indirect links between brand equity and brand loyalty when self-recognition and social media marketing activities serve as intermediaries. It provides essential information to assist businesses in refining their branding strategies, as they seek to develop targeted approaches that foster lasting customer loyalty.

Literature Review

Brand Equity

Branding has emerged as a crucial technique for managers owing to the fierce competition among organizations in the market (Lappeman et al., 2020) for market dominance and financial prosperity. Currently, organizations prioritize the development of robust brands and the enhancement of their value, as brands constitute the most asset (Moise et al., 2019). Brand equity has become increasingly important in branding over the last thirty years, due to its advantages for both businesses and consumers (Veloutsou et al., 2020). In the service sector, brand equity is crucial as consumers pursue intangible benefits (Christodoulides et al., 2019). Hogleve et al. (2019) found that brand equity functions as a mitigator, diminishing perceived risks. Companies with significant brand equity have better consumer outcomes than those with limited brand equity. Specific research has examined the role of brand equity in mediating the relationship between service recovery and diverse consumer outcomes. Brand equity is created by consumers' varied reactions

to a particular brand, shaped by their perceptions of the brand and evaluations of service quality, making it a crucial and quantifiable element (Harun et al., 2019). Various perspectives have been studied, including employee, employer, and consumer perspectives (Benraiss-Noailles et al., 2020; Chatzipanagiotou et al., 2019; Lee et al., 2009; Theurer et al., 2018; Veloutsou et al., 2020).

The Impact of Brand Equity on Brand Loyalty

The greatest asset that an organization possesses in the marketplace is its brand equity, which will only grow if there is a large amount of consumer commitment to its development. According to (Rohani et al., 2022; Russell-Bennett et al., 2015), the value of brand equity is derived from the brand name of a company. Through the establishment of such value, brand success criteria are established, which in turn influence the brand's lifetime in the market. According to Wardhana et al. (2023) Long-lasting interactions between consumers and brands that originate from these variables lead to improvements in brand value, which in turn boosts customer confidence, satisfaction, and brand devotion. Zulfikar (2022) asserts that exceptional and meaningful client encounters that are generated by businesses result in greater brand loyalty as well as advocacy for the brand.

According to the findings of (Supriyanto et al., 2024), brand loyalty is a result of the interplay between brand awareness, brand associations, and perceived quality combined with brand image. According to Rohani et al. (2022), clients who are satisfied with the things they have purchased have a higher commitment to the brand. The reliability system brings together several distinct aspects of brand equity, such as the brand's image, service quality, and customer loyalty. According to Wardhana et al. (2023), the development of customers who display faith in corporate promises is a significant benefit that may be derived from the construction of brand trust. The cultivation of brand equity can result in the acquisition of strategic benefits. Customers are willing to pay a higher price for reputable products they believe offer superior value, leading to higher product prices (Brand Equity, 2024).

H1: There is a significant impact of brand equity on brand loyalty.

Social Media Marketing Activities

The research by Lim et al. (2020) identifies six forms of social media: collaborative projects, content communities, microblogs, social networks, virtual game worlds, and virtual social worlds. Throughout their expansion phase, individuals, as well as large organizations such as commercial companies and public governing bodies, utilize these communication systems to reach their desired audiences (Kim et al., 2012). The evolution of social media into an advertising and marketing platform enables businesses to deliver cost-efficient advertisements to consumers and collect direct consumer opinions (BİLGİN, 2018). Companies need to establish and execute unique social media marketing activities (SMMA) to turn social media into an effective marketing tool (BİLGİN, 2018). The classification system for SMMA includes trendiness, entertainment, interaction, word-of-mouth, and customization (Ebrahim, 2020). The research by Ismail (2017) showed that Social Media Marketing Activities create connections between brand consciousness and brand loyalty by influencing value consciousness. Yadav (2017) developed a new five-dimensional scale comprising 15 items to study SMMA in e-commerce, which demonstrated interactivity, informativeness, personalization, trendiness, and word-of-mouth as positive factors for brand equity and purchase intention.

Impact of brand equity on self-recognition

Brand equity is defined as an enhancement factor for products and services that leads customers to trust and remain loyal to the brand (Chandrasekhar et al., 2008). Consumers tend to select brands that are congruent with their values, as well as their objectives and the image of themselves they like to project. To operate as a component of brand equity, a powerful brand image must first strike a chord with the self-perceptions of consumers (Supriyanto et al., 2024). This is accomplished by displaying a variety of characteristics, such as refinement or social responsibility. According to (Hossain et al., 2024), what constitutes a brand-loyal consumer is an individual who feels a profound emotional connection to the brand and considers it to be an integral part of their identity. According to (García-Salirrosas et al., 2024), the alignment of brand image with customer self-image creates brand-self congruity, which in turn motivates consumers to prefer and commit to brands and increases their likelihood of becoming brand champions.

Both brand loyalty and brand equity continue to have a dynamic, mutually beneficial relationship. A brand's equity strength contributes to growth in customer loyalty. This is because positive brand associations, high brand awareness, and perceived quality all contribute to the development of consumer trust, which in turn leads to the development of brand satisfaction and an emotional tie with the brand (Hossain et al., 2024). For businesses to build brands that are highly appealing to their target consumers, they need to develop comprehensive strategies by conducting in-depth brand equity analysis and understanding how customer loyalty influences purchasing decisions. (Chen et al., 2024) . According to (Ikhlaq et al., 2022) Organizations are required to support brand equity by developing a distinctive brand image, providing superior customer service, and simultaneously fostering relationships between the brand and its consumers.

H2: There is a significant impact of brand equity on self-recognition.

Self-Recognition on Brand Loyalty

As the primary driver of brand loyalty, the unity between how customers perceive themselves and how brands present themselves is the primary force. According to research conducted by (Subramaniam et al., 2014) Consumers develop a profound emotional attachment to and a sense of loyalty toward brands when they perceive their identity values reflected in the brand image. According to (Hsu et al., 2019) The genesis of this phenomenon lies in human beings' natural desire to express themselves and receive self-affirmation from society. Those brands that can expertly identify and fulfill the psychological needs of their customers can cultivate extremely loyal audiences within their target market (Supriyanto et al., 2024).

An established brand enables customers to recognize themselves through the image it has created. Brands that exhibit features of sophistication, together with success and social responsibility, attract target audiences that share social responsibility and other defining characteristics (Subramaniam et al., 2014). Consumers' self-esteem is bolstered, and intense feelings of belonging are generated when there is a match between the brand image and customers' self-concept.

According to (Hsu et al., 2019), authentic brands play a significant part in the process of self-recognition since they can cultivate long-term client loyalty across the entirety of their connection with consumers. The honest alignment of brand actions with its communication channels and visual identity enables brands to establish a profound connection with consumers, hence fostering the development of strong relationships, trust, and recognition between brands and customers (Bruns and Meißner, 2024). This is because customers build profound emotional attachments with products that match their actual identities when they consider a brand to be authentic through their own experiences.

H3: There is a significant impact of self-recognition on brand loyalty.

Mediation of Self-recognition

Brand equity that is of high strength enables a company to generate easily recognizable brand images that appeal to the notion that consumers have of themselves. According to (Subramaniam et al., 2014; Supriyanto et al., 2024), brand adoption occurs when products demonstrate features that customers desire because these qualities mirror how consumers see themselves. This is because these brands become an extension of the customers' identities (Ryoo et al., 2013). Based on this, the process of brand identification is responsible for influencing customers to engage in positive word-of-mouth and to develop brand loyalty (Babu et al., 2020). According to self-congruity principles, the development of brand loyalty emerges from the process of matching the traits of the consumer's self-concept with specific brand images. According to Wang (2021), the influence of experiential marketing on both self-recognition and loyalty experiences is contingent on the perceived fairness of treatment and the self-congruence of the individual. According to Widasuari and Sukaatmadja (2021), brand love serves as a mediator that connects the relationship between brand experience and self-expressive businesses through the process of developing brand loyalty. According to Ikhlaiq et al. (2022), brand equity is derived from the value that a brand label provides to the consumers who are the target audience for that brand. Customer loyalty to a brand can manifest itself in two ways: first, as a preference for a particular brand over other brands; and second, as a pattern of purchasing the same brand from a variety of brands (Surapto, 2020). The development of brand loyalty and long-term commitment is facilitated by sustainability brands that demonstrate stable ties between consumers and the reputation of the company (Hsu et al., 2019).

H4: Self-recognition significantly mediates the relationship between brand equity and brand loyalty

Moderation of Social Media Marketing Activities

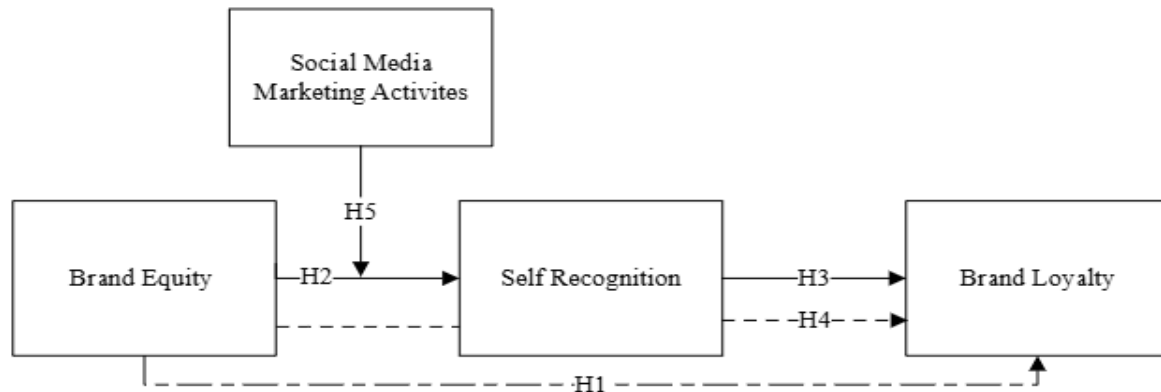
According to (Godey et al., 2016), in the realm of social media marketing, brands are currently revolutionizing consumer-brand interactions while simultaneously discovering new ways to communicate with their audience to establish long-lasting brand partnerships. Entertainment features, interaction elements, trendy design elements, customization tools, and word-of-mouth techniques are all components of social media marketing efforts. A significant contribution to the process of increasing brand awareness on social media is made by the utilization of paid advertising (Brito, 2021). According to (Godey et al., 2016), contact with customers through social networking platforms results in the generation of positive word of mouth, the enhancement of customer relationships and customer equity, and a reduction in marketing expenses. According to the paper, brand engagement helps to develop a deeper tie between customers and brands, which in turn generates shared identity feelings. This strengthens emotional connections, which in turn makes consumers more loyal to the brand and more active promoters of the brand (Godey et al., 2016).

Advertising on social media platforms has the potential to have a significant impact on the value of a brand, as marketing communication evolves into more specific, entertaining, and sociable forms (Awad Alhaddad, 2015). In the process of person-to-brand engagement, both parties can share their experiences and communicate in a meaningful manner, while also sharing recommendations and receiving useful feedback from customers, which ultimately leads to an improvement in the quality of the products and services offered by the brand (Kumar et al., 2023). According to Susanti et al. (2023), the real nature of a brand plays a significant part in the development of enduring loyalty between customers and brands, as well as in the promotion of consumer self-recognition.

According to Bruns and Meißner (2024), a strategy for establishing a brand should emphasize real and transparent identities that are appealing to the audience that they are targeting.

H5: Social media marketing activities play a moderating role between brand equity and self-recognition, such that high SMMA will strengthen the relationship between BRL and SLR.

Theoretical Framework



Research Framework

Research Methodology

The present study adopts a causal research approach. Internet users in Pakistan have become the focus for collecting necessary information. The data collection process took place on a single occasion. The study began by establishing 384 questionnaires as the primary goal. This research adopts deductive analysis based on the determination of philosophical position. The study uses theoretical constructions that integrate current research evidence with present-day uncertainties, as demonstrated by documented experimental support. The hypothesis was empirically evaluated to validate its proposed framework. A quantitative analysis method was applied to study the information. The researcher applied positivism as their research approach to study the effects of brand equity. Empirical data obtained serves as genuine knowledge according to positivist philosophy because true knowledge emerges from measurable observations. The speculative deductive approach was conventionally employed to support positivism. The social science research community regards positive studies of ideal models as highly significant, according to scholars. The quantitative analysis of the technique constitutes the foremost scientific methodology within the framework of positive research logic.

The research utilized a survey-based strategy to collect data to investigate how brand equity influences outcome measures. Since this study relies on data obtained from questionnaires, it can be measured, and its results can be used in other contexts. Several different statistical approaches and tools were utilized to analyze the data. The study is cross-sectional. Data received from respondents in cross-sectional studies is used to inform future research efforts, although it is only used once.

The research analyses digital buyers as the main focus, including individuals who frequently shop via e-commerce sites and social media platforms. This group plays a crucial role in current market dynamics because they use virtual platforms to foster brand loyalty. Customers reveal valuable brand signals through their online purchasing activities, preferences, and actions towards digital contact points such as websites, social media advertisements, and influencer endorsements.

384 questionnaires were handed out to participants in the chosen organizations. To ensure complete ethical compliance and encourage participation, steps were taken to protect participants' personal and organizational information, maintaining confidentiality and anonymous responses. Out of the 384 questionnaires, 273 respondents provided complete answers, giving a 71% participation rate that improved the reliability of the collected data.

Simple random sampling methods enabled the researcher's selection of participants from active online buyers due to the impracticability of studying all digital consumers as such. The study involved a carefully selected group of regular online shoppers who bought products at least 3 times per month and frequently used social media platforms to connect with brands, enabling survey participants to address research questions on brand equity, self-congruence, and loyalty in digital environments.

Sr.no	Variable Name	Items	Authors
1.	Brand Equity	3	(Ebrahim, 2020)
2.	Brand Loyalty	3	(Tran and Strutton, 2020)
3.	Self-Recognition	5	(Kim et al., 2012)
4.	Social Media Marketing Activities	5	(Kim et al., 2012)

A structured Likert-scale questionnaire served as the research method to evaluate brand equity alongside brand loyalty and self-recognition as well as social media marketing activities. The research instrument derived its items from validated questionnaires that appeared in previous empirical investigations to ensure valid and reliable measurement. The survey contained three essential demographic factors which evaluated the participants' education level together with their age and gender. Internal consistency was measured by utilizing Cronbach's Alpha as the main statistical tool throughout this study. The recognized reliability measure identifies item coherence within scales for confirming measurement instrument stability when collecting data. Initial relationships were analyzed through correlation and PLS-SEM in SmartPLS performed the theoretical framework tests to understand how self-congruence with social media activities influences the brand equity-loyalty relation. The research validated the measurement model through a systematic evaluation which provided thorough assessment of the theoretical framework related to consumer-brand constructs.

Results

The survey data reflect a total sample of 273, with males representing 62.64% of perceptions of brand equity and 37.36% of respondents regarding the conversion of brand equity. The respondents in this study mainly consist of people with master's level education (n=165, 60.4%) and those with MS qualifications (n=31, 11.4%). A total of 51 individuals with bachelor's degrees make up 18.7%, whereas 5.1% (n=14) have education past a master's level, and 4.4% (n=12) have completed Intermediate education. The survey data exhibit a notable concentration of working-age participants, as 48.7 per cent (n=132) of respondents belong to the 31-40 age group, which typically consists of purchasing professionals with brand experience. Young people aged 21 to 30 (24.0% of n=65) and teenagers under 20 (14.0% of n=38) form significant consumer bases that could behave differently through digital channels. The brand perception analysis across different generations remains possible because few participants are aged 41-50 (n=29; 10.7%) or 50+ (n=9; 3.3%).

The measurement scales for Brand Equity (3 items, $\alpha=0.945$) and Brand Loyalty (3 items, $\alpha=0.939$) achieve excellent reliability, exceeding the 0.70 threshold and indicating nearly perfect

item consistency. The *Social Media Marketing Activities* scale (5 items, $\alpha=0.897$) achieved excellent reliability as participants consistently understood these digital engagement items. The *Self-Recognition* scale shows very good reliability with its 5-item assessment ($\alpha=0.861$).

The researchers used descriptive statistics in SPSS to analyze the central and dispersion values of brand equity and social media marketing activities, as well as self-recognition and brand loyalty. Brand Equity receives the highest agreement among participants (Mean=4.56, SD=0.491), while Brand Loyalty maintains levels of acceptance closely similar to those of Brand Equity (Mean=4.45, SD=0.538). The survey results for Social Media Marketing Activities and Self-Recognition show moderately positive feedback, with slight variations evident in their above-average standard deviations.

Table 1: Descriptive Statistics

Variables	MIN	MAX	Mean	Std
Brand Equity	1	5	4.56	0.491
Social Media Marketing Activities	1	5	4.11	0.892
Self-Recognition	1	5	3.98	0.921
Brand Loyalty	1	5	4.45	0.538

N=273

Correlation Analysis

The statistical analysis confirms many significant connections ($p<0.01$) that exist between brand perception elements and engagement factors. An increase in brand equity rating by one standard deviation results in a corresponding 0.573 standard deviation increase in brand loyalty according to the data analysis (BRL, $r=0.573$). Such a correlation strength is highly significant for behavioural research. The 0.524 value in the BRE-SLR correlation supports identity-based consumer behaviour theories by showing a systematic positive relationship between brand evaluations and self-brand congruence. Brands achieve their maximum association point by linking self-recognition with brand loyalty, with a correlation of $r = 0.576$, surpassing the score of BRE-BRL.

Table 2: Correlation Analysis

Variables	BRE	BRL	SLR	SMM
Brand Equity (BRE)	1			
Brand Loyalty (BRL)	0.573**	1		
Self-Recognition (SLR)	0.524**	0.576**	1	
Social Media Marketing Activities (SMM)	0.469**	0.558**	0.456**	1

Hypothesis 1: There is a significant impact of brand equity on brand loyalty. BRE exhibits a statistically significant positive correlation, directly corroborating H1, as evidenced by the results of structural equation modelling. Brand equity significantly influences brand loyalty, with a one-point increase in brand equity resulting in a 0.567-unit rise in allegiance. The t-value of 9.4066 and a p-value below 0.001 indicate that this relationship is improbable.

Structural Path	B	SE	T	P-Value
BRE---BRL	0.567	0.0603	9.4066	0.000

Standardized regression coefficients, Standard Error, and $P < 0.001$

Hypothesis 2: There is a significant impact of brand equity on self-recognition. Brand equity (BRE) and self-recognition (SLR) show a favourable, significant relationship, as evidenced by the research data, which strongly supports H2. Brand equity improves by 0.1157 units, as indicated by

the unstandardized coefficient, with a one-unit increase in self-recognition. The strength of the BRE-BRL link is not as robust as previous findings; however, the great significance ($p < 0.001$) suggests that this result is unlikely to occur by mere coincidence.

Structural Path	B	SE	T	P-Value
BRE---SLR	0.1157	0.035	-	0.000

Standardized regression coefficients, Standard Error, and $P < 0.001$

Hypothesis 3: Self-recognition has a significant impact on brand loyalty. Self-recognition (SLR) exerts a favourable impact on brand loyalty (BRL) according to statistical analysis. A 0.1159 unit increase in brand loyalty is associated with each unit rise in self-recognition ($B = 0.1159$, $SE = 0.035$), yielding a significant t-value of 9.4066 ($p < 0.001$). The 95% confidence interval, ranging from 0.0525 to 0.1883, includes values greater than zero, providing robust evidence of a reliable link between the variables. The standardized coefficient (β) indicates a significant association between self-congruence and brand loyalty.

Structural Path	B	SE	T	P-Value	LLCI	ULCI
SLR---BRL	0.1159	0.035	9.4066	0.000	0.0525	0.1883

Standardized regression coefficients, Standard Error, and $P < 0.001$

Hypothesis 4: Self-recognition significantly mediates the relationship between brand equity and brand loyalty. The empirical analysis of the study substantiates H4 by demonstrating that self-recognition mediates the relationship between brand equity and brand loyalty as a statistically significant mechanism.

Bootstrap research utilizing 5,000 samples substantiates that brand equity exerts two substantial influences on loyalty: a direct effect with $B=0.567$ and $SE=0.0603$, $p<0.001$, and CI [0.4485, 0.6855], alongside an indirect self-recognition effect quantified at $B=0.1159$ and CI [0.0525, 0.1883].

BRE---SLR---BRL	Effect	SE	T	P-Value	LLCI	ULCI
Direct Effect	0.567	0.0603	9.4066	0.000	0.4485	0.6855
Indirect Effect	0.1159	0.035	-	-	0.0525	0.1883

Standardized regression coefficients, Standard Error, and $P < 0.001$

Hypothesis 5: Social media marketing activities play a moderating role between brand equity and Self-recognition in such a way that high SMMA will strengthen the relationship between BRL and SLR. The interaction effect of SMMA between BRE and SLR is found to be significant ($B=0.1435$, $SE=0.0294$, $t=4.8801$, $p<0.001$, BC 95% CI [0.0865, 0.2055]). The systematic link between BRE and SLR intensifies with greater degrees of SMMA involvement, as indicated by a positive, statistically significant interaction term. An increase of one SMMA unit amplifies the influence of brand equity on self-recognition by 0.1435 units.

Structural Path	Coefficient	SE	T	P-Value	LLCI	ULCI
Interaction-1	0.1435	0.0294	4.8801	0.000	0.0865	0.2055

Discussion

This study finds that brand equity (BRE) affects brand loyalty (BRL) through self-recognition (SLR), with social media marketing activities (SMMA) as a moderating factor.

H1: Brand equity shows substantial evidence of affecting brand loyalty according to marketing literature (Gordon & James, 2017). Numerous previous studies confirm that customers display stronger brand loyalty toward reputable brands because such brands deliver trustworthy reliability alongside premium value (Rios & Riquelme, 2010). Successful brands provide firms with essential competitive tools to achieve market advantages in unpredictable business environments (Nawaz et al., 2020). The psychological attachment customers develop to brands defines brand loyalty, a fundamental aspect of successful marketing initiatives (Todea et al., 2022). The purchase and commitment decisions of consumers during market competition heavily depend on well-recognised, trusted brands, which demonstrate the fundamental role of brand equity in customer behaviour. A company's success in developing brand equity requires establishing powerful brand relationships and satisfying interactions between consumers and their brands. Positive brand encounters create emotional engagement between consumers and brands, strengthening customer devotion to the brand. According to Keller's Brand Equity Model, companies can achieve longer-lasting customer value and face less competition when their brands are well managed. Brand credibility maintains a direct and positive correlation with brand equity and enhances customer engagement, according to Teresa Borges-Tiago et al. (2023).

H2: Brand equity has a significant effect on self-recognition, according to research showing that consumers tend to associate brands with personal self-identifiers. The extent to which consumers align with brand foundations through self-identification reflects self-recognition, which measures their connection to the brand image relative to their own image. (Vera-Martínez, 2021). Substantial brand equity enables manufacturers to develop tidy, marketable images that allow their audience to recognize and personalize their brand. Brands with solid market value typically allocate funds to promotional activities that showcase their brand identity while building bonds with their intended consumer groups. Through social media platforms, companies find an optimal space to develop brand connections between consumers at both the mental and emotional levels. How many people merge endorsers into their self-concept demonstrates their involvement with these endorsers, according to Teresa Borges-Tiago et al. (2023). A perfect alignment results in a stronger self-brand connection because consumers view their brands as personal expressions of self. Brands develop self-brand connections when their consumers identify with them, as this creates positive emotions toward their preferred brand while generating negative emotions toward rival brands. (Kuo et al., 2014).

H3: Brand loyalty is significantly enhanced by the recognition process through which consumers identify with particular brands. Two essential motives of self-concept - self-consistency and self-esteem serve as the foundation for this behavioural link, according to (Cosmas Jaravaza et al., 2024). Consumers select brands that satisfy their requirements and align with their identity. A brand that aligns with a consumer's self-identity becomes more than just a product or service provider; it functions as a representation of their identity.

When brands link to what consumers perceive about themselves, their self-esteem grows stronger, making them feel good about sharing the brand with others. The brand approval mechanisms strengthen the bond between customers and the brand, increasing the likelihood of peer recommendations. People who strongly connect with a particular brand tend to demonstrate superior brand loyalty during purchasing activities (Ashraf, 2018). Brand engagement with the self-concept, on the one hand, increases expected brand value, and together these variables drive the purchase intentions of suggested brands (Castillo & Sánchez-Fernández, 2019). An evaluation of self-recognition effects on brand loyalty supports the acceptance hypothesis by showing that consumers exhibit higher brand loyalty toward products they strongly identify with.

H4: Brand loyalty benefits from brand equity through the intermediate role of self-recognition, as hypothesized theoretically. Brand equity directly influences brand loyalty through its initial guidance on consumer-brand identification, leading to variations in loyalty. Brand credibility allows customers to perceive higher product value and to prefer the brand for long-term use. Brands with high equity demonstrate excellent, favourable brand images, which facilitate consumer self-concept integration with the brand. Highly esteemed brands demonstrate clear, compelling brand images that help people recognize them and foster a personal connection with consumers. Through social media, marketers find an advantageous environment to drive consumer attachment to brands at both cognitive and emotional levels. The consumer establishes a stronger bond between their identity and the brand when the brand serves as an extension of their identity. (Xi et al., 2022). Brand identification from consumers transforms products or services into identity expressions that people use as personal representations.

H5: The strength of the brand equity and self-recognition relationship changes based on the social media marketing activities levels, according to the proposed model. When social media marketing activities reach high levels, brand equity achieves its maximum impact on self-recognition. Social media marketing activities, through their diverse brand executions across social media platforms, significantly influence how consumers perceive and interact with brands. (Godey et al., 2016). Brands can distribute their values through SMMA platforms while meeting consumers and forming social communities, thanks to this moderating influence. The degree to which customers participate in brand interactions directly reflects their mental, emotional, and psychological commitment to brand-specific encounters. (Teresa Borges-Tiago et al., 2023). High SMMA enables brand values to spread effectively while consumers join communities, which intensifies the bond between brand equity and self-recognition,, as documented by (Ibrahim et al., 2021). Brands achieve product service community development through social media engagement with their consumers. Social media marketing activities create a fresh marketing tool that enables companies to draw massive attention from their target market. (Shang et al., 2022). Brands partner with social media influencers because their endorsements generate positive reactions and establish credibility, surpassing that of traditional TV celebrities. These influencers have a substantial impact on customers (Sharkasi et al., 2023).

Theoretical & Managerial Implications

The research adds significant value to existing knowledge bases through multiple essential points. Through its research, the study builds a comprehensive system that explains how brand equity connects self-recognition to brand loyalty. Self-recognition emerges from this research as an essential mechanism that demonstrates how brand equity forms loyal customers, while brand loyalty is analyzed through an established theoretical framework. The study establishes the vital role of social media marketing in shaping the link between brand equity and self-recognition, as it determines consumer interaction patterns (Chavadi et al., 2023). Social media platforms have a strong ability to engage consumers with brands while building their credibility and commitment in today's digital era. This research adds to social media brand knowledge by showing how consumer emotions affect essential brand measures, from credibility to satisfaction, which results in social media brand loyalty (Dwivedi et al., 2019). This study demonstrates why understanding digital consumers matters, as social media plays a crucial role in shaping brand perception, engagement, and loyalty formation. Research delivers essential knowledge about brand success on social media, enabling bonding with users to enhance loyalty and brand support. This research helps explain the crucial connection between brand trust and the transfer of brand community effects to brand loyalty. (Laroche et al., 2012). Strong emotional attachments between brands and consumers

generate loyalty and advocacy, as customers develop deep connections and an identity with the brand. (Chen et al., 2024).

Brand equity through self-recognition becomes more effective when social media marketing receives strategic funding investments to improve brand recognition and foster loyalty between companies and customers. Brands must establish long-term influencer relationships as they develop effective advertising methodologies to enhance results from influencer marketing endeavors. (Zhang et al., 2025). The research establishes marketing and advertising directions that strengthen both customer-brand ties and brand equity because brand equity binds value perceptions to brand choice. Knowledge of what motivates customers to remain loyal enables marketing practitioners to develop more effective methods for fostering brand loyalty among loyal customers. Marketers can improve brand loyalty through campaign strategies that use emotional brand-consumer ties, as described by (Chen et al., 2024). Marketers should use social media networks for emotional audience engagement since this approach drives loyal customer behaviours and advocacy. (Zhang et al., 2025).

This research confirms that developing marketing approaches that respect consumer priorities and foster brand loyalty helps organizations achieve better business success. Organization managers must deploy social media marketing techniques to increase brand loyalty while considering different age demographics as they develop their brand loyalty promotion strategies (Manyanga et al., 2024). Companies build enduring customer loyalty by meeting the specific wants and tastes of individual consumer segments.

Limitations

The research sample consists solely of online participants, yet this approach limits the ability to generalize the findings to consumers who mainly use traditional retail stores. The use of self-reported measures creates an opportunity for common-method bias to affect constructs that depend on personal feelings, such as self-congruence. An improvement to future research would involve adding genuine purchase data, along with verified social media interaction metrics, to expand the survey database toward comprehensive findings. This study analyzed a limited set of mediators and moderators that impact the relationship between brand equity and brand loyalty. Expanding the investigation to include a broader set of variables may uncover additional nuances and reveal the intricate processes by which brand equity translates into long-term consumer loyalty.

Conclusion

The study provides intricate, detailed insights into how brand equity transforms into customer loyalty in the digital era. The study establishes both direct and indirect pathways that lead to consumer loyalty, with self-congruence as an intermediate step that social media activities affect. The study verifies traditional branding concepts and adapts them to examine the impact of digital techniques on customer relations, while exploring new methods of contemporary brand management.

Through this study, academics gain evidence that integrates classic brand equity theories with mental processes and digital marketing approaches to deepen understanding of sophisticated brand loyalty drivers operating at the interface of human mental mechanisms and digital marketing actions. Thorough theoretical research remains available through this integrated approach to knowledge development, as it allows scholarly study of various consumer emotional attachments and the effects of personal digital connectivity on brand loyalty. The study provides practitioners with practical suggestions to enhance loyalty through a plan which unites conventional brand promotion programs with purposeful digital marketing methods. The research enhances

understanding of the modern consumer-brand relationship by showing how three distinct sets of factors combine cognitively, psychologically, and digitally to develop brand loyalty.

References

1. Ashraf, M. (2018). Impact of Brand Association on Consumer Buying Behavior in Foot Ware Industry: The Case of Punjab, Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(3). doi: 10.6007/IJARBS/V8-I3/3908
2. Awad Alhaddad, A. (2015). The Effect of Advertising Awareness on Brand Equity in Social Media. *International Journal of E-Education, e-Business, e-Management and e-Learning*, 5(2), 73–84. doi: 10.17706/IJEEEE.2015.5.2.73-84
3. Babu, P. P., & Prabakar, S. (2020). Self-congruity and brand loyalty – An innovation of diffusion approach. *International Journal of Electronic Marketing and Retailing*, 11(4), 343–351. doi: 10.1504/IJEMR.2020.111158
4. Benraiss-Noailles, L., research, C. V.-J. of business, & 2021, undefined. (2020). Employer brand equity effects on employees well-being and loyalty. ElsevierL Benraiss-Noailles, C ViotJournal of Business Research, 2021•Elsevier. doi: 10.1016/j.jbusres.2020.02.002i
5. BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. doi: 10.15295/BMIJ.V6I1.229
6. Chandrasekhar, S., Management, C. S.-, & 2008, undefined. (n.d.). Modelling the Brand Equity Using Structural Equation Modelling. *Managementdynamics S Chandrasekhar, C SinhaManagement Dynamics*, 2008•managementdynamics ..., 8(2), 59–70. doi: 10.57198/2583-4932.1179
7. Chatzipanagiotou, K., ... C. V.-J. of B., & 2016, undefined. (n.d.). Decoding the complexity of the consumer-based brand equity process. ElsevierK Chatzipanagiotou, C Veloutsou, G ChristodoulidesJournal of Business Research, 2016•Elsevier. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0148296316303630>
8. Chen, J., Zhang, Y., Cai, H., Liu, L., Liao, M., & Fang, J. (2024). A Comprehensive Overview of Micro-Influencer Marketing: Decoding the Current Landscape, Impacts, and Trends. *Behavioral Sciences* 2024, Vol. 14, Page 243, 14(3), 243. doi: 10.3390/BS14030243
9. Christodoulides, G., ... J. C.-I. M., & 2015, undefined. (n.d.). Consumer-based brand equity measurement: lessons learned from an international study. Emerald.ComG Christodoulides, JW Cadogan, C VeloutsouInternational Marketing Review, 2015•emerald.Com. doi: 10.1108/IMR-10-2013-0242
10. Cosmas Jaravaza, D., Moyo, T., Mukucha, P., cosmas Jaravaza, D., & Moyo, tobias. (2024). Luxury beauty products purchase behaviour of affluent consumers: the role of brand consciousness and brand distinctiveness in Zimbabwe. *Cogent Business & Management*, 11(1), 2338304. doi: 10.1080/23311975.2024.2338304
11. Dwivedi, A., Johnson, L. W., Wilkie, D. C., & De Araujo-Gil, L. (2019). Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, 53(6), 1176–1204. doi: 10.1108/EJM-09-2016-0511/FULL/XML
12. Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. doi: 10.1080/15332667.2019.1705742

13. García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: a study of healthy food brands in emerging markets. *Frontiers in Nutrition*, 11. doi: 10.3389/FNUT.2024.1482009/FULL
14. Godey, B, Manthiou, A., Pederzoli, D., ... J. R.-J. of business, & 2016, undefined. (n.d.). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. ElsevierB Godey, A Manthiou, D Pederzoli, J Rokka, G Aiello, R Donvito, R SinghJournal of Business Research, 2016•Elsevier. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0148296316304325>
15. Godey, Bruno, Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. doi: 10.1016/J.JBUSRES.2016.04.181
16. Harun, A., Rokonuzzaman, M., Prybutok, G., & Prybutok, V. R. (2019). Determinants of banking consumers' engagement in post service failure positive word-of-mouth: Examining mediating mechanisms. *International Journal of Bank Marketing*, 37(2), 621–645. doi: 10.1108/IJBM-01-2018-0001
17. Hogreve, J., ... N. B.-J. of S., & 2019, undefined. (2019). Service recovery on stage: Effects of social media recovery on virtually present others. *Journals.Sagepub.ComJ Hogreve, N Bilstein, K HoernerJournal of Service Research*, 2019•journals.Sagepub.Com, 22(4), 421–439. doi: 10.1177/1094670519851871
18. Hossain, M., and, H. K.-J. of S. S., & 2024, undefined. (2024). Exploring the evolution of brand loyalty in the age of social media. *Stm.E4journal.ComMZ Hossain, H KibriaJournal of Service Science and Management*, 2024•stm.E4journal.Com, 17, 219–247. doi: 10.4236/jssm.2024.173011
19. Hsu, L.-C., & Hsu, L.-C. (2019). Building Brand-Fan Relationships in Social Commerce Contexts: Mediators of Online Brand Relationships. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 106–123. doi: 10.4067/S0718-18762019000200109
20. Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustainability 2021*, Vol. 13, Page 2277, 13(4), 2277. doi: 10.3390/SU13042277
21. Ikhlq, K., Strategies, S. R.-J. of M., & 2022, undefined. (n.d.). A Theoretical Brand Equity Model for Marketing In Presence of Environmental Turbulence. *Academia.EduK Ikhlq, S RazaJournal of Marketing Strategies*, 2022•academia.Edu. Retrieved from <https://www.academia.edu/download/89194915/110.pdf>
22. Increase Brand Awareness on Social Media Drives Brand Value. (n.d.). Retrieved from <https://www.britopian.com/content/how-to-increase-brand-awareness/>
23. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. doi: 10.1016/J.JBUSRES.2011.10.014
24. Kuo, Y. F., & Hou, J. R. (2014). Which brand will you not select? Investigating oppositional brand loyalty from the perspectives on social identity theory and emotions. *12th International Conference on Advances in Mobile Computing and Multimedia, MoMM 2014*, 421–427. doi: 10.1145/2684103.2684167
25. Lappeman, J., Clark, R., ... J. E.-I. J. of, & 2021, undefined. (n.d.). The effect of nWOM firestorms on South African retail banking. *Emerald.ComJ Lappeman, R Clark, J Evans, L Sierra-RubiaInternational Journal of Bank Marketing*, 2021•emerald.Com. doi: 10.1108/IJBM-07-2020-0403

26. Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767. doi: 10.1016/J.CHB.2012.04.016
27. Lee, Y., Hsiao, C., Chan, H., Bank, I. L.-I. J. of, & 2020, undefined. (2009). Explorations of employee-based brand equity in the banking industry from a perceived-leadership perspective. *Emerald.ComYH Lee, C Hsiao, HY Chan, IC LeeInternational Journal of Bank Marketing*, 2020•emerald.Com. doi: 10.1108/IJBM-05-2019-0166
28. Lim, J. S., Pham, P., & Heinrichs, J. H. (2020). Impact of social media activity outcomes on brand equity. *Journal of Product and Brand Management*, 29(7), 927–937. doi: 10.1108/JPBM-03-2019-2298/FULL/PDF
29. Moise, M. S., Gil-Saura, I., Šerić, M., & Ruiz Molina, M. E. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*, 26(6), 646–657. doi: 10.1057/S41262-019-00160-Y
30. Nawaz, S., Jiang, Y., Alam, F., & Nawaz, M. Z. (2020). Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship. *SAGE Open*, 10(4). doi: 10.1177/2158244020983005/ASSET/E05D31D9-2E06-42D3-AF69-8517E5442C9E/ASSETS/IMAGES/LARGE/10.1177_2158244020983005-FIG3.JPG
31. Rohani, R., Hadidu, A., of, S. S.-I. J., & 2022, undefined. (2022). Brand equity and service quality effects on loyalty, with customer satisfaction as an intervening variable. *Jurnal.Stie-Aas.Ac.IdR Rohani, A Hadidu, S SukardiInternational Journal of Economics, Business and Accounting*, 2022•jurnal.Stie-Aas.Ac.Id, 6. Retrieved from <http://www.jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/5781>
32. Russell-Bennett, R., & Parkinson, J. (2015). Loyalty (Brand Loyalty). *Wiley Encyclopedia of Management*, 1–11. doi: 10.1002/9781118785317.WEOM090154
33. Ryoo, J., & Koo, K. (2013). The Influence of Positive Emotion induced by Brand Experience on Enhancing Self Perception and Brand Loyalty.
34. Shang, Y., Rehman, H., Mehmood, K., Xu, A., Iftikhar, Y., Wang, Y., & Sharma, R. (2022). The Nexuses Between Social Media Marketing Activities and Consumers' Engagement Behaviour: A Two-Wave Time-Lagged Study. *Frontiers in Psychology*, 13, 811282. doi: 10.3389/FPSYG.2022.811282/PDF
35. Sharkasi, N., & Rezakhah, S. (2023). Sequential Mediation of Parasocial Relationships for Purchase Intention: Pls-Sem and Machine Learning Approach. doi: 10.2139/SSRN.4485811
36. Subramaniam, A., ... A. A. M.-A. S., & 2014, undefined. (n.d.). Effects of brand loyalty, image and quality on brand equity: A study among bank Islam consumers in Kelantan, Malaysia. *Researchgate.NetA Subramaniam, A Al Mamun, PY Permarupan, NRB ZainolAsian Social Science*, 2014•researchgate.Net. Retrieved from https://www.researchgate.net/profile/Abdullah-Mamun-27/publication/263735430_Effects_of_Brand_Loyalty_Image_and_Quality_on_Brand_Equity_A_Study_among_Bank_Islam_Consumers_in_Kelantan_Malaysia/links/0a85e53bca6bba2a97000000/Effects-of-Brand-Loyalty-Image-and-Quality-on-Brand-Equity-A-Study-among-Bank-Islam-Consumers-in-Kelantan-Malaysia.pdf
37. Supriyanto, B., Sofia, K., & Dahlan, S. (2024). The Impact of Brand Image and Service Quality on Customer Loyalty, with Customer Satisfaction as A Mediator. *International Journal of Social Service and Research*, 4(01), 290–297. doi: 10.46799/IJSSR.V4I01.709
38. Surapto, D. (2020). The Impact of Brand Trust, Brand Loyalty, Brand Image on Service Quality. 162–167. doi: 10.2991/AEBMR.K.200522.033

39. Susanti, F., & . R. (2023). Customer Loyalty to “X” Brand Instagram Accounts. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 13(1). doi: 10.6007/IJARAFMS/V13-I1/16680
40. Teresa Borges-Tiago, M., Santiago, J., & Tiago, F. (2023). Mega or macro social media influencers: Who endorses brands better? *Journal of Business Research*, 157, 113606. doi: 10.1016/J.JBUSRES.2022.113606
41. Theurer, C., Tumasjan, A., ... I. W.-I. J. of, & 2018, undefined. (2018). Employer branding: a brand equity-based literature review and research agenda. *Wiley Online LibraryCP Theurer, A Tumasjan, IM Welp, F LievensInternational Journal of Management Reviews*, 2018•Wiley Online Library, 20(1), 155–179. doi: 10.1111/ijmr.12121
42. Veloutsou, C., ... K. C.-J. of B., & 2020, undefined. (n.d.). The consumer-based brand equity deconstruction and restoration process: Lessons from unliked brands. *ElsevierC Veloutsou, K Chatzipanagiotou, G ChristodoulidesJournal of Business Research*, 2020•Elsevier. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0148296319307921>
43. Vera-Martínez, J. (2021). Consumer technology brands and the source of their performance. *Cogent Business & Management*, 8(1). doi: 10.1080/23311975.2021.1969632
44. Wardhana, A., Darmadi, A. K., Sunara, T. A., Wardhana, A., Darmadi, A. K., Sunara, T. A., Kunci, K., Pelayanan, K., Kerja, D., & Masyarakat, K. (n.d.). The Influence of BRQ and Brand Love on Repurchase Intention and Wom in Local Food. *Ejournal.Unsrat.Ac.IdA Wardhana, AK Darmadi, TA SunaraJMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi*, 2023•*ejournal.Unsrat.Ac.Id*. Retrieved from <https://ejournal.unsrat.ac.id/index.php/jmbi/article/view/47677>
45. Xi, X., Yang, J., Jiao, K., Wang, S., & Lu, T. (2022). “We buy what we wanna be”: Understanding the effect of brand identity driven by consumer perceived value in the luxury sector. *Frontiers in Psychology*, 13. doi: 10.3389/FPSYG.2022.1002275
46. Zhang, H., Zhang, M., Xu, T., Wang, X., Qi, J., Wang, Y., Liu, W., Zhu, L., Yuan, Z., & Si, C. (2025). Ions and electrons dual transport channels regulated by nanocellulose for mitigating dendrite growth of zinc-ion batteries. *Chemical Engineering Journal*, 505, 159476. doi: 10.1016/J.CEJ.2025.159476
47. Zulfikar, I. (2022). Building a Strong Brand: Marketing Strategy to Increase Brand Awareness and Consumer Loyalty. *Neo Journal of Economy and Social Humanities*, 1(4), 280–284. doi: 10.56403/NEJESH.V1I4.79