



University of
Southern
Queensland

INVESTIGATING THE IMPACT OF CUSTOMER
BASED BRAND EQUITY ON CUSTOMER
SATISFACTION AND BRAND LOYALTY IN THE
ONLINE SHOPPING GOODS RETAIL
INDUSTRY IN AUSTRALIA

A Thesis submitted by

Sana Khurram

For the award of

Masters by Business Research

2023

ABSTRACT

This research study uses Keller's Customer-Based Brand Equity (CBBE) model to analyze the concept of customer satisfaction and brand loyalty among clients of online retailers in Australia. This study also evaluates the mediating role of customer satisfaction on the impact that brand resonance, brand salience, brand meaning, and brand response has on brand loyalty among customers of online retailers in Australia. The study uses a quantitative research design to gather empirical evidence for establishing the impact of brand salience, brand resonance, brand meaning, and brand response on customer satisfaction and brand loyalty. The researcher conducted a pretest, pilot test, confirmatory factor analysis (CFA), and structural equation modelling (SEM) to arrive at the final results of the research. A questionnaire was used to carry out a survey that involved 370 customers of online retailers in Australia as respondents who were selected through a random probability sampling method. The study results conclude that there is a positive correlation between three elements of the CBBE model (brand salience, brand resonance, and brand meaning) and customer satisfaction and brand loyalty among customers of online retailers. The research also concludes that there is no evidence showing a positive correlation between brand response and customer satisfaction and brand loyalty among online retailers' clients.

Keywords: Keller's Customer-Based Brand Equity (CBBE) model, confirmatory factor analysis (CFA), structural equation modelling (SEM), brand salience, brand resonance, brand meaning, brand response, brand loyalty, customer satisfaction, mediating factor, positive correlation, online retailers

CERTIFICATION OF THESIS

I, Sana Khurram declare that the Master Thesis entitled “*Investigating the Impact of Customer Based Brand Equity on Customer Satisfaction and Brand Loyalty in the Online Shopping Goods Retail Industry in Australia*” is not more than 40,000 words in length including quotes and exclusive of tables, figures, appendices, bibliography and references. The thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work.

Date: 22 May 2023

Endorsed by:

Sana Khurram

Research Student

Dr. Rumman Hassan

Principal Supervisor

Dr. Ranga Chimhindu

Associate Supervisor

ACKNOWLEDGEMENTS

This study would not have been completed without the immense guidance, feedback and invaluable patience of my esteemed supervisors Dr. Rumman Hassan and Dr. Ranga Chimhundu.

I am grateful to UniSQ for providing financial assistance for miscellaneous expenses. Additionally, I appreciate the continued help from the UniSQ Graduate Research School and UniSQ Library staff. I would also want to express my gratitude to Dr. Enamul Kabir of the UniSQ statistic department for his assistance with the statistical portion of my thesis.

This research has been supported by the Australian Government Research Training Program Scholarship.

Finally, I would be remiss if I didn't mention remarkable support of my better half Khurram and prayers of my parents and siblings, lastly the most important part of my life, My daughter Ayzal, who has been an absolute angel while I was completing my thesis.

DEDICATIONS

Dedicated to My Mother Syeda,
and In Loving Memory of My beloved Father Ayaz,

The persons who have had the greatest impact on my life are honoured in this thesis. My mother Syeda, with her endless love and support, has always encouraged me to aim high. Through thick and thin, her indomitable attitude has been my pillar of support. My late father Ayaz, taught me the value of never giving up on my goals through his gentle counsel and unending support. I dedicate this work to them both, with love and gratitude for their impact on my life.

TABLE OF CONTENTS

ABSTRACT	i
CERTIFICATION OF THESIS.....	ii
ACKNOWLEDGEMENTS.....	iii
DEDICATIONS	iv
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
CHAPTER 1: INTRODUCTION	1
1.1 Introduction.....	1
1.2 Background of the study and research objectives.....	7
1.3 Aims and objectives of the study	8
1.3.1 <i>Research questions</i>	8
1.4 Research site	9
1.5 Significance of the research	9
CHAPTER 2: LITERATURE REVIEW	12
2.1 Customer-based brand equity (CBBE) model	12
2.1.1 Brand salience.....	15
2.1.2 Brand meaning	21
2.1.3 Brand response	24
2.1.4 Brand resonance.....	28
2.2 Customer satisfaction.....	31
2.2.1 <i>Factors of customer satisfaction</i>	33
2.3 CBBE and customer satisfaction.....	34
2.4 Brand loyalty	35
2.4.1 <i>Factors affecting brand loyalty</i>	36
2.5 Link between CBBE model, customer satisfaction and brand loyalty	37
2.6 Customer satisfaction and brand loyalty	37
2.7 Mediating effect of customer satisfaction	39
2.8 The COVID-19 pandemic and the online retail industry	42
2.9 How is this research different from Keller’s model which establishes a relationship between customer satisfaction and brand loyalty?	43

2.9.1 Aaker's brand equity model.....	43
2.10 Theoretical and conceptual framework.....	45
2.11 Conceptual framework	46
2.11.1 Hypotheses	47
CHAPTER 3: RESEARCH METHODOLOGY.....	49
3.1 Introduction.....	49
3.2 Research design	51
3.3 Research purpose	53
3.4 Nature of the research	53
3.5 Design for hypothesis testing	54
3.6 Method for data collection.....	54
3.7 Population and unit of analysis	55
3.8 Sampling method	55
3.9 Sample size	57
3.10 Research instrument.....	58
3.11 Pilot study	61
3.12 Exploratory factor analysis (EFA)	62
3.13 Confirmatory factor analysis (CFA).....	63
3.14 Structural equation modelling (SEM)	64
3.15 Ethical considerations.....	65
3.15.1 Informed consent.....	66
3.15.2 Rights of the respondents	66
3.15.3 Privacy	67
3.16 Storage of data	67
CHAPTER 4: RESULTS	69
4.1 Phases in the study.....	69
4.2 Phase 1.....	69
4.2.1 Pre-test	69
4.2.2 Pilot study.....	70
4.2.3 Demographic profile of the respondents	72
4.2.4 Exploratory factor analysis	74
4.2.5 Customer satisfaction	80
4.2.6 Brand loyalty.....	81
4.2.7 Items excluded after EFA	83

4.2.8	Overall exploratory factor analysis.....	83
4.2.9	<i>Internal consistency reliability</i>	91
4.3	Phase 2.....	91
4.3.1	<i>Data screening</i>	91
4.3.2	<i>Mahalanobis distance</i>	92
4.3.3	<i>Normality test</i>	93
4.3.4	<i>Homoscedasticity</i>	97
4.3.5	<i>Multicollinearity check</i>	98
4.3.6	Phase 3: Main survey	101
4.3.7	<i>Confirmatory Factor Analysis</i>	104
4.3.8	<i>Standardised regression weights</i>	106
4.3.9	<i>Results of path analysis</i>	107
4.3.10	Mediating effects of customer satisfaction.....	109
4.3.11	Structural model assessment.....	109
4.3.12	Hypotheses (H1 to H5) results and decision	110
4.3.13	Hypotheses mediated relationship and decision	111
4.3.14	<i>Demographic profile of the respondents</i>	111
4.3.15	Hypotheses (H1 to H9) decision summary	114
CHAPTER 5: DISCUSSION		115
5.1	Introduction.....	115
5.2	Discussion of the findings	115
5.3	Research objective 1 – Investigate the impact of various elements of CBBE on customer satisfaction.....	115
5.3.1	H1a – The correlation between brand salience and customer satisfaction	116
5.3.2	H2a - The correlation between brand meaning and customer satisfaction	118
5.3.3	H3a - The correlation between brand response and customer satisfaction	119
5.3.4	H4a - The correlation between brand resonance and customer satisfaction	121
5.4	Research objective 2 – Investigate the impact of various elements of CBBE on brand loyalty	122
5.4.1	H1b – The correlation between brand salience and brand loyalty .	122
5.4.2	H2b - The correlation between brand meaning and brand loyalty .	123

5.4.3	H3b - The correlation between brand response and brand loyalty	124
5.4.4	H4b - The correlation between brand resonance and brand loyalty	125
5.5	Research objective 3 – Investigate the mediating role of customer satisfaction on the impact of various elements of CBBE on brand loyalty	126
5.5.1	H5 - The correlation between customer satisfaction and brand loyalty	127
5.5.2	H6 – The impact of brand salience on brand loyalty is mediated by customer satisfaction.....	128
5.5.3	H7 – The impact of brand meaning on brand loyalty is mediated by customer satisfaction.....	128
5.5.4	H8 – The impact of brand response on brand loyalty is mediated by customer satisfaction.....	129
5.5.5	H9 – The impact of brand resonance on brand loyalty is mediated by customer satisfaction.....	130
5.6	Theoretical implications of the study.....	131
5.7	Practical implications of the study.....	132
5.8	Limitations and directions for future research.....	133
CHAPTER 6: CONCLUSION.....		135
REFERENCES.....		139
APPENDIX A – QUESTIONNAIRE.....		169

LIST OF TABLES

<i>Table 1.1 Source IBISWorld.....</i>	<i>3</i>
<i>Table 3.1 Questionnaire Items and Sources.....</i>	<i>59</i>
<i>Table 4.1 Demographic Profile of the Respondents for EFA</i>	<i>72</i>
<i>Table 4.2 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Salience).....</i>	<i>76</i>
<i>Table 4.3 Total Variance Explained (Brand Salience).....</i>	<i>76</i>
<i>Table 4.4 Component Matrix Table (Brand Salience).....</i>	<i>76</i>
<i>Table 4.5 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Meaning).....</i>	<i>77</i>
<i>Table 4.6 Total Variance Explained (Brand Meaning)</i>	<i>77</i>
<i>Table 4.7 Component Matrix Table (Brand Meaning).....</i>	<i>78</i>
<i>Table 4.8 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Response)</i>	<i>78</i>
<i>Table 4.9 Total Variance Explained (Brand Response)</i>	<i>79</i>
<i>Table 4.10 Component Matrix Table (Brand Response)</i>	<i>79</i>
<i>Table 4.11 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Resonance).....</i>	<i>80</i>
<i>Table 4.12 Total Variance Explained (Brand Resonance)</i>	<i>80</i>
<i>Table 4.13 Component Matrix Table (Brand Resonance).....</i>	<i>80</i>
<i>Table 4.14 Kaiser-Meyer-Olkin & Bartlett's Test (Customer Satisfaction)</i>	<i>81</i>
<i>Table 4.15 Total Variance Explained (Customer Satisfaction)</i>	<i>81</i>
<i>Table 4.16 Component Matrix Table (Customer Satisfaction)</i>	<i>81</i>
<i>Table 4.17 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Loyalty).....</i>	<i>82</i>
<i>Table 4.18 Total variance explained (Brand Loyalty).....</i>	<i>82</i>
<i>Table 4.19 Component Matrix Table (Brand Loyalty)</i>	<i>82</i>
<i>Table 4.20 Items excluded after EFA</i>	<i>83</i>
<i>Table 4.21 KMO and Bartlett's Test for an Overall Exploratory Factor Analysis..</i>	<i>84</i>
<i>Table 4.22 Total Variance Explained (Overall items)</i>	<i>84</i>
<i>Table 4.23 Component Matrix (Overall Items)</i>	<i>85</i>
<i>Table 4.24 Pattern Matrix</i>	<i>87</i>
<i>Table 4.25 Internal Consistency Reliability</i>	<i>91</i>
<i>Table 4.26 Normality Test.....</i>	<i>93</i>
<i>Table 4.27 Multicollinearity Check.....</i>	<i>99</i>
<i>Table 4.28 Composite Reliability</i>	<i>102</i>
<i>Table 4.28A Model Validity Measure</i>	<i>102</i>
<i>Table 4.29 Heterotrait-Monotrait Ratio</i>	<i>103</i>
<i>Table 4.30 Fitness Indices of Variables</i>	<i>106</i>
<i>Table 4.31 Standardised Regression Weights of Each Construct</i>	<i>106</i>
<i>Table 4.32 Mediating Effects of Customer Satisfaction</i>	<i>109</i>
<i>Table 4.33 Structural Model Assessment.....</i>	<i>109</i>
<i>Table 4.34 Hypotheses (H1 to H5) Results and Decision.....</i>	<i>110</i>
<i>Table 4.35 Hypotheses (H6 to H9) and Decision for Mediated Relationship</i>	<i>111</i>
<i>Table 4.36 Demographic Profile of the Respondents</i>	<i>112</i>
<i>Table 4.37 Hypotheses and Decision</i>	<i>114</i>

LIST OF FIGURES

<i>Figure 2.1 Aaker's Brand Equity Model</i>	<i>44</i>
<i>Figure 2.2 Keller's Customer-Based Brand Equity Model (Keller,2001)</i>	<i>47</i>
<i>Figure 2.3 Conceptual Framework for Customer-Based Brand Equity Model, Customer Satisfaction and Brand Loyalty.....</i>	<i>47</i>
<i>Figure 4.1 Normal P-P plot of Regression Standardized Residual</i>	<i>97</i>
<i>Figure 4.2 Scatterplot of Regression Standardized Residual.....</i>	<i>98</i>
<i>Figure 4.3 Confirmatory Factor Analysis</i>	<i>105</i>
<i>Figure 4.4 Path Analysis.....</i>	<i>108</i>
<i>Figure 4.5 Revised Customer-Based Brand Equity Model, Customer Satisfaction and Brand Loyalty.....</i>	<i>114</i>

CHAPTER 1: INTRODUCTION

This thesis write-up is organized into five distinct chapters. Chapter one is the introduction; it provides a summarized account of the dissertation in its entirety, including the background of the study, research objectives, research questions, research context, and significance of the study. Chapter two is the literature review. The chapter contains an account of concepts and arguments on CBBE as retrieved from relevant and up-to-date research studies that have been published in academic databases. Insights from different studies are integrated objectively into this chapter and cited appropriately. Chapter three is the research methodology. It covers the procedures and techniques employed by the researcher to gather empirical evidence that was combined with the findings from the reviewed literature to arrive at the findings of this research study. Chapter four of this research write-up is the data analysis and results. This chapter presents the findings of the study as drawn from the empirical evidence and reviewed literature in alignment with the research objectives and questions. It is the presentation of the study's results to answer the research questions and meet the research objectives. Chapter five is the discussion and conclusion. It summarizes the main findings of the research study and determines whether or not the study has met its research objectives and answered the research questions.

1.1 Introduction

For many years, researchers have developed a wide range of market analysis models, including the 7Ps (Product, Price, Promotion, Place, People, Packaging, and Process) marketing, Unique Selling Point (USP), Boston Consulting Group (BCG) matrix, brand positioning map, Political, Economic, Social, Technological, Legal, and Environmental (PESTLE) analysis, Aaker's brand equity model, and Porter's 5 forces. Despite there being many market analysis models that have stood the test of time and proven to be effective, the CBBE model is best for

32 analyzing the online retail market in Australia. The primary reason for the
33 CBBE model to stand out as the best market analysis tool for the online
34 retail sector in Australia is the fact that it evaluates marketing strategies
35 for expanding and retaining the clientele.

36 The CBBE model uses the brand identity and brand meaning
37 elements to analyze how companies operating in the industry have
38 attracted new clients from the domestic and international markets, and
39 the brand response and brand resonance elements to analyze the
40 marketing strategies that these companies are employing to retain their
41 client base (Stukalina & Pavlyuk, 2021). Therefore, as Çınar(2020) and
42 Uford and Duh (2021) assert, the CBBE model is one of the most powerful
43 marketing tools because its elements are designed to assess the best
44 practices for attracting and retaining clients. A great marketing strategy
45 should not focus exclusively on attracting new clients, but also on
46 retaining its client base (Çınar, 2020). Attracting new clients and not
47 retaining them does not lead to the expansion of a company's clientele
48 (Uford & Duh, 2021). Thus, the CBBE is an exceptional tool for market
49 analysis in this research study because it provides valuable insights into
50 how online retail brands in Australia are attracting and retaining clients,
51 leading to a steady expansion of their clientele.

52 The online retail industry in Australia has experienced tremendous
53 growth in the recent past. Consumers in Australia turned to online
54 shopping during the Covid-19-instigated lockdowns, leading to an
55 increase in online retail sales turnover more than 15% by September
56 2021 (Statista, 2023). As indicated by Correia et al. (2023), the
57 Australian retail sector is drastically shifting to online trade, especially
58 with the current trend among consumers to prefer shopping in online
59 stores to visiting physical brick-and-mortar malls and outlets. The
60 advancement in e-commerce systems, expansion of internet connectivity,
61 increased levels of literacy, high access to formal financial services,
62 enhanced convenience in online shopping, and the outbreak of Covid-19

63 are among the key factors leading to the unprecedented growth of the
 64 online retail industry in Australia (Martino et al., 2021).

65 The development of online shopping has transferred business
 66 activities to the virtual world. Feller (2020) has stated that over the past
 67 five years, from 2015 to 2020, the online retail industry in Australia has
 68 shown growth on average of 17.3% per year. Consumers have started
 69 trusting the online shopping industry and have started seeing it as
 70 alternative to the more traditional way of shopping in shopping centers.
 71 This expansion is also complemented by exponential growth in internet
 72 and broadband penetration globally.

73 The IBISWorld research report revealed that the online retail
 74 industry is also one of the foremost reasons of employment growth in
 75 Australia; its contribution has risen by 12.2 % annually over the past five
 76 years (2015-2020). The contributing professions to job growth include
 77 technicians, IT security consultants, digital marketers, application
 78 developers, web and UX designers (Feller, 2020).

79 The online industry performance data depicts that growth in terms of
 80 revenue from 2015 to 2020 has risen from \$18,248m to \$32,485m, which
 81 means that 17.3% an annual revenue growth and value addition by the
 82 online industry has increased from \$3,940m to \$6,984m, and in terms of
 83 percentages, it has averaged an approximate annualized increase of 13%
 84 (Feller, 2020).

Online Shopping Industry Performance Data				
Year	Revenue		IVA	
	(\$m)	(%)	(\$m)	(%)
2015–16	18,248	24.7	3,940	16.3
2016–17	19,556	7.16	4,266	8.27
2017–18	22,725	16.2	4,919	15.3
2018–19	26,791	17.9	5,735	16.6
2019–20	32,485	21.2	6,984	21.8

85
 86 Table 1.1 Source IBISWorld

87 The traditional form of buying and selling goods and services has
 88 been affected due to recent changes to lifestyle caused by COVID-19.
 89 According to Koetsier (2020), Adobe data indicates that many companies

90 have migrated to online services such as BOPIS (buy online, pickup in-
91 store) whereby people order from the comfort of their houses. In the
92 online space, consumers have access to many options where they can
93 take their business. However, customers of traditional retailers do not
94 have the privilege of such wide accessibility.

95 Brand loyalty and customer satisfaction have become top priorities
96 for companies in the contemporary world. The online retail sector has
97 continued to expand in the recent past, with more brands that operate in
98 domestic and international markets establishing online stores. Australia is
99 among the countries that are experiencing exponential growth in the
100 online retail market (Karim & Gide, 2018). Companies are building strong
101 brands across Australia to earn a competitive edge in the country's online
102 retail market (Partridge et al., 2020). Hence, this study uses a
103 quantitative research design to gather empirical evidence for assessing
104 the impact of the four levels of Keller's Customer-Based Brand Equity
105 (CBBE) model on customer satisfaction and brand loyalty among clients of
106 online retail brands in Australia.

107 Several factors influence the strength of a brand. Keller's CBBE
108 Model identifies brand identity/salience, brand meaning, brand response,
109 and brand resonance as the primary factors that influence the strength of
110 any brand in the market (Kotsi et al., 2018). Explaining the history of
111 Keller's CBBE model, Tasci (2018) highlights that the model was
112 developed by Kevin Lane Keller, a professor in the field of marketing, and
113 was published for the first time in his popular book, Strategic brand
114 management. According to Tasci (2018), the CBBE model is built upon
115 the idea that shaping how customers think and feel about products and
116 services offered by a company is the main strategy for building a strong
117 brand.

118 Online shopping is a new phenomenon that has taken the global
119 retail market by storm. Supporting this assertion, a study by Sharma and
120 Jhamb (2020) affirms that the global e-commerce industry has

121 experienced massive growth in the recent past, with many businesses all
122 over the world establishing a strong brand presence online. Bhatti et al.
123 (2018) provide more insights into trends in the global online market by
124 stating that merchants are creating and improving their e-commerce
125 systems at unprecedented levels to meet unique customers' needs from
126 their locations of preference. Both studies by Sharma and Jhamb (2020)
127 and Bhatti et al. (2018) confirm that over the past years, e-commerce
128 has become an indispensable aspect of the global retail market, with
129 millions of enterprises in developing and developed economies undergoing
130 substantial transformations in their business models to digitize their
131 operations.

132 The advent of the internet and its widespread penetration across the
133 world is largely attributed to the growth of the worldwide online retail
134 sector. According to a report by Coppola (2021), the invention of the
135 internet has led to the digitization of modern life, with consumers from all
136 countries of the world increasingly leaning towards online transactions.
137 The outbreak of the COVID-19 pandemic, which was characterized by
138 travel restrictions and economic lockdowns, was a blessing in disguise for
139 the online retail sector. Bhatti et al. (2020) support this argument by
140 stating that more people than ever are shopping online since the onset of
141 the COVID-19 pandemic, especially after they were compelled to purchase
142 online during lockdowns when they could not go to physical stores to shop
143 for their basic commodities. The report by Coppola (2021) complements
144 the findings of the study by Bhatti et al. (2020) in stating that the rapid
145 worldwide increase in access to, and adoption of, the internet, as well as
146 the COVID-19 pandemic, have led to an exponential increase in the
147 number of digital buyers since 2019. More specifically, a report by
148 Statista indicates that more than 2 billion people around the world
149 purchased goods and services online in 2020, accounting for over \$4.2
150 trillion worth of sales for all online retailers globally (Coppola, 2021).

151 The expansion of the online retail market globally is reflected in
152 Australia. A study by Mordor Intelligence (2019) highlights the growing
153 trend in online retail in Australia by showing that the online sector is
154 among the fastest-growing economic sectors in the country. The
155 Australian market has embraced online shopping, thanks to the high rates
156 of urbanization in the country (Mordor Intelligence, 2019). Online
157 shopping recorded significant growth in Australia during the COVID-19
158 pandemic compared to the pre-COVID-19 period. The lockdown measures
159 and safe-distancing protocols implemented by the Australian government
160 during the COVID-19 pandemic fueled the expansion of the online market
161 in the country (Mordor Intelligence, 2019). Other factors, including
162 enhanced convenience in shopping brought by the click-and-collect
163 systems, faster delivery options for online retailers, instant and safe
164 payments supported by blockchain technology on retailers' e-commerce
165 platforms, and ease in selecting the best products and services that
166 provide optimum value for money following comparison of offers by
167 different online stores, have significantly enhanced the growth of the
168 online retail market in Australia and globally (Priambodoet al., 2021;
169 Bhattiet al., 2021; Mordor Intelligence, 2019). The growing trend in
170 online shopping is projected to continue in Australia, leading many
171 retailers to implement strategies for strengthening their online sales and
172 distribution channels as well as improving digital payments through e-
173 commerce systems (Mordor Intelligence, 2019).

174 Therefore, this study investigates the impact of the four elements
175 of Keller's CBBE model on customer satisfaction and brand loyalty. The
176 study also explores the mediating role of customer satisfaction on the
177 impact of the four elements of Keller's CBBE model on brand loyalty. The
178 growth of e-commerce sites has seen a surge in the need to understand
179 customer perceptions to grow their online market share.

1.2 Background of the study and research objectives

The retail industry is expected to face serious challenges and risks for retailers continuing their operations in accordance with the traditional “bricks and mortar” model, when the rapid advancement of the retail goods industry towards adopting online platforms is taken into consideration. It is therefore in the benefit of retailers to consider having a prominent presence in the digital world as well (Slaton et al., 2020). However, there is little evidence that retailers would be able to achieve the same level of customer satisfaction and brand loyalty in the online context as they managed to achieve in a traditional offline retail environment. Numerous researchers in the domain of online retail environments have identified customer-based brand equity as one of the most important strategic frameworks to link consumers with online businesses and to create different sources of generating revenue (Colicev, Malshe, & Pauwels, 2018; Sürücü et al, 2019). A large number of studies have focused on customer-based brand equity in the traditional environment; however, despite their relevance and significance for the online retail industry, research studies focusing on customer-based brand equity in online retailing are limited (Ahmed et al., 2017; Martínez & Nishiyama, 2019).

Australia presently holds the tenth most prominent market of e-commerce globally, in terms of revenue. In 2018, the industry had more than 20 million online shoppers in Australia and over \$28 billion was spent on online shopping, which was equal to nine percent of the bricks-and-mortar retail sector. In 2019, about eight percent of Australians were shopping via online platforms and by the year 2021, about 8 out of 10 consumers in Australia were shopping online. The E-commerce's market size was about 35 billion dollars and every 1 out of 10 things was bought from e-commerce platforms.

The aim of present research then is to determine the impact of the CBBE model on customer satisfaction and brand loyalty in the context of

211 the online retail industry in Australia. However, the model being employed
212 is different from past models, as this present study will take all levels and
213 elements into account, and hence the findings may or may not be
214 consistent with past results. For example, one study's findings revealed
215 that offline-based extension brands are better recognized, in terms of
216 brand identity, than cyber brands (Sääksjärvi & Samiee, 2011). However,
217 another study's results suggested that all of the elements (brand
218 awareness, brand association, perceived quality, brand loyalty) of the
219 CBBE were having a positive and significant influence on online shopping
220 satisfaction (Balderaz & Campos, 2020).

221 **1.3 Aims and objectives of the study**

222 This study has several layers of objectives to assess how the four
223 levels of Keller's Customer-Based Brand Equity (CBBE) model influence
224 customer satisfaction and brand loyalty in the context of online retailing
225 Australia. The following are the specific research objectives to address
226 the overall objectives of the study.

- 227 i. To investigate the impact of the various elements of CBBE on
228 customer satisfaction.
- 229 ii. To investigate the impact of the various elements of CBBE on brand
230 loyalty.
- 231 iii. To investigate the mediating role of customer satisfaction on the
232 impact of the various elements of CBBE on brand loyalty.

233 **1.3.1 Research questions**

234 The following is the main research question of the study, derived
235 from the objectives:

236 What is the relationship between the elements of the Customer-
237 Based Brand Equity (CBBE) model with customer satisfaction and brand
238 loyalty in the context of online retail?

239 The following are sub-questions of the study:

240 RQ1: How do the elements of the CBBE model influence customer
241 satisfaction?

242 RQ2: How do the elements of the CBBE model influence brand loyalty?

243 RQ3: Does customer satisfaction mediate the relationship between the
244 four elements of CBBE model and brand loyalty?

245 **1.4 Research site**

246 The current study was completed in Australia. Empirical evidence
247 used for supporting the study's findings and reaching its conclusions was
248 collected among customers of domestic and international brands
249 operating in the Australian online retail market. Consumers who had
250 shopped online for any retail brand in Australia, at least once, were
251 included as respondents in this study. Australia was selected as the site
252 for this research because it has shown a steady increase in the number of
253 online shoppers and significant growth in the online retail market (Mordor
254 Intelligence, 2019). Moreover, as a developed economy, Australia has a
255 significant population of consumers with sufficient disposable income to
256 make purchases online. Furthermore, high internet coverage and literacy
257 levels in Australia have made online shopping common in the country.
258 Therefore, the decision to select Australia as the site for this study was
259 based on the expectation that reliable and valid results could be obtained
260 about the research phenomenon being investigated.

261 **1.5 Significance of the research**

262 This research study is highly significant to the Australian online
263 retail sector, and by extension, the global online retail industry. The study
264 provides valuable, evidence-based insights into how the four elements of
265 Keller's CBBE model can influence levels of brand loyalty and customer
266 satisfaction among customers of online retail stores. The study also
267 provides a reliable and valid analysis of the mediating role of customer
268 satisfaction on the impact of the elements of Keller's CBBE model on
269 brand loyalty for consumers of products and services offered by online
270 retailers. These findings are of great value to the Australian online retail
271 market since they give practical solutions, based on empirical evidence, in
272 terms of what online retailers can do to boost brand loyalty and customer

273 satisfaction for their companies. Since this study uses a quantitative
274 research design, the findings of which are generalisable to other relevant
275 contexts (Carminati, 2018), it is likely that the results of this study will be
276 applicable to the online retail sector in virtually all countries of the world
277 and may also be used to determine market trends in the global online
278 retail industry. Whereas this research study employed the quantitative
279 research design, which allows for the generalization of findings (Maxwell,
280 2021; Carminati, 2018), it is vital to be conscious of the fact that the
281 context of this research is the online retail sector of Australia. Therefore,
282 the results of this study best reflect the market situation of the online
283 retail industry in Australia as observed through the lenses of the four
284 elements of the CBBE model.

285 The findings of this study are further significant to all scholars and
286 professionals in the field of marketing. The study is detailed in its analysis
287 of the four elements of Keller’s CBBE model and how they impact
288 customer satisfaction and brand loyalty. In particular, this research
289 explains how brand salience, brand resonance, brand response, and brand
290 meaning can be adjusted strategically to attain optimum customer
291 satisfaction and brand loyalty for online retail stores or companies. In
292 addition, the study explores the role of customer satisfaction in mediating
293 the impact of brand salience, brand resonance, brand meaning, and brand
294 resonance as related to brand loyalty among customers of online retail
295 stores. Primarily, the study provides in-depth insights into how Keller’s
296 CBBE model can be adopted to boost brand loyalty and customer
297 satisfaction for companies, especially those operating in the online retail
298 market.

299 Therefore, this research study fills a knowledge gap in the existing
300 literature which lies in the analysis of the impact of the four elements of
301 Keller’s CBBE model on improving brand loyalty and customer
302 satisfaction. Whereas many studies have used Keller’s CBBE model, few
303 research studies have focused on the impact of the four elements of this

304 model on customer satisfaction and brand loyalty among clients of online
305 retail stores across Australia. Hence, the unique scope of this study,
306 particularly in evaluating the influence that brand salience, brand
307 resonance, brand response, and brand meaning have on customer
308 satisfaction and brand loyalty among customers of online retail stores,
309 gives this study its value and shows its need in the field of digital
310 marketing. Moreover, the study provides a unique exploration of the
311 mediating role of customer satisfaction on the impact of brand resonance,
312 brand meaning, brand response, and brand salience on brand loyalty
313 among customers of online retail companies operating in the Australian
314 market.

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331 **CHAPTER 2: LITERATURE REVIEW**

332 This chapter presents the literature review of the dependent and
333 independent variables.

334 **2.1 Customer-based brand equity (CBBE) model**

335 Customer-based brand equity (CBBE) is grounded upon the
336 perception of constructing a resilient brand image. It highlights a well-
337 built positioned basis upon generating optimistic thoughts towards a
338 brand. It is essential to comprehend how the consumers imagine and
339 sense the precise product for such a purpose. It is necessary that a
340 customer loves your product, which entails satisfying experiences with
341 your brand in online sales. If consumers sense the experience, based
342 upon optimistic thoughts, estimation, and feelings regarding your offered
343 brand, it tends to indicate significant brand equity. It also depicts the
344 influence of a customer's outlook concerning a brand that will eventually
345 lead to success of that brand (Farjam, 2015).

346 Over the past four decades, brand equity has remained an essential
347 aspect in the marketing realm and has progressively become a vital
348 aspect for online retailers. The models proposed by Aaker & Biel
349 (2013) and Keller (2002) have been at the core of the majority of the
350 works on customer-based brand equity (CBBE) (Altaf et al., 2017). Both
351 these authors have fundamentally explained the concept of brand equity
352 from a consumer-based perspective even though they both
353 conceptualized brand equity inversely. In general, brand equity is
354 considered a multidimensional phenomenon. Aaker believes that brand
355 equity consists of brand association, perceived quality, brand loyalty,
356 brand awareness, and other proprietary elements including registered
357 trademarks or patents, which must be considered positively by the
358 consumer in order for brand equity to be fulfilled (Altaf et al., 2017).

359 The notion of brand equity can be referred to as an integral marketing
360 asset which not only provides a necessary competitive advantage to the
361 company but also enhances the overall financial performance of the firm

362 as well (Ganushchak-Efimenko, Shcherbak, & Nifatova, 2018). The
363 concept is unique in the way that its conceptualization and measurement
364 have been perceived as inconclusive and diverse by a number of
365 researchers (Sürücü et al., 2019). Regardless of swerving perceptions,
366 the characterization of brand equity has primarily come from the
367 perspective of the marketing effects that are specifically unique to a
368 particular brand. Martínez and Nishiyama (2019) have argued that only
369 when a specific brand seems to be relevant to the customers can the real
370 power of that unique brand be apprehended. This essentially means that
371 perception and convictions of consumers are strong determinants of the
372 power of a brand and these perceptions and convictions are strongly
373 dependent upon what consumers have seen, heard, felt and learned. In
374 line with a number of prior studies, the present study has opted for a
375 customer-based approach for the purpose of addressing customer aspects
376 of brand equity, rather than focusing on financial market or product-based
377 market approaches (Colicev, Malshe, & Pauwels, 2018). According to
378 Stocchi et al. (2020), a consumer perspective is reasonable in that it
379 provides a strategic perspective of consumer behavior that may assist
380 policy makers to develop appropriate plans. The consumer perspective
381 offers a structured approach to managers to formulate branding
382 strategies. Therefore, the present study has investigated the impact of
383 brand equity, as related to consumer responses, in the form of customer
384 satisfaction and loyalty.

385 Keller's CBBE theory is indeed one of the most significant
386 contributions to branding theories. The model was proposed by Kevin
387 Keller with a description of the notion of customer-based brand equity in
388 addition to brand hierarchy (Keller, 1993; 2001; 2003). The theory
389 suggests that consumers possess unique, strong and favorable
390 associations with a brand on the basis of brand knowledge and their
391 responses. Keller's CBBE model has identified four predominant steps that
392 represent the queries asked by consumers and they denote a "branding

393 ladder”, where every new step is dependent upon the achievement of the
394 previous step. This series of steps comprises four major building blocks
395 that incorporate a number of sub-dimensions, including brand salience,
396 brand meaning, brand response and brand resonance (Keller, 1993).

397 A comprehensive review of the literature reveals that most of the
398 research studies in the CBBE domain have adopted two major theoretical
399 frameworks, i.e. Keller's CBBE theory and Aaker's CBBE model. Aaker
400 (1991; 1996) has defined CBBE as multidimensional: “a set of brand
401 assets and liabilities linked to a brand, it’s name and symbol that adds to
402 or subtracts from the value provided by a product or service to a firm
403 and/or to that firm's consumers.” Keller (1993) explained the concept of
404 CBBE by focusing on marketing and elucidating it as a differential effect of
405 knowledge of consumers of a particular brand, in response to the
406 marketing programs and activities of that specific brand. One common
407 element in most of the theoretical models proposed to explain the CBBE
408 concept is the fact that it is a multidimensional construct and several
409 dimensions have been proposed by different scholars in that regard
410 (Saeed & Shafique, 2019). Only a limited number of studies focusing on
411 CBBE has been undertaken in online retailing context. For instance,
412 Balderaz and Campos (2020) carried out research in Philippines online
413 retail stores contexts while examining the influence of CBBE on online
414 shopping satisfaction. Their research made use of descriptive-correlation
415 research design and non-experimental quantitative techniques. With the
416 incorporation of Analysis of Variance, T-test and regression analysis, the
417 results suggested that all of the elements of CBBE were having a positive
418 and significant influence on online shopping satisfaction. In another study
419 conducted by Kataria and Saini (2019) to examine the influence of CBBE
420 on brand loyalty, with a mediating role of customer satisfaction in
421 traditional store environments, it was found, using structural equation
422 modelling, that all facets of CBBE were having a significant impact on
423 brand loyalty, and customer satisfaction was also observed to mediate

424 this relationship. However, this research was limited to oral care in one
425 city of India only. Despite the significance of CBBE in understanding
426 consumer behavior and proposing practical strategies in traditional and
427 online contexts, the research on CBBE has been limited and even more so
428 in the online retailing context. Some recent studies have elaborated the
429 need to execute comprehensive research on CBBE in an online retailing
430 context (Colicev, Malshe, & Pauwels, 2018; Stocchi et al., 2020) and the
431 present study intends to fill this gap through checking the strength of the
432 CBBE model in the online retail context of Australia.

433 For building a strong brand, the primary objective is reaching the
434 highpoint of the pyramid where a harmonious bond is formed with the
435 consumers. Mentioned below are the levels of Keller's CBBE model that
436 are considered in this study.

- 437 1. Brand salience/ Identity (Who are you?)
- 438 2. Brand meaning (What are you?)
- 439 3. Brand response (What about you?)
- 440 4. Brand resonance/ Relationships (What about you and me?)

441 **2.1.1 Brand salience**

442 Brand identity fundamentally positions the attitude of a brand. Such
443 positioning of identity can be utilized to induce explicit feelings in the
444 audience. The brand identity is intended to communicate the company's
445 overall message and endorse the business' set objectives. Brand identity
446 is required to amend the level of awareness among consumers. If
447 consumers cannot recognize your brand distinctively, they cannot
448 distinguish your brand from others. Thus, it is essential to construct a
449 resilient identity by making people aware of your brand. Therefore, this
450 stage is considered the base of the pyramid (Zoghaib, 2017).

451 The brand identity separates a given brand from a group of similar
452 and competitive brands (Debara, 2017). This is not to be confused with
453 brand imaging, which refers to the brand's perception in the eyes of the
454 customers and how they remember it, based on their interactions with the

455 brand. The brand identity is created by developing a set of elements,
456 including the brand name, the graphics styles, the slogan of the brand,
457 the tone of the brand, and the typeface of the brand (Debara, 2017). A
458 brand identity has the purpose of ensuring consumers know what the
459 brand delivers and there by help customers in making their decisions. A
460 good brand identity should offer a quick impression of the company and
461 what the brand offers (Debara, 2017).

462 Sääksjärvi and Samiee's (2011) research findings revealed that
463 offline-based extension brands are better recognized, in terms of brand
464 identity, than cyber brands. They have a significant impact on customers
465 as compared to cyber brands. Brick and mortar-based images are already
466 built among consumers. By contrast, cyber brands need to build their
467 image and market awareness in order to gain brand salience. Brand
468 salience should be the main focus for cyber brands.

469 It has been observed that brand awareness in CBBE plays an
470 important role, as it refers to the extent of consumption and purchase
471 conditions under which the brand remains at the core of brand awareness
472 (Algharabat et al., 2020). In addition, this also links to the ability of
473 consumers to recall, recognize, and connect with a brand, as well as
474 associating it with specific circumstances as brand awareness. It is also
475 essential that the brand has preferable, strong, and diversified brand
476 associations as part of creating brand equity (Slaton et al., 2020). Brand
477 association is another aspect of brand equity associated with brand
478 awareness of a consumer, which forms the foundation of purchase
479 decision-making (Çifci et al., 2016). Unique and preferable brand
480 conditions are important for brand image; therefore, a majority of studies
481 have focused on brand image when investigating brand association. As a
482 whole, significant brand awareness and positive brand association
483 contribute to a positive consumer response (Girard et al., 2017; Cheung,
484 Pires & Rosenberger III, 2020). Similarly, previous studies have indicated
485 that brand loyalty will be greater if the brand equity is higher.

486 It has been observed that customer loyalty toward an online retailer
487 is greater when a retailer's brand is assessed positively. There has been
488 minimal application of this approach to online retailers even though CBBE
489 has been broadly discussed in relation to the retail industry overall
490 (Baalbaki & Guzmán, 2016).

491 Researchers, in the user experience domain, either emphasize one
492 of two constructs such as intention or presence, simulator sickness or
493 enjoyment, involvement and vividness, and previous experience or
494 interactivity (Fiore et al., 2019). For example, it has been observed how
495 unique brand community attributes to influencing customer interactivity
496 and brand loyalty, which include system quality, rewards, information
497 quality, and virtual interactivity (Molinillo, Ekinici & Japutra, 2019).
498 Similarly, the influence of VR has been explored with transformational
499 brand appeals and this has revealed a relationship between higher
500 perceptions of vividness, VR and presence of VR, as compared to regular
501 2D video. An overall positive impact was found when the relationship
502 between usefulness and vividness was studied, with four relevant brand
503 equity components including perceived quality, brand awareness, brand
504 association, and brand loyalty (Sözer & Civelek, 2018).

505 Perceived enjoyment is associated with the level at which online
506 retailers experience a mixed experience. It should be noted that perceived
507 enjoyment has a positive influence on satisfaction as per the expectation-
508 confirmation model (Sandhe, 2020). Additionally, perceived enjoyment
509 shows a significantly positive influence on satisfaction and retained use of
510 intention when using the expectation-confirmation model. In another
511 study on the online retailer industry, it was revealed that the perceived
512 enjoyment of participants of the online brand was influenced by perceived
513 enjoyment outcomes and behavioral intention (Pham, 2019). Previous
514 research has revealed that people's attitude towards an advertised
515 product can be affected by enjoyment of an advertisement. Therefore, it
516 is concluded that perceived enjoyment is associated with attitudes

517 towards new marketing mechanisms (Sadek, Elwy & Eldallal, 2018). This
518 assertion has been supported by recent research which suggests that
519 brand attitude is positively affected by perceived enjoyment.

520 It has been observed that brand awareness is a major aspect of
521 brand equity and this is explained as the ability of an individual to recall
522 and recognize a brand. Brand awareness is considered where consumers
523 can identify or recall a brand or straightforwardly knew regarding a brand
524 as a whole (Cho, Fiore & Yu, 2018). Brand awareness refers to an in-
525 depth relationship regarding a respective brand, within which brand
526 awareness can either have a negative or positive influence on brand
527 association. This is revealed in the majority of brands such as car brands
528 (Koay et al., 2020).

529 Brand awareness, brand loyalty, and brand association have
530 previously been examined from the perspective of brand equity theory.
531 The contribution of brand associations has previously been examined as
532 an important aspect in brand equity management (Mohan et al., 2017). In
533 addition, brand association is entirely associated with the memories of
534 customers regarding a brand. Brand association, in brand equity theory,
535 is entirely associated with the level of loyalty to a brand that is followed
536 by customers (Zarantonello et al., 2020).

537 **2.1.1.1 Brand salience and brand loyalty**

538 There are several prior studies that have identified a positive and
539 significant impact of brand salience over brand loyalty in diversified
540 contexts (Daniels, Kunkel & Karg, 2019). These studies have provided
541 sufficient evidence about the fact that brand salience is a significant and
542 positive predictor of brand loyalty. Boo, Busser and Baloglu (2009)
543 conducted study on the tourism industry of Indonesia and recommended
544 that the government of Indonesia make serious efforts to enhance brand
545 salience in the tourism industry in order to maximize the brand loyalty of
546 tourists. Boo, Busser and Baloglu (2009) further concluded that the
547 positive impressions during tourists' travel to Mount Bromo could easily

548 be maintained by focusing on brand salience of the tourism industry,
549 which would ultimately lead towards brand loyalty, which in turn could
550 contribute significantly to the overall economy of the country in the long
551 run.

552 Keller, Parameswaran and Jacob (2011) elaborated that there are
553 several advantages for brands to enhance brand salience. Probably the
554 biggest one of these advantages is that feature of brand salience that has
555 substantial influence over customers in their decisions to include
556 particular brands. Although the perspective of Keller, Parameswaran and
557 Jacob (2011) seems to be more oriented towards the traditional shopping
558 contexts, their research has proven it to be equally significant in online
559 shopping contexts.

560 In a similar manner, Bianchi, Pike and Lings (2014) have claimed
561 that brand salience is important in that awareness of consumers of a
562 specific brand may provide substantial signals and familiar feelings that
563 may in turn lead to a very strong level of brand commitment (in other
564 words brand loyalty) towards that specific brand. This is also depicted in
565 the results and findings of other studies, showing that brand salience is a
566 positive predictor of brand loyalty. This is primarily due to brand loyalty
567 being acknowledged as one of prime assets of a brand which makes a
568 significant contribution towards the brand by value adding (Bianchi, Pike
569 & Lings, 2014).

570 Oppong and Phiri (2018) conducted research on the medicine
571 market in Ghana and came to the conclusion that brand salience definitely
572 plays a very impactful role in influencing brand loyalty and encouraging
573 consumers to purchase specific brands by influencing their purchase
574 decisions. Lamlo and Selamat (2021) more recently studied the influence
575 of brand salience over brand loyalty in the service industry and identified
576 that consumers with high brand salience would consider a particular brand
577 to be the best and therefore consumers would be encouraged towards

578 repeated consumption, recommending good brands to others and even in
579 case of severe competition, they would stay loyal to that particular brand.

580 **2.1.1.2 Brand salience and customer satisfaction**

581 The relationship between brand salience and customer satisfaction
582 has been investigated in several studies in different contexts and cultural
583 settings. Anggraini (2018) studied the association between brand salience
584 and customer satisfaction within the smartphone market in Indonesia.
585 Using multiple regression analysis to analyze the data collected from 468
586 respondents, it was found in their study that brand salience had a strong
587 and positive relationship with customer satisfaction, along with a number
588 of other variables like opinion, leadership and brand trust. The study was
589 quantitative in nature and suggested that the considered variables should
590 be studied in other industries as well. The focus of this study was on
591 Apple smartphones only.

592 Similarly, Mamesah, Tumbuan and Tielung (2020) also carried out
593 research to understand the association between brand salience and
594 customer satisfaction among university students in Manado. The industry
595 for this research was again the smartphone industry, yet this time it was
596 not confined to Apple smartphones. This was quantitative research which
597 analyzed responses of 100 university students through multiple
598 regression analysis and concluded that there was a positive relationship
599 between brand salience and customer satisfaction. This research also
600 found a positive association between customer satisfaction and brand
601 identification as well as brand evangelism. Moreover, Chakraborty and
602 Mitra (2021) explored the relationship of brand salience with customer
603 satisfaction within young consumers in India, by considering the Dove
604 body soap brand. The research was quantitative in nature and used a
605 sample size of 50 respondents. Brand salience as well as likeability and
606 uniqueness were found to be among the strong determinants of customer
607 satisfaction in this particular context. It was concluded that the customers
608 who were satisfied with the brand were likely to use the brand for a

609 longer period of time, which makes brand salience and customer
610 satisfaction important factors to study in a branding context. These
611 studies indicate that there is positive relationship between brand salience
612 and customer satisfaction across diversified cultures and contexts.

613 **2.1.2 Brand meaning**

614 Brand meaning is achieved when a brand image has an impact on
615 customers' minds, and they will want to know more about the company
616 product. Brand meaning has been divided into two broad meanings:
617 brand performance and brand imagery. Brand performance consists of
618 durability, the value of money, customer satisfaction and customer
619 services, whereas brand imagery relies on aesthetics of the product and
620 depends on how well it meets consumers' needs at a psychological and
621 social level, which can be achieved directly from consumers' own
622 experiences or indirectly, through word of mouth (Keller,2001).

623 Chunling, Ping and Haizhong (2008) explained brand meaning as a
624 brand association that consists of an attribute-related and non-attributed
625 related association. However, an attribute-related association is
626 performance based and non-attribute-related is imagery based. In
627 another study with a similar notion of brand meaning, findings revealed
628 that brand association has a significant effect on customer loyalty in a
629 Vietnamese online retail industry context (Phong et.al, 2020).

630 After attracting the customers' attention towards the brand, the
631 subsequent stage is to provide further information to them concerning the
632 brand. Notably, online users are very curious about the usage of a
633 product. Online consumers are often asked in the FAQs (frequently asked
634 questions) how to use the product, how they can resolve a particular
635 problem, etc. Hence, the performance and the perception of the brand
636 depict two portions of the brand meaning. As such, the brand's
637 performance is vital and can destroy or make the brand (Kumar, 2020).

638 Due to drift in customer's demand, which compels vendors to
639 enlarge their shop fronts to the internet, shopkeepers experience the

640 challenges of offering elevated quality services to online stores and in-
641 store customers (Carlson & O’Cass, 2010).

642 The brand meaning construct is used widely in research, yet brand
643 association, brand performance and brand imagery are considered
644 alternative variables for brand meaning.

645 **2.1.2.1 Brand meaning and brand loyalty**

646 A number of studies have indicated that brand meaning plays an
647 important role in determining brand loyalty in different settings (Batra,
648 2019). Brand meaning is a combination of brand performance and brand
649 imagery, and prior literature suggests that both these facets have a
650 combined as well as individual influence on brand loyalty. Kalra (2018)
651 studied the influence of brand meaning on brand loyalty in an Indian
652 company’s context. The focus of this research was on both brand
653 performance and brand imagery. It was suggested that Indian companies
654 should give priority to brand meaning if they are to make their customers
655 loyal. The research was carried out in a traditional shopping context and
656 the author suggested that future studies should also investigate the
657 influence of brand meaning on brand loyalty in online shopping contexts.

658 Kalra (2018) further claimed that it is important to study the impact
659 of brand meaning on brand loyalty in other cultural settings to see if the
660 results vary, depending upon the culture and environments of other
661 countries.

662 Gebhardt, Kramer and Pätzmann (2018) studied the impact of
663 brand meaning on brand loyalty in the newspaper industry while
664 considering both brand performance and brand imagery as facets of brand
665 meaning. The research concluded that brand meaning is very important
666 for newspaper companies to retain their customers in the long run and
667 make them loyal in an environment of fierce competition. The study was
668 unique as the industry focused in the research had very little knowledge
669 or awareness about the relationship of brand meaning and brand loyalty.

670 Sembiring, Azis and Pradika (2020) carried out research in the
671 bottled water industry to identify the extent to which brand meaning
672 influences brand loyalty. This descriptive research used quantitative
673 methods to validate that brand meaning has a very strong influence over
674 brand loyalty and the study recommended that bottled water brands
675 should give priority to enhancing their brand meaning as it would
676 significantly encourage their consumers to become loyal. Similar to prior
677 studies, this study also considered both brand performance and brand
678 imagery as facets of brand meaning. However, the sample size was a bit
679 small in this research, yet the outcomes were significant, considering the
680 nature and competition in that particular industry.

681 While a majority of studies has identified a positive influence of
682 brand meaning over brand loyalty, most of the literature in this domain is
683 confined to the traditional shopping environment. A prominent gap still
684 exists in terms of investigating the impact of brand meaning over brand
685 loyalty from an online retail brands perspective, while considering both
686 brand performance and brand imagery as facets of brand meaning. In
687 light of prior studies, it is assumed that brand meaning has a significant
688 and positive impact on brand loyalty in the context of online retail brands.

689 ***2.1.2.2 Brand meaning and customer satisfaction***

690 The association between brand meaning and customer satisfaction
691 has been examined in numerous studies across diversified contextual and
692 cultural settings. Putri, Indarini and Anandya (2019) investigated the
693 relationship of brand meaning and customer satisfaction in Surabaya,
694 Indonesia, while considering the TehPucukHarum brand in particular. Data
695 were collected from 170 consumers and analyzed through structural
696 equation modelling. The study used a non-probability sampling technique,
697 i.e. purposive sampling to collect data from respondents meeting the
698 features of the population. The results revealed that brand meaning has a
699 significant and positive relationship with customer satisfaction in addition

700 to brand trust and brand communication and brand loyalty. It was
701 suggested that these concepts should be studied in other countries too.

702 In the same way, Ray et al. (2021) studied the relationship between
703 brand meaning and customer satisfaction in e-learning courses within the
704 Indian context. Data were collected from 378 Indian students in an
705 attempt to understand their behavior within an e-learning context. The
706 research revealed a strong and positive association of brand meaning with
707 customer satisfaction. The most interesting aspect of this research was
708 the industry, i.e. e-learning. Moreover, Yuwono and Anandya (2022)
709 investigated the correlation of brand meaning and customer satisfaction in
710 their study on Starbucks outlets in Surabaya. Their quantitative research
711 used structural equation modelling to analyze data collected from 210
712 consumers of Starbucks in Surabaya. It was revealed that brand meaning
713 had a significant positive impact on customer satisfaction. Other variables
714 considered in this study included staff behavior, brand awareness and
715 lifestyle congruence. The research studies mentioned above reflect that
716 there is positive relationship between brand meaning and customer
717 satisfaction within multiple cultures and settings.

718 **2.1.3 Brand response**

719 This is the stage where the brand reputation is tested. It deals with
720 how a consumer is going to respond after purchasing the brand. The
721 delivered goods and services have to live up to the reputation of the given
722 brand. If the price of a given commodity is high, the customer builds up
723 many expectations about the product's quality. If the product delivers,
724 the consumers have a positive feeling about the brand and are therefore
725 happy about their brand choice (Ali & Bhasin, 2019).

726 Brand response entails certain expectations assumed by the
727 customers. If such expectations are met, the customer will feel satisfied
728 and happy and portray positive feelings, particularly within the online
729 grocery shopping experience. If the brand meets the customer's
730 expectations by going beyond, the brand will construct happiness in the

731 mind of its customers. This will lead to the spread of positive word of
732 mouth by the customers regarding the brand. In that case, it is necessary
733 to identify the aspects of delight that will help the brand develop an edge
734 over the competition (Datta et al. 2017).

735 Alvarado-Karste and Guzmán (2020) describe Apple as a brand with
736 a high-value brand identity. Consumers have been represented to hold a
737 high value of Apple brand products and therefore perceive the brand as
738 superior among their competitors (Alvarado-Karste & Guzmán, 2020).

739 A brand potentially has positive brand equity if it attains extra
740 preferable responses such as higher levels of awareness, familiarity,
741 association and preference in an online context in India (Sandhe, 2019).
742 Another study revealed that significant brand awareness and positive
743 brand association contribute to a positive brand response from consumers
744 in the context of electronic-appliances stores and sports-apparel stores in
745 Hong Kong (Cheung, Pires & Rosenberger III, 2020). In addition,
746 Anisimova, Weiss and Mavondo (2019) concluded that there was a
747 positive association of brand response with customer satisfaction in a
748 media usage context.

749 **2.1.3.1 Brand response and brand loyalty**

750 The prior literature suggests that in both traditional as well as
751 online shopping, brand response has been observed to have a very strong
752 impact on brand loyalty across several cultures and settings (Anisimova,
753 Weiss & Mavondo, 2019). The brand response is a combination of brand
754 judgment and brand feeling and while many previous studies have
755 considered brand response as the combination of both facets, there have
756 also been a few studies that have considered it to be a single construct. A
757 large section of the relevant literature suggests that brand response is a
758 very significant component of customer-based brand equity models and
759 that it is vital to shape up brand loyalty of consumers. Yu, Cho and
760 Johnson (2017) carried out quantitative research to study the behaviour
761 of undergraduates at a Midwestern university in the US with regards to

762 online apparel shopping. Their research considered both brand judgment
763 and brand feeling as facets of brand response. They found that brand
764 response has a very strong and positive association with brand loyalty.
765 The research suggested that marketers of online apparel stores must
766 make sure that brand response of their consumers is enhanced during the
767 shopping experience, as this can lead to brand loyalty.

768 Nawaz, Naeem and Khan (2019) studied the influence of brand
769 response on brand loyalty in the mobile phone industry of Pakistan. Brand
770 judgment and brand feeling were considered to define brand response in
771 their research. The multiple regression analysis executed over the data
772 collected from mobile phone consumers in Karachi revealed that brand
773 response is imperative and is likely to result in brand loyalty in the mobile
774 phone industry. The authors recommended that other mobile phone
775 manufacturers in Pakistan should focus on enhancing brand response and
776 it is almost certain that their consumers would become brand loyal. There
777 is a scarcity of studies that have incorporated online retailers and a
778 consumer-based brand equity model in any industry of Australia, but even
779 the handful of available studies have still indicated a positive association
780 of brand response with brand loyalty.

781 Ajibola (2021) examined the influence of brand response over
782 brand loyalty in doctoral research at Minnesota State University within a
783 service industry context. This research considered brand judgment and
784 brand feeling as facets of brand response and concluded that brand
785 response is amongst the most influential elements that affect brand
786 loyalty in the service sector. The research claimed that service providers
787 have to carefully monitor the level of brand response among their
788 consumers and for this, both brand judgment as well as brand feeling
789 have to be considered. The present research has considered both facets of
790 brand response, i.e. brand judgment and brand feeling, and based on the
791 findings of previous studies, it is assumed that brand response has a

792 significant and positive impact on brand loyalty in the context of online
793 retail brands.

794 **2.1.3.2 Brand response and customer satisfaction**

795 The relationship between brand response and customer
796 satisfaction has been investigated in several studies in different contexts
797 and cultural settings. Anisimova, Weiss and Mavondo (2019) studied the
798 association between brand response and customer satisfaction amongst
799 Australian automobile consumers. Using structural equation modelling to
800 analyze the data collected from 271 respondents, they found that brand
801 response had a significant and positive relationship with customer
802 satisfaction, along with a number of other variables like brand
803 communication and brand perception. The study was quantitative in
804 nature and suggested that the considered variables should be studied in
805 other industries as well as in the automobile industry of other countries.
806 The focus of this study was on the formulation of effective marketing
807 strategies for the automobile sector of Australia. Likewise, Chokpitakkul,
808 Anantachart and Hamilton, (2020) carried out research to understand the
809 association between brand response and customer satisfaction among
810 Thai SMEs consumers. The industry focused on for this research was the
811 restaurant industry, and it was confined to dessert cafes only. This was
812 quantitative research which analyzed responses of 400 dessert cafe
813 consumers through structural equation modelling and it concluded that
814 there was a positive relationship between brand response and customer
815 satisfaction. This research also found a positive association of customer
816 satisfaction with brand preference and word of mouth. Additionally,
817 Hayes et al., (2020) explored the relationship of brand response with
818 customer satisfaction within textual para language (TPL), by considering
819 social presence theory. The research was based on a consumer brand
820 relationship (CBR strength) x 3 textual para language (TPL) online
821 experiment. After results of the experiment were revealed, brand
822 response as well as social presence and engagement were among the

823 strong determinants of customer satisfaction in this particular context. It
824 was concluded that the customers who were satisfied with the textual
825 para language, were likely to use it for a longer period of time, which
826 makes brand response and customer satisfaction important factors to
827 study in a branding context. These studies indicate that there is positive
828 relationship between brand response and customer satisfaction across
829 diversified cultures and contexts.

830 **2.1.4 Brand resonance**

831 According to Keller (2001), a strong brand image has a value
832 premium to bring numerous advantages to a company; for instance,
833 higher consumer contentment may lead to higher chances of survival
834 against the marketing crisis and competitive marketing trials, greater
835 profits and sales, a more desirable consumer response to product prices,
836 and thus an expanding business. Businesses are keen to lead their
837 business to the top by building a strong brand and brand equity;
838 however, reaching the desired level is not an easy task. To establish
839 brand equity, a firm should start from the base by addressing questions
840 such as: "What makes the brand strong? How does a firm build a strong
841 brand?" To address these questions, Keller (2001) developed a model of
842 brand development called the customer-based brand equity (CBBE)
843 model, which shows what brand equity is and how it should be
844 administered, measured and constructed (Keller, 2001).

845 Brand resonance defines the relationship between customers and
846 the brand and its level of sync established with the brand. The
847 relationship between the customers and the brand positively influences
848 the customer's satisfaction. It also plays a vital role in establishing
849 substantial brand equity with customers (Moura et al. 2019). The loyalty
850 of customers increases when brand resonance is high. This leads to close
851 interaction and a good relationship between the brand and its customers.
852 Brand engagement, brand loyalty, brand community, and brand
853 attachment are the four dimensions of brand resonance (Moura et al.

854 2019). The brand community captures the relationship of customers with
855 other members of the community. Brand engagement is when an
856 engaged customer spends more time on the retailer's trusted website to
857 search for the desired information and products instead of going back and
858 searching for readily available products. Loyal customers always give
859 feedback and encourage others to buy the products. Brand loyalty is
860 characterized by the customer's willingness to recommend the brand to
861 others, repurchase the product, pay premium prices, and accept brand
862 extensions (Moura et al., 2019).

863 According to Shieh and Lai (2017), who conducted a study on the
864 HTC company's smart phones in Taiwan, brand resonance influences
865 consumers' feelings towards the brand. The study used the structural
866 equation modeling SEM method to explore the relationship among brand
867 resonance, brand experience and brand loyalty. The results revealed that
868 there was a significant relationship between brand experiences and brand
869 resonance. The study revealed that consumers build brand loyalty once
870 they develop brand resonance through social recognition (Çifci et al.,
871 2016).

872 **2.1.4.1 Brand resonance and brand loyalty**

873 A large number of studies in the marketing literature that have
874 incorporated Keller's CBBE model have identified that there is a very
875 significant and positive association of brand resonance with brand loyalty
876 in diversified industries and cultures (Raut et al., 2020). Shieh and Lai
877 (2017) conducted research on smart phone consumers in Taiwan and
878 explained that the greater the brand resonance, the greater the chances
879 of brand loyalty. Although this research was not able to suggest how to
880 design events that stimulate brand resonance, the findings themselves
881 were very vital as they paved the way for researchers as well as
882 practitioners to understand the significance of brand resonance in shaping
883 brand loyalty. The authors recommended giving special attention to brand
884 resonance as it is the highest level in the consumer-based brand equity

885 model and play a key role in contributing towards brand loyalty, which
886 cannot be underestimated.

887 Mehmoood, Shaheen and Qureshi (2020) studied the brand
888 resonance effect in the clothing brands context and concluded that brand
889 resonance is the strongest predictor of brand loyalty. The authors
890 suggested that clothing brands must focus more on creating the right
891 brand resonance because this will very easily lead towards brand loyalty.
892 The authors further explained that creating and enhancing brand
893 resonance is a big challenge for policy makers in all industries and more
894 specifically the clothing industry. However, once marketers are able to
895 generate brand resonance, brand loyalty is almost certain because there
896 is massive influence of brand resonance on brand loyalty, particularly in
897 the clothing brands context. The authors also recommended carrying out
898 further academic research to understand how brand resonance affects
899 brand loyalty in online shopping contexts as it would assist in comparisons
900 of results.

901 Huang and Chen (2021) recently carried out a very comprehensive
902 study in the restaurant industry of Taiwan, and the aim of their research
903 was to study the determinants of brand resonance and how brand loyalty
904 is influenced by brand resonance. Their findings revealed that brand
905 resonance was an imperative determinant of brand loyalty. Even in the
906 restaurant industry, the significance of brand resonance cannot be denied.
907 The authors put special emphasis on studying the determinants of brand
908 resonance as well. Above discussion depicts that the relationship of brand
909 resonance and brand loyalty is something very important for academic
910 researchers as well as practitioners. Overall then, it is assumed that brand
911 resonance has a significant and positive impact on brand loyalty in the
912 context of online retail brands.

913 **2.1.4.2 Brand resonance and customer satisfaction**

914 The association among brand resonance and customer satisfaction
915 has been examined in numerous studies across diversified contextual and

916 cultural settings. Divyasre (2019) investigated the relationship of brand
917 resonance and customer satisfaction in Nemmeli while considering online
918 shopping portals in particular. Data were collected from 515 online
919 consumers in Nemmeli and analyzed through multiple regression analysis.
920 The study used a non-probability sampling technique, i.e. convenience
921 sampling to collect data from respondents meeting the features of
922 population. The results revealed that brand resonance had a strong and
923 positive relationship with customer satisfaction, in addition to brand
924 attachment and brand engagement. It was suggested that these concepts
925 should be studied in other industries and cultures too. Furthermore,
926 Husain, Paul and Koles (2022) studied the relationship between brand
927 resonance and customer satisfaction in luxury brands within Indian
928 context. Data were collected from 413 luxury brand consumers in India,
929 in an attempt to understand their behavior within this particular context.
930 The data were collected from four major metropolitan cities in India and it
931 was analyzed through Smart-PLS. The research revealed a strong and
932 positive association of brand resonance with customer satisfaction.
933 Moreover, Habib, Hamadneh and Khan (2021) investigated the correlation
934 of brand resonance and customer satisfaction by executing research on
935 lifestyle products in Indian context. Their quantitative research used
936 structural equation modelling to analyze data collected from 473
937 consumers of lifestyle products in India, via an online questionnaire. It
938 was revealed that brand resonance had a significant positive impact on
939 customer satisfaction. Other variables considered in this study were
940 electronic word of mouth and marketing relations. The research studies
941 mentioned above reflect a positive relationship between brand resonance
942 and customer satisfaction within numerous cultural and industrial
943 contexts.

944 **2.2 Customer satisfaction**

945 Online shopping represents a more convenient and economical way
946 of purchasing as compared to traditional shopping. If the online retail

947 shop satisfies the customers, they become their regular customers.
948 Customer satisfaction is associated with a number of factors: information
949 search, purchase decision, evaluation of alternatives, recognition of
950 need/problem, and post-purchase behavior. The satisfaction of customers
951 is based on the experience of customers throughout the various stages of
952 the purchase. Different strategies are followed by companies to achieve
953 customer satisfaction. Still, brand resonance is how companies create a
954 link with their customers, understand them, and retain them for an
955 extended period. If customers are satisfied with a particular brand or a
956 specific company, they will go to extreme lengths to show their dedication
957 and ultimately prove their loyalty. Satisfied customers become the stairs
958 to success for the companies. So, brand resonance is directly linked to the
959 satisfaction of customers (Algharabat et al., 2020).

960 In many online transactions, customer satisfaction can be classified
961 into two categories: cumulative and transaction-specific satisfaction. The
962 transaction-specific category provides insight into the consumer's feelings
963 about a given product or service delivery. On the other hand, cumulative
964 satisfaction considers many products or service deliveries for a given
965 period (Suaib, 2016).

966 Hult et al (2019) conducted a study to elaborate on antecedents and
967 consequences of customer satisfaction in the electronic goods industry,
968 using the American Customer Satisfaction Index (ACSI) model in a multi-
969 channel context. The study stated that when customers purchased online,
970 they got better prices as online satisfaction is dependent on price
971 attributes; however, the result was reversed when they purchased offline.
972 Moreover, Dey (2019) studied the behavior of a digital store's consumers
973 and concluded that customer satisfaction led to a repurchase intention
974 and eventually resulted in brand loyalty towards specific online store.

975 The main problem faced by customers while shopping online is
976 security, as it involves online transactions. Customers may hesitate to
977 share their personal and bank details with the company's websites, so the

978 retailers need to protect their customers. The critical factor which
979 influences customer satisfaction is the exact product with excellent quality
980 and delivery on time. Customers get frustrated with late deliveries, fake
981 products, and impaired quality. Money is also the main driver which
982 attracts customers (Pappas et al. 2014).

983 **2.2.1 Factors of customer satisfaction**

984 E-commerce has revolutionized various industries worldwide. The
985 internet has enabled retailers to spread further in the distribution chain
986 and reach more customers. The evaluation of online stores can be done
987 depending on the range of variables used. For instance, desired product
988 availability, range of products, prices related to other online retailers,
989 customer support features, customer retention, shipping options, clarity
990 of product information, quality of the product, on-time delivery, website's
991 ease of use, order tracking, overall design and look of sites, the security
992 of customer, product meeting expectations, and personalization. These
993 variables play a crucial role in customer satisfaction. Online shopping is
994 usually linked to previous experiences of customers (Sijoria et al., 2019).

995 The factor of satisfaction is considered vital in a descriptive
996 examination in retailing. The commonly known conceptualization of
997 satisfaction entails an effectual response to the extent the prospect is
998 fulfilled (Muniz et al., 2019).

999 Particularly in Australia's region, the sales in online grocery shopping
1000 have made strong inroads in the last five years. They tend to raise the
1001 revenue of the industry by an annual percentage of twenty-nine percent.
1002 From 2019 to 2020, online grocery sales had an upsurge of 56%, and
1003 adjusted to 32% (IBIS,2020). Although online shopping is just a matter of
1004 one click, retailers often find it difficult to understand customers' behavior
1005 as they cannot interact with them. However, many retailers use on-site
1006 behavior tracking to identify and monitor customers' behavior and
1007 generate their precise profile.

1008 Conversely, it is also a big deal for customers to trust retailers,
1009 based on their websites, and shop online. Since customers cannot see or
1010 touch the products before buying, the retailer's responsibility is to provide
1011 accurate information regarding the product to satisfy the customers and
1012 retain them (Çifci et al., 2016). To enable long term relations with
1013 customers, many retailers have developed digital media. In this race of
1014 market competition, e-retailers are investing in exploring new tools and
1015 sources of customer satisfaction as a marketing strategy to gain a
1016 competitive edge and leverage customers' experiences. The main problem
1017 faced by customers while shopping online is security, as it involves online
1018 transactions. Customers may hesitate to share their personal and bank
1019 details with the company's websites, so the retailers need to protect their
1020 customers. The critical factor which influences customer satisfaction is the
1021 exact product with excellent quality and delivery on time. Customers get
1022 frustrated with late deliveries, fake products, and impaired quality. Money
1023 is also the main driver which attracts the customers (Pappas et al., 2014).

1024 **2.3 CBBE and customer satisfaction**

1025 The most notorious Keller model was constructed upon a pyramid
1026 that provides explanations on how a resilient brand image can be built. It
1027 focused on building brand equity by emphasizing familiarities of
1028 customers and adapting policies and procedures based on customers'
1029 behaviours. The robust link between the customers and the brand
1030 significantly augment brand equity. Keller's model utilizes a particular
1031 order to showcase the diverse stages of constructing brand equity and
1032 show the ways in which a particular company has to comprehend its
1033 consumers and mold their strategies as a result (Tasci, 2018).

1034 Retailers have looked at the customer-based brand equity model in
1035 depth and it has been a driving force in gaining customers' associations
1036 with their brands. Brand equity gives an idea of a consumer's mindset
1037 that involves recollecting prominent factors of contentment with previous
1038 purchasing experiences, which then help grocers to understand the

1039 potential future patterns of their sales and challenges, and in the process
1040 reduce their rivals' threat (Ailawadi & Keller, 2004).

1041 **2.4 Brand loyalty**

1042 Nam et al (2011) suggested that there are two characteristics of
1043 brand loyalty: attitudinal loyalty and behavioral loyalty. Attitudinal loyalty
1044 occurs when customer is loyal to the brand and has positive feelings
1045 towards a product that may lead to recommending and repurchasing. By
1046 contrast, behaviour loyalty refers to the behaviour of purchasing the same
1047 brand and same product.

1048 This has been revealed in different contexts, including e-brand
1049 research. Brand association is considered as everything associated with
1050 the brand, sketched from the minds of consumers. Consumers can be
1051 assisted through brand association to determine the appropriateness of
1052 both the extended brands and the parent brand (Quan et al., 2020). It
1053 has been assumed that brand loyalty will be affected by brand association
1054 in the context of online retailer brands. User satisfaction is considered to
1055 be the extent of satisfaction of consumers with the brand they
1056 experienced (Cho & Hwang, 2020).

1057 A brand potentially has positive brand equity if it attains more
1058 preferable responses such as higher levels of awareness, familiarity,
1059 preference, and association (Sandhe, 2019). The contribution of the brand
1060 is no doubt of interest for online retailers in order to create preferences as
1061 well as to generate value and loyalty. It is a fact that the majority of their
1062 marketing initiatives are directed toward elevating and sustaining loyalty
1063 (Sözer, Civelek, & Kara, 2017).

1064 In traditional marketing literature, brand loyalty has been an
1065 important research topic for a very long time. However, with internet
1066 technologies having high penetration in the lives of consumers in recent
1067 times, scholars are putting more efforts into investigating and
1068 comprehending the phenomenon of brand loyalty in the online retailing
1069 context as well (Arnab, Hoque, & Hridoy, 2019). For example, Abbas,

1070 Hallem and Taga (2020) recently carried out a research study to
1071 understand brand loyalty in online shopping platforms. The outcomes of
1072 this comprehensive longitudinal study indicated brand loyalty to be an
1073 effective predictor of consumer behaviour and the researchers further
1074 suggested that more research studies should be executed to specifically
1075 examine the determinants of brand loyalty in online retailing.

1076 The study further highlighted the role of brand loyalty in enduring
1077 profitable growth of online stores. Similarly, it has been explored that the
1078 quality of an online store has a positive correlation with customer
1079 satisfaction as well as brand loyalty (Abou-Shouk & Khalifa, 2017).

1080 **2.4.1 Factors affecting brand loyalty**

1081 Keller (2009) and Lee, James and Kim (2014) have described brand
1082 loyalty as a commitment from a company to its customers that the
1083 company will deliver specified desirable benefits and predictable positive
1084 experiences through its products or services. In recent times, researchers
1085 have identified the importance of brand loyalty in an online retailing
1086 context across diversified cultures (Riquelme et al., 2019). For this
1087 reason, several factors have been identified to directly or indirectly
1088 influence brand loyalty for online retail stores. For instance, Kim, Choe
1089 and Petrick (2018) have elaborated that brand loyalty is strongly affected
1090 by brand image in an online shopping context. Their study further
1091 highlighted the role of brand loyalty in enduring profitable growth of
1092 online stores. Similarly, the quality of online store has been shown to
1093 have a positive correlation with customer satisfaction as well as brand
1094 loyalty (Abou-Shouk & Khalifa, 2017). The latter study explained that
1095 perception of online consumers towards quality of the website is an
1096 integral component in determining brand loyalty for a specific online retail
1097 store. Furthermore, the service quality of a shopping website is a further
1098 factor that significantly affects brand loyalty (Rita, Oliveira, & Farisa,
1099 2019). When customers perceive the service quality offered by an online
1100 shopping website to be in line with their expectations, there is a strong

1101 tendency for these consumers to become loyal to the store. Conversely,
1102 as the level of perceived service quality decreases, it negatively affects
1103 brand loyalty (Rita, Oliveira, & Farisa, 2019). Furthermore, trust has also
1104 been acknowledged as a vital factor affecting brand loyalty in an online
1105 shopping context (Al-dweeri et al., 2017). Importantly, some studies have
1106 also identified some elements of customer-based brand equity to be
1107 strong influencers of brand loyalty in an online services context (Wann-
1108 Yih, 2020).

1109 **2.5 Link between CBBE model, customer satisfaction and brand** 1110 **loyalty**

1111 Sürücü et al. (2019) have suggested that CBBE dimensions consist of
1112 brand awareness, brand image, physical quality and staff behavior;
1113 indicate that CBBE improves satisfaction and brand trust among
1114 customers in the hotel context. The association between customer
1115 satisfaction and brand loyalty has been an area of interest for researchers
1116 in the domain of consumer behaviour for more than seven decades now
1117 (Obiegbu, Larsen, & Ellis, 2020). This is primarily due to rapid
1118 development of online platforms in the past few years, and researchers
1119 and academics strongly believe in the potential of the digital environment
1120 as they consider prospects of businesses growth and development. It is
1121 evident from previous studies that CBBE's different theories and
1122 dimensions (i.e., physical quality, self-congruence, and staff behavior) are
1123 considered with the constructs of customer satisfaction and loyalty.
1124 However, there is a still room for further research with diverse dimensions
1125 of CBBE in the same context.

1126 **2.6 Customer satisfaction and brand loyalty**

1127 Taking into consideration the perspective of consumers, the
1128 construct of brand loyalty refers to the extent of confidence given to a
1129 particular brand, and it defines the potential of that particular brand to
1130 satisfy the needs of consumers much better than other competing brands
1131 (Ahmed et al., 2014). This confidence is imparted via intangible benefits

1132 inherent in that particular brand, which translate into satisfaction of the
1133 consumers (Susanty & Kenny, 2015).

1134 Mittal, Agrawal and Gupta (2019) have studied the influence of
1135 customer satisfaction on brand loyalty in the banking industry and
1136 concluded that satisfaction of consumers is the key to success in the
1137 service sector because it is a very strong determinant of brand loyalty.
1138 The authors recommended that policy makers and marketers in the
1139 banking industry satisfy the needs of the clients to the maximum extent
1140 possible so that those clients may become loyal to that specific bank,
1141 given the immense competition in the banking industry.

1142 Rather et al. (2019) have investigated how customer satisfaction
1143 affects brand loyalty in the hospitality sector and found that there was a
1144 very strong and positive association of customer satisfaction with brand
1145 loyalty. Although, there were a number of other variables considered in
1146 the research, the influence of customer satisfaction was observed to be
1147 the highest, compared to other variables. The authors recommended that
1148 policy makers must find new and innovative ways to identify and satisfy
1149 the needs of their consumers so that their consumers can become loyal to
1150 their brands in the competitive environment of the hospitality sector.

1151 There is considerable evidence from traditional and online shopping
1152 contexts of the strong influence of customer satisfaction over brand
1153 loyalty. In light of prior studies, it is assumed that customer satisfaction
1154 has a significant and positive impact on brand loyalty in the context of
1155 online retail brands.

1156 The association between customer satisfaction and brand loyalty
1157 has been an area of interest for researchers in the domain of consumer
1158 behaviour for more than seven decades now. However, more recently,
1159 consumer behaviour researchers have started to focus on the link
1160 between customer satisfaction and brand loyalty in virtual environments
1161 (Obiegbu, Larsen, & Ellis, 2020). This is primarily due to the rapid
1162 development of online platforms in the past few years and researchers

1163 strongly believe in the potential of the digital environment as they
1164 consider prospects of businesses growth and development. It has been
1165 revealed in few recent studies that customer satisfaction in online store
1166 environments results in enhanced brand loyalty whereas dissatisfaction of
1167 customers results in an ultimate decrease in brand loyalty (Giao, Vuong,
1168 & Quan, 2020), which might even lead to more complaints and negative
1169 word of mouth (Azemi, Ozuem, & Howell, 2020). Hence, customer
1170 satisfaction has a direct correlation with brand loyalty in a digital stores
1171 context. Furthermore, customer satisfaction has also been identified to
1172 influence repurchase behaviour of online consumers, which is
1173 acknowledged as an indicator of brand loyalty (Rather et al., 2019).
1174 Similarly, Hult et al.,(2019) have conducted a study to elaborate on
1175 antecedents and consequences of customer satisfaction in an online
1176 context. Their study revealed that brand loyalty is an essential outcome of
1177 customer satisfaction and a very strong correlation was found between
1178 the two constructs. Moreover, by making use of ECSI (European
1179 Customer Satisfaction Index), Long, O'Connor and Tuyen (2017)
1180 empirically confirmed the positive association between customer
1181 satisfaction and brand loyalty for consumers of an online store.

1182 Furthermore, Dey (2019) has studied the behaviour of digital stores'
1183 consumers and concluded that customer satisfaction leads to a
1184 repurchase intention and eventually results in brand loyalty towards a
1185 specific online store.

1186 **2.7 Mediating effect of customer satisfaction**

1187 There are several viewpoints that have been used to characterize
1188 customer satisfaction (González-Mansilla, Berenguer-Contrí, & Serra-
1189 Cantallops, 2019). Nevertheless, the most generally accredited
1190 description of customer satisfaction has been provided by the expectancy
1191 disconfirmation model. This expectation disconfirmation theory has
1192 explained the level of customer satisfaction as an outcome of difference
1193 among expected and perceived performance (Grimmelikhuisen &

1194 Porumbescu, 2017). It has also been acknowledged that customer
1195 satisfaction is more of an affective psychological process instead of a
1196 mere cognitive process (Djelassi, Diallo, & Zielke, 2018). Generally, two
1197 types of customer satisfaction have been presented in consumer
1198 behaviour literature, i.e. transaction-specific as well as overall satisfaction
1199 (Grimmelikhuijsen & Porumbescu, 2017).The present study has employed
1200 the measure of overall customer satisfaction since the overall customer
1201 satisfaction measure is a better indicator of potential brand loyalty in the
1202 future, as its evaluation is centered across all of the encounters with
1203 brands.

1204 Transaction-specific customer satisfaction can be perceived as an
1205 affective reaction which varies from one experience to another. Therefore,
1206 this specific measure might be lacking stability, while overall customer
1207 satisfaction is better determinant of overall brand attitude, since it is
1208 comparatively stable (Otto, Szymanski, & Varadarajan, 2020).Customer
1209 satisfaction can directly as well as indirectly influence brand loyalty
1210 (Rather et al., 2019). Somestudies have also discovered that brands can
1211 develop a broad customer base if they are able to satisfy their customers
1212 because satisfied customers are not easily influenced by strategies of rival
1213 brands and they are less price-conscious as well (Ballings, McCullough, &
1214 Bharadwaj, 2018).

1215 The present research postulates the mediating influence of customer
1216 satisfaction over the relationship among brand salience and brand loyalty.
1217 Nejat (2016) identified a significant influence of brand salience on
1218 customer satisfaction in the Indian tourism industry context. Furthermore,
1219 Abd Aziz and Yasin (2010) also concluded that there was a positive
1220 association of brand salience with customer satisfaction in the Malaysian
1221 banking sector. Moreover, it has been revealed that customer satisfaction
1222 mediates the association between brand salience and brand loyalty
1223 (Bianchi & Pike, 2011). A number of other studies have further identified
1224 the significant mediating effect of customer satisfaction between the

1225 association of brand salience and brand loyalty (Hassan, Rafi, & Kazmi,
1226 2016). Therefore, it is proposed here that:

1227 Additionally, the present research postulates the mediating influence
1228 of customer satisfaction over the relationship among brand meaning and
1229 brand loyalty. Popp and Woratschek (2017) particularized the substantial
1230 impact of brand meaning on customer satisfaction in the hotel industry.
1231 Likewise, Yulianti and Tung (2013) determined that there was a
1232 significant connotation of brand meaning with customer satisfaction in a
1233 Facebook usage context among Indonesian consumers. Besides, it has
1234 been discovered that customer satisfaction mediates the relationship
1235 between brand meaning and brand loyalty (Rizwan et al., 2014). Some
1236 recent studies have also identified a significant mediating effect of
1237 customer satisfaction between the association of brand meaning and
1238 brand loyalty (Nobar & Rostamzadeh, 2018).

1239 Moreover, the current research postulates the mediating influence of
1240 customer satisfaction over the relationship between brand response and
1241 brand loyalty. Abd Aziz and Yasin (2010) identified a significant influence
1242 of brand response on customer satisfaction in the Malaysian banking
1243 sector. Anisimova, Weiss and Mavondo (2019) have also concluded that
1244 there is positive association of brand response with customer satisfaction
1245 in a media usage context. Moreover, it has been revealed that customer
1246 satisfaction mediates the association between brand response and brand
1247 loyalty (Koll & von Wallpach, 2009). A number of other studies have also
1248 identified the significant mediating effect of customer satisfaction on the
1249 association between brand response and brand loyalty (Chatterjee &
1250 Lahiri, 2017). Therefore, it has been proposed here that:

1251 Lastly, the present research postulates the mediating influence of
1252 customer satisfaction on the relationship between brand resonance and
1253 brand loyalty. Huang et al. (2014) particularized the substantial impact of
1254 brand resonance on customer satisfaction in the context of the creative
1255 industries in Taiwan. Likewise, Duman, Ozbal and Duerod (2018) have

1256 determined that there is a significant connotation of brand resonance with
1257 customer satisfaction for the Sarajevo brand. Besides, it has been
1258 discovered that customer satisfaction mediates the relationship between
1259 brand resonance and brand loyalty (Shieh & Lai, 2017). Some recent
1260 studies have also identified a significant mediating effect of customer
1261 satisfaction on the association between brand resonance and brand
1262 loyalty (Mehmood, Shaheen & Qureshi, 2020).

1263 **2.8 The COVID-19 pandemic and the online retail** 1264 **industry**

1265 During the COVID-19 pandemic, which started to spread across the
1266 world in January 2020, the movement of people and social interaction
1267 were severely affected (Fairlie, 2020). The guidelines developed by the
1268 World Health Organization (WHO) discouraged close contacts and physical
1269 engagement between people. The health regulations limited the
1270 movement of people by implementing lockdowns that destroyed some
1271 businesses (Bartik et al., 2020), especially the brick-and-mortar retailers
1272 that offered essential goods and services to households in Australia and
1273 across the world.

1274 As a result, the world has seen exponential growth in the online
1275 shopping industry, especially under the influence of the technology
1276 industry's developments. Statista Research Department (2020) has
1277 indicated that more than 1.9 billion people have experienced buying
1278 either goods or services online. This number is expected to continue to
1279 grow. In 2019, more than \$3.5 trillion was spent online in retail purchases
1280 globally (Statista Research Department, 2020).

1281 The internet and technology development have facilitated the rise
1282 in many startups for online shopping sites in Australia. According to
1283 Statista (2020), the e-commerce industry is expected to bring in \$27,285
1284 million in revenue from the online industry. This industry had more than
1285 20 million online shoppers in Australia and over \$28 billion for online
1286 shopping purposes last year (WebAlive, 2019).

1287 **2.9 How is this research different from Keller’s model which**
1288 **establishes a relationship between customer satisfaction and**
1289 **brand loyalty?**

1290 The present study has adopted Keller's CBBE theory as it was deemed
1291 suitable for studying consumer behaviour in an online retailing context.
1292 The findings from previous studies have revealed that the CBBE model
1293 was taken into consideration in the context to different industries but
1294 some studies related specifically to online shopping.

1295 Several tools have been widely adopted for market analysis. Some
1296 of the widely used tools for marketing in the corporate world are the
1297 brand positioning map, PESTEL analysis, SWOT analysis, Porter’s 5
1298 Forces, USP, BCG matrix, and Aaker’s brand equity model. This research
1299 study focuses on providing a detailed insight into Aaker’s brand equity
1300 model in comparison to the CBBE model because they both focus on the
1301 analysis of brand equity. Like the CBBE model, Aaker’s brand equity
1302 model analyzes the commercial value of a brand from the perception of
1303 customers (Amoako & Boateng, 2022).

1304 Previous studies have been conducted on customer satisfaction,
1305 brand loyalty and Customer Based Brand Equity dimensions; however,
1306 researchers have adopted different elements of different CBBE models (i.e
1307 Aaker,1993; Yoo & Doonthu, 2001;Nam et al., 2011) rather than all
1308 facets of Keller’s model. Some researchers have also conducted studies
1309 on Keller’s model by using one or two elements while ignoring others.

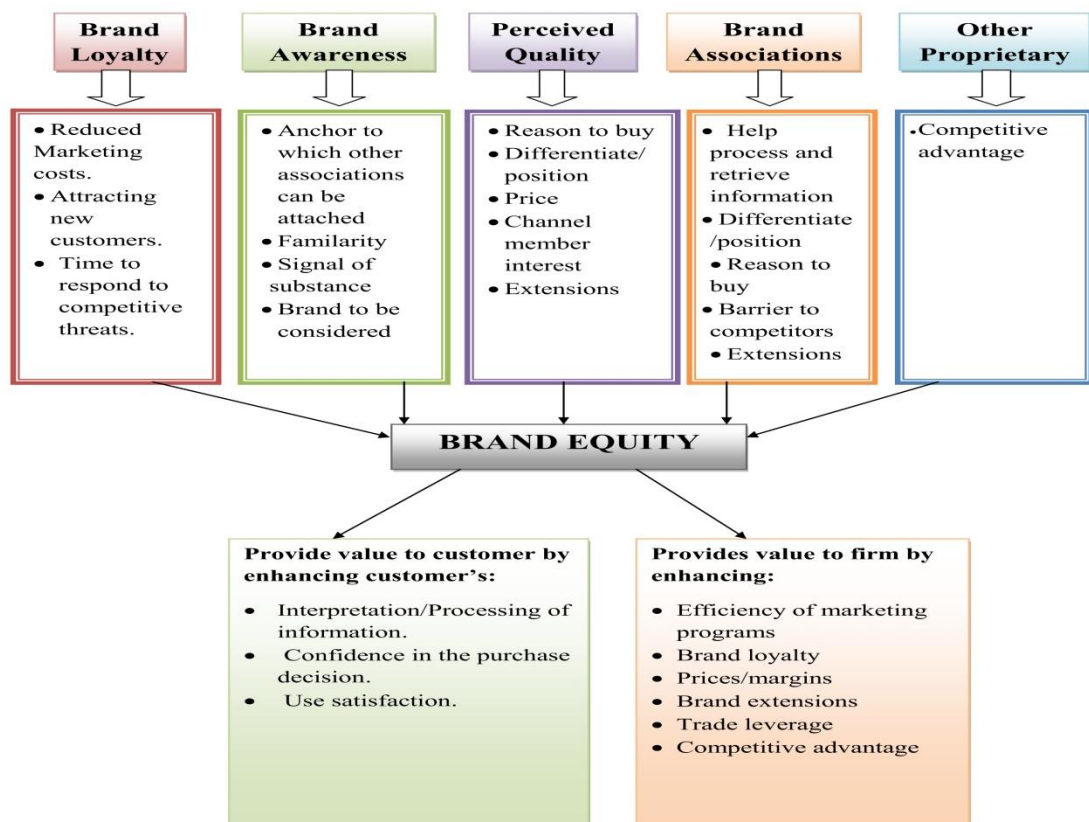
1310 The present study is not a replica study as it has taken into account
1311 four elements of the Keller’s model, i.e. brand salience, brand meaning,
1312 brand response and brand resonance, and assess the strength of the
1313 model in relation to customer satisfaction and brand loyalty in the context
1314 of the online retail industry in Australia.

1315 **2.9.1 Aaker’s brand equity model**

1316 The brand equity model, which was developed by David Aaker,
1317 defines brand equity as the collection of assets and liabilities associated

1318 with a particular brand (Amoako & Boateng, 2022). Aaker's brand equity
 1319 model comprises five elements, namely brand awareness, brand loyalty,
 1320 perceived quality, brand association, and proprietary assets (Tanveer &
 1321 Lodhi, 2016). Brand awareness in this model represents the extent to
 1322 which the target audience or potential clients are aware of or familiar with
 1323 the company's brand. Brand loyalty is the extent to which customers are
 1324 loyal to the brand. It is measured by determining the number of repeated
 1325 purchases of products and services offered by a particular brand.
 1326 Perceived quality in Aaker's brand equity model implies the uniqueness of
 1327 products and services provided by a given brand, earning it a competitive
 1328 edge in the market. Brand association is the relationship that customers
 1329 develop with particular brands and proprietary assets are the measure of
 1330 the number of patents, intellectual property, and trademarks owned by a
 1331 particular brand (Tanveer & Lodhi, 2016). Figure 2.1 represents the
 1332 Aaker's model.

1333



1334

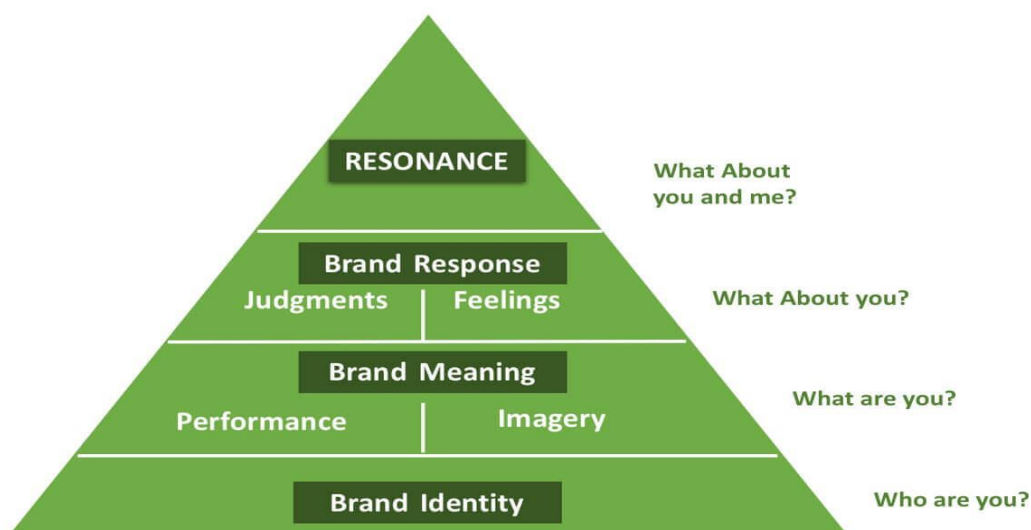
1335

1336

Figure 2.1 Aaker's Brand Equity Model

1337 **2.10 Theoretical and conceptual framework**

1338 The Customer-Based Brand Equity (CBBE) model was developed by
1339 Professor Kevin Lane Keller in the Tuck School of Business at Dartmouth
1340 College to explain the concept of brand equity (Akbarov, 2018; Chekalina,
1341 Fuchs & Lexhagen, 2018). Keller's CBBE model identified four
1342 predominant steps that represent the queries asked by consumers and
1343 denote a "branding ladder", where every new step depends upon
1344 achievement of the previous step (Keller, 1993). Figure 2.2 depicts the
1345 Keller model's six building blocks and four levels. The level 1 question is
1346 "Who are you?", as they want to identify with the brand. The level 2
1347 question that customers ask about the brand is "What are you?", as they
1348 seek to understand the meaning of the business brand (Keller, 2001;
1349 Davin, 2017). The level 3 question customers ask is "What about you?",
1350 to reflect on the brand response to their needs, while the level 4 question
1351 they ask is "What about you and me?", to determine the resonance or
1352 possible customer relationship with the brand (Yousaf et al., 2017).



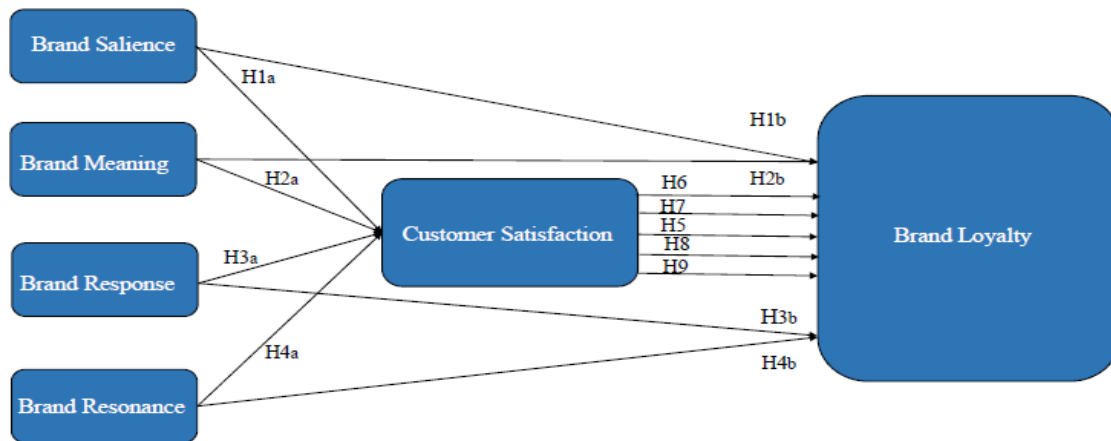
1353
1354 Figure 2.2 Keller's Customer-Based Brand Equity Model (Keller,2001)

1355 Figure 2.2 depicts the model's four levels: Level 1 is the brand
1356 identity and it shows the way customers look at the business brand and
1357 distinguish it from its competitors (Akbarov, 2018). Level 2 addresses the
1358 brand meaning based on its performance and imagery. According to

1359 Chekalina et al. (2018) the business performance, as customers perceive
1360 it, covers functionality, reliability, durability and price of the products and
1361 services they get. Level 3 is customers' brand response, as reflected in
1362 their judgment and feeling about the performance of the business.
1363 According to Yousaf et al. (2017), this is a crucial stage for the business
1364 because it is determined by the level of customer satisfaction with the
1365 product, which subsequently indicates whether or not customers will be
1366 loyal to the brand. Level 4 of the model describes brand resonance, which
1367 determines the strength of the relationship between customers and brand
1368 (Akbarov, 2018; Çınar, 2020). At this level, Chekalina et al. (2018)
1369 explain that the business can achieve a strong brand loyalty with several
1370 customer returns.

1371 **2.11 Conceptual framework**

1372 The design of a conceptual framework is informed by the research
1373 objectives, research questions and reviewed literature of the existing
1374 studies. As presented in the figure below, the conceptual model visualises
1375 the relationship between the independent and dependent variables
1376 (Creswell & Clark, 2017). The independent variables describe the
1377 customer-based brand equity such as brand salience, brand meaning,
1378 brand response and brand resonance. The dependent variables are
1379 customer satisfaction and brand loyalty, while customer satisfaction is
1380 also considered as a mediating variable between the four elements of
1381 CBBE and brand loyalty.



1382

1383 Figure 2.3 Conceptual Framework for Customer-Based Brand Equity Model,
 1384 Customer Satisfaction and Brand Loyalty.

1385 **2.11.1 Hypotheses**

1386 H_{1a}: Online retailers' brand salience is positively associated with customer
 1387 satisfaction.

1388 H_{1b}: Online retailers' brand salience is positively associated with brand
 1389 loyalty.

1390 H_{2a}: Online retailers' brand meaning is positively associated with customer
 1391 satisfaction.

1392 H_{2b}: Online retailers' brand meaning is positively associated with brand
 1393 loyalty.

1394 H_{3a}: Online retailers' brand response is positively associated with
 1395 customer satisfaction.

1396 H_{3b}: Online retailers' brand response is positively associated with brand
 1397 loyalty.

1398 H_{4a}: Online retailers' brand resonance is positively associated with
 1399 customer satisfaction.

1400 H_{4b}: Online retailers' brand resonance is positively associated with brand
 1401 loyalty.

1402 H₅: Online customer's satisfaction is positively associated with brand
 1403 loyalty.

1404 H₆: The impact of brand salience on brand loyalty is mediated by
 1405 customer satisfaction.

1406 H7: The impact of brand meaning on brand loyalty is mediated by
1407 customer satisfaction.

1408 H8: The impact of brand response on brand loyalty is mediated by
1409 customer satisfaction.

1410 H9: The impact of brand resonance on brand loyalty is mediated by
1411 customer satisfaction.

1412

1413

1414

1415

1416

1417

1418

1419

1420

1421

1422

1423

1424

1425

1426

1427

1428

1429

CHAPTER 3: RESEARCH METHODOLOGY

1430
1431

1432 **3.1 Introduction**

1433 An appropriate research methodology is essential for answering the
1434 objectives and questions of the present research. Generally, methodology
1435 provides assistance to researchers in defining specific paths taken to
1436 achieve the goals defined by the research. Hence, the methodology
1437 chapter explains the techniques for data collection and data analysis in
1438 depth as per this study's research paradigm. The scholarly work of
1439 Bianchi and Pike (2014) and Tasci (2018) has provided a substantial basis
1440 in adopting the research methodology for this thesis.

1441 Generally, the research paradigm refers to the researcher's beliefs
1442 and the way in which they have managed to extend those beliefs
1443 (Johnson & Onwuegbuzie, 2004). Research paradigm plays a vital role in
1444 setting up boundaries around the research and justifying the specific
1445 paths taken (Denscombe, 2008). Put simply, the process used to conduct
1446 the research is known as the methodology of the research. Therefore,
1447 methodology can be seen as subset of the research paradigm. Opting for
1448 the right research methodology; primarily depends upon the philosophical
1449 stance of the researcher and the specific research undertaken (Kumar,
1450 2018).

1451 The two most common types of research methodology approaches
1452 are: (i) Positivist and Interpretivist (Sekaran, 1983). The present study
1453 has adopted a positivist paradigm, similar to a number of other studies in
1454 a similar domain (Tasci, 2018). Furthermore, the present study is
1455 objective (i.e. quantitative in nature) rather than subjective (i.e.
1456 qualitative in nature). Hence, the researcher has aimed to reduce bias
1457 throughout the collection of relevant data via a questionnaire. The
1458 purpose of the present study is to identify the influence of elements of a
1459 customer-based brand equity model on brand loyalty of online retail
1460 consumers in Australia, with the mediating effect of customer satisfaction.

1461 A quantitative approach was adopted to test the hypothesised
1462 relationships, which falls under the domain of a positivist research
1463 paradigm. The quantitative approach facilitates the process of carrying
1464 out a literature review and establishes the hypothesised relationships to
1465 test them empirically (McNeill, 2006). To test the hypothesis, data
1466 collection was needed via survey questionnaires and data were then
1467 analyzed through specific statistical tools. Thus, the present study was
1468 carried out under a positivist paradigm while the researcher kept a
1469 neutral stance. A positivist paradigm is usually adopted in research
1470 intended to conduct quantitative investigations that are objective in
1471 nature and aim to generalise their findings (McNeill, 2006).

1472 A positivist paradigm typically follows a deductive reasoning
1473 process and it applies quantitative techniques, for instance a survey
1474 questionnaire technique, to gather the data for theory testing (Crook &
1475 Garratt, 2005). The survey method is not only quick and cost-effective
1476 approach, but it also helps to gather information with certain objectives
1477 (Davis, Steury, & Pagulayan, 2005). It makes assembling relevant facts,
1478 which are based on the opinions and feelings of the respondents, very
1479 precise for the researcher. The survey approach becomes even more
1480 important when the investigation is about behavioral aspects of the
1481 population. Therefore, the survey approach has been designed for dealing
1482 with generalising findings of a sample of an overall population in an
1483 appropriate manner.

1484 Scheurich and Young (1997) and Savage (2006) have explained
1485 that a research paradigm is based on ontology, epistemology, axiology,
1486 and methodology. Ontology is "the real reality"; epistemology is how you
1487 come to know the reality; axiology is the theory of value related to the
1488 use of gained knowledge; and methodology is "the procedure adopted in
1489 reaching at the real reality. Considering the present research, the
1490 ontological stance was brand loyalty in an online retailing environment in
1491 Australia; the epistemological stance was factors affecting brand loyalty in

1492 an online retailing context in Australia through customer satisfaction; the
1493 axiological stance was to determine contributing factors for low
1494 involvement of Australian consumers in online retailing through a
1495 positivist approach; and the methodology used was a quantitative data
1496 analysis technique through Partial Least Squares Structural Equation
1497 Modeling (PLS-SEM) via SmartPLS 3 statistical software.

1498 More specifically, the present study focused on the identification of
1499 factors that affect brand loyalty of online retail consumers in Australia
1500 through an integrated form of the CBBE model (brand salience, brand
1501 meaning, brand response and brand resonance), thus extending the body
1502 of knowledge related to the online retailing environment. The factors
1503 considered in studies on online retailing have provided very strong
1504 evidence for the research framework used as well as the research
1505 hypothesis for the present study. The survey technique was adopted for
1506 measuring the authenticity of the proposed determinants of the research
1507 framework, whereby research questions were asked of online retail
1508 consumers in Australia. Thus, the research paradigm of the present study
1509 was deductive and quantitative in nature. Adapting research questions
1510 from existing scales and instruments helped to increase the validity of the
1511 cross-sectional research data collection process. Moreover, a pilot study
1512 was executed to determine the validity and reliability of the instrument
1513 and Exploratory Factor Analysis (EFA) was conducted for the pilot study
1514 through SPSS 25 statistical software. PLS-SEM was used to testify the
1515 research framework and to measure the proposed associations among the
1516 constructs of the present study through SmartPLS 3 software. This
1517 statistical technique for analysis was adopted because it had prominent
1518 acceptability in online retailing academic research (Hair, Ringle, &
1519 Sarstedt, 2011).

1520 **3.2 Research design**

1521 Robson (2002) explained that the process of turning research
1522 question into a research project is known as research design. It deals with

1523 a logical problem (Myers, Well & Lorch Jr, 2013) and it is has the ability to
1524 ensure that the confirmation obtained by the researcher allows the
1525 researcher to respond towards the underlying research in the clearest
1526 possible manner. Saunders et al. (2009) argued that the selection of an
1527 exploration method depends on some important elements such as
1528 research objectives and questions, time measurement, degree of
1529 accessible information, accessible asset difference and philosophical
1530 stance. Furthermore, there are several research methodologies used in
1531 management science research which include ethnography, action
1532 research, case study, archival research, experiment, survey and grounded
1533 theory (Saunders et al., 2009).

1534 Yin (2003) explained that for descriptive, explanatory and
1535 exploratory research, all of these strategies can be considered.
1536 Furthermore, researchers can opt for more than one method depending
1537 on the nature of the research purpose (Walker, 1993). Generally, a
1538 survey strategy is used to answer questions related to whom, who, how,
1539 and where, and it is often linked to a deductive approach (Saunders et al.,
1540 2009).

1541 This means that surveys tend to be used for descriptive and
1542 exploratory research and this approach enables the researcher to collect
1543 more information from a large number of people efficiently (Saunders et
1544 al., 2009). More precisely, the data collected via a survey strategy is not
1545 only institutionalised but a less complex survey is possible as well.
1546 Furthermore, this approach is much easier for individuals to conduct and
1547 it is also considered legally sound (Saunders et al., 2009).

1548 In the present research, a structured questionnaire was used and
1549 data were collected through a survey. Hence, the research approach was
1550 deductive while the research was explanatory in nature, because it
1551 attempted to answer the research questions directly. The research was
1552 quantitative since the research questions were quantified and the
1553 questionnaire items were coded using statistical software (SPSS 24). A

1554 quantitative approach aids in answering research questions by collecting
1555 data on a large scale and this leads towards generalisation. The aim of
1556 the present study was to empirically validate and verify the proposed
1557 hypotheses pertaining to the association among variables in the research
1558 framework, which in turn was developed, based on knowledge from
1559 related preceding research.

1560 **3.3 Research purpose**

1561 Beckingham (1974) explained that the purpose of any survey is to
1562 elaborate on the reasons why the research study has been carried out.
1563 The objective of any research project is to differentiate and define the
1564 idea, to clarify the context and responses, as well as specify the nature of
1565 the study being carried out. The research purpose explains the dynamics,
1566 population and setting for that particular study (Bradbury & Reason,
1567 2003). The main purpose of the present study was to empirically
1568 investigate the relationship between brand salience, brand meaning,
1569 brand response, brand resonance, customer satisfaction and brand
1570 loyalty. Based on the purpose of this research, the present study was thus
1571 an explanatory investigation since it aimed to explore and establish
1572 causality.

1573 **3.4 Nature of the research**

1574 The present study was quantitative, yet the variables considered in
1575 this research were qualitative in nature because they related to the
1576 behaviour of consumers, including satisfaction and loyalty. A structured
1577 questionnaire was used for measuring these qualitative variables. The
1578 questionnaire items were quantified through assigning them different
1579 numbers on a Likert scale, with the values ranging from 1 to 5 and the
1580 recorded responses from strongly disagree to strongly agree respectively.
1581 The data collected from customers was quantified and entered into SPSS
1582 and SmartPLS 3.0 software to obtain the findings and results.

1583 **3.5 Design for hypothesis testing**

1584 The research design of the present research followed an “a priori”
1585 approach, starting with abstract and logical connections among constructs
1586 in the research framework before transitioning to substantial empirical
1587 evidence. A correlational (non-experimental) research design was adopted
1588 as the study had no intention to manipulate all independent or mediating
1589 variables. Such a correlational research pattern is useful for researchers
1590 who are interested in investigating to what extent two elements are
1591 associated. However, correlational research does not determine a single
1592 association; rather, it demonstrates the association among at least two
1593 elements (Creswell, 2002). Generally, it is executed to determine to what
1594 extent a variation in one variable will result in a variation in another
1595 variable. In order to test the hypotheses of the present study, SmartPLS
1596 3.0 was used while SPSS 24 was used for coding of the questionnaire, for
1597 the pilot study analysis and for the descriptive analysis. In SmartPLS 3.0,
1598 PLS- algorithm, path coefficients and bootstrapping were used to identify
1599 the associations, correlation and significance of the variables of the
1600 present research.

1601 **3.6 Method for data collection**

1602 In the present research, a survey-based research method was used
1603 because secondary information on the research problem identified in this
1604 study was very scarce and therefore variables were evaluated from
1605 different perspectives. Furthermore, the survey approach assisted in
1606 gathering data economically, quickly and most importantly, accurately
1607 (Padilla et al., 2018). The present study was a combination of several
1608 theoretical ideas which were based on the analysis of the data collection
1609 through a questionnaire from online retail customers of Australia. Data
1610 was collected online through Prolific.co. The collected data was analysed
1611 using SPSS 24 and SmartPLS 3.0.

1612 **3.7 Population and unit of analysis**

1613 It is important to collect data for research from appropriate and
1614 suitable people based on the topic of the study under consideration, to
1615 attain the right answers and accomplishing the research objectives
1616 (Turnock & Gibson, 2001). The target population comprises individuals
1617 that the researcher is interested in (Zhao et al., 2013). Similarly, the unit
1618 of analysis is referred to as the key entity being examined to measure the
1619 variables of the study (Hopkins, 1982). Neuman (2003) recommended
1620 that setting up analytical units is an imperative part of the problem
1621 statement and must not be overlooked. Successful research intends to
1622 accomplish the desired goals and objectives and relevant and precise
1623 information is therefore necessary, and is determined through defining
1624 the significant population and unit of analysis.

1625 The purpose of the present study was to examine the relationships
1626 between brand salience, brand meaning, brand response, brand
1627 resonance and brand loyalty through the mediating role of customer
1628 satisfaction. For this reason, the present study was conducted on the
1629 online shopping goods retail industry in Australia because the significance
1630 of the variables of the study could be measured well in the online retail
1631 industry since it is characterised by interactions with diverse customers
1632 every day. The target population of the present study was online retail
1633 customers in Australia while the unit of analysis was online retail
1634 consumers from different states/territories of Australia and their prior
1635 online shopping experience with retail brands.

1636 **3.8 Sampling method**

1637 In most of the research carried out in the social sciences and business
1638 studies domain, probability sampling technique is considered a suitable
1639 and appropriate approach for sampling. A probability sampling technique
1640 can be explained as an approach in which there is same/equal probability
1641 for each individual to be selected (Sharma, 2017). The probability
1642 sampling technique normally requires more work from researchers than a

1643 non-probability sampling technique but the results obtained from the
1644 probability sampling technique are generally more accurate. In terms of
1645 accuracy and reliability of results of quantitative research, many
1646 researchers believe that the probability sampling technique is more
1647 fruitful than a non-probability sampling technique (Sarstedt et al., 2018).
1648 However, there are a number of assumptions that must be fulfilled for
1649 probability sampling and the most important one of these is the fact that
1650 probability sampling can only be considered when complete sampling
1651 frame is available (Roy, 2019). In simple words, Saunders and Townsend
1652 (2016) explained that a probability sampling technique is to be utilized by
1653 researchers only when they have a complete list of the target population
1654 available with them. Without having a complete list of subjects,
1655 probability sampling cannot be incorporated. This is why researchers are
1656 required to do more work in choosing their samples through a probability
1657 sampling technique compared to a non-probability sampling technique.
1658 Still, McEwan (2020) encouraged researchers to opt for a probability
1659 sampling technique as despite more effort and time needed for achieving
1660 good sampling frames, the outcomes of these efforts are more reliable
1661 and accurate for practitioners as well as academics and scholars. The
1662 present study incorporated a probability sampling technique to make the
1663 results of their search more precise and reliable for online retail store
1664 managers and for research scholars in this field.

1665 Among the several approaches of probability sampling, a simple
1666 random sampling technique was used in the present research for data
1667 collection. This technique is effective in instances where reaching out to
1668 the entire population is not possible. The random sampling technique is
1669 economical and time-saving approach for data collection and is widely
1670 used in consumer behaviour studies (Ashraf, Naeem, & Shahzadi, 2017;
1671 Suresh & Rani, 2020).

1672 For this study, a simple random sampling technique was employed
1673 to select 370 customers of online retail brands across Australia. Everyone

1674 who had shopped from an online store in Australia once in their life was
1675 eligible for selection as a respondent in this study, and had an equal
1676 chance or probability of being included in the sample size. The sample
1677 size for this study was 370, which is a subset of the sample population,
1678 which comprised all customers who purchased at least once from any of
1679 the brands operating online retail stores in Australia. Specifically, the
1680 researcher used the platform Prolific.co to randomly select the 370
1681 customer for collecting empirical evidence for informing this study. This
1682 sampling method was employed in the study because it reduces
1683 researchers' bias in the sampling process and is often easy and
1684 straightforward to employ (Shahzad et al., 2021).

1685 Simple random sampling is a type of probability sampling in which
1686 the researcher arbitrarily selects a subset of the sample population to
1687 include in the research study. Jiang et al. (2020) define sample random
1688 sampling as a sampling technique where all members of the sample
1689 population have an equal chance to be included in the sample size. With
1690 simple random sampling, as Shahzad et al. (2021) explain, each member
1691 of the study population has an exactly equal probability of being selected
1692 and included as a respondent. This sampling method is often employed in
1693 studies involving huge sample sizes that are selected from large study
1694 populations. The sampling method yields results with high internal and
1695 external validity, with very low levels of sampling bias and selection bias
1696 (Hu et al., 2021).

1697 **3.9 Sample size**

1698 Patton (2002) stated that, sample size depends on the research
1699 questions and objectives of the research and also the analytical skills of
1700 the author. By and large, it has been observed that researchers do not
1701 restrict themselves to a particular sample size. There are several ways to
1702 determine the sample size. There is some evidence that simple SEM
1703 models can be implicitly verified even when the sample size is quite small
1704 (Gignac, 2006). However, a sample size of 100 to 150 is normally

1705 considered a minimum sample size for SEM models (Tabachnick & Fidell,
1706 2001). There are a number of researchers who have recommended a
1707 sample size of 200 or even more for SEM models (Kline, 2005). Sample
1708 size is often calculated in terms of number of formative indicators to
1709 measure the observed variables. Matthews et al. (2019) suggested a '10-
1710 times rule' to determine the sample size i.e. "10 times the largest number
1711 of formative indicators used to measure a single construct". The present
1712 research has adopted this 10-times rule to estimate the sample size. The
1713 total number of items to measure the variables in the research
1714 questionnaire was 29; therefore, the sample size of the study was
1715 determined to be 366.

1716 **3.10 Research instrument**

1717 The questionnaire of the present study was developed using
1718 demographic questions and items to measure variables. The demographic
1719 questions were related to gender, age, education and income level of
1720 respondents. There was a screening question as well in the questionnaire
1721 to ensure that the respondents had prior shopping experience with online
1722 retail brands in Australia. The items for measuring variables were adopted
1723 from reliable sources. However, the items were slightly modified to suit
1724 the context of the present study. A pilot study was executed to determine
1725 the validity and reliability of the research instrument. Exploratory factor
1726 analysis (EFA) was executed for this purpose. The pilot testing was done
1727 on 120 respondents. The EFA results led to five items being dropped from
1728 the questionnaire that was initially developed. The factor loading of all
1729 items was above the threshold level of 0.5 and making specific subgroups
1730 of them related to specific aspects of each latent variable. The EFA results
1731 are mentioned in 4.2.4 Thus, all items were retained in the final
1732 questionnaire. The questionnaire items and their sources are summarized
1733 in Table 3.1.

1734

Table 3.1 Questionnaire Items and Sources

Variables	Items	Source
Brand Salience	I can recognize the brand better than other brands.	Pike et al. (2010), Keller (2016), and Moura et al. (2019)
	I can easily remember the brand and its logo.	
	The brand is easy to be recognized.	
	I believe the brand has a good name and reputation.	
	I have seen a lot advertising of the brand products.	
	When I am thinking of buying a product from the store, the brand's product comes to my mind immediately.	
Brand Meaning	Comparing to the same category brands, this brand offers the best services.	Van Riel et al. (2005), Keller (2016), and Moura et al. (2019)
	The brand meets my expectations.	
	The brand is efficient.	
	The brand is able to supply my basic needs as a client.	
	The brand is consistent in quality.	
Brand Response	Personally, the brand is relevant to me.	Keller (2016), and Moura et al. (2019)
	I respect this brand.	
	The brand logo appearance is attractive.	
	The brand's is superior in comparison with others brands by the same category.	

Variables	Items	Source
	I am pleased to be a customer of the brand's product.	
	The brand's has positive image of the brand.	Keller (2016), and Moura et al. (2019)
Brand Resonance	I actively share information about the brand with others.	Huang et al. (2014)
	I would actively search for information about the brand.	
	Even though there are variety of brand but I prefer to buy from this brand.	
	I am willing to spend more time and money on the brand.	
	When talking about product and services, I immediately think of this brand.	
Customer Satisfaction	All in all, I am very satisfied with this brand.	Homburg, Wieseke and Bornemann(2009), and Iglesias, Markovic and Rialp (2019)
	The touch-points with this brand meet my expectations of the ideal touch-points with this type of brands.	
	The performance of this brand has fulfilled my expectations.	
	The experience provided by the brand is above my expectations.	
	I would be delighted to purchase this brand products	

Variables	Items	Source
Brand Loyalty	This brand will be my first choice in the future.	Han and Sung (2008), and Brakus, Schmitt and Zarantonello (2009)
	I will not buy other brands if this brand is available at the store.	
	I will recommend this brand to others.	
	I will not mind to pay more to buy the brand.	
	I will always give positive reviews about this brand product.	

1736

1737 **3.11 Pilot study**

1738 Pilot testing or a pilot study refers to the process of small scale data
1739 collection before actual data collection for the research, in order to
1740 validate the instrument developed (Ismail, Kinchin, & Edwards, 2018).
1741 Generally, small samples of respondents from the target population takes
1742 part in this small-scale trial run and provide their opinion. A pilot study
1743 normally helps in identifying the testing adequacy of the instrument,
1744 completing a data collection feasibility assessment and a research
1745 protocols assessment, confirming the sampling technique and the
1746 sampling frame effectiveness, and determining the sample size (In,
1747 2017). Primarily, the significance of the pilot study lies in enhancing the
1748 efficiency and the quality of the main study. Despite the fact that carrying
1749 out a pilot study provides limited information, as compared to the main
1750 study, and it also does not assure success in the latter, it does increase
1751 the probability (Hazzi & Maldaon, 2015). For this reason, pilot testing for
1752 the questionnaire of present research was also carried out.

1753 The pilot study signifies the foundation of a worthy research design.
1754 Essentially, a pilot study is a vital preliminary step in the research and
1755 this is applicable to a wide range of research studies. Hazzi and Maldaon

1756 (2015) have defined the term pilot study as “a small-scale test of the
1757 methods and procedures to be used on a large scale”. Yet, there is very
1758 little published guidance about sample sizes required for a pilot study.
1759 Billingham et al. (2013) have noted that although all research studies
1760 should provide sufficient justification for sample size, some types of
1761 research may not require a precise sample size calculation. A number of
1762 prior studies have even argued that it may not be appropriate to have a
1763 formal sample size calculation for pilot studies. In general, an appropriate
1764 number to carry out a pilot study is somewhere between 10-20% of the
1765 main study sample size (Viechtbauer et al., 2015).

1766 **3.12 Exploratory factor analysis (EFA)**

1767 Exploratory factor analysis (EFA) is amongst the family of
1768 multivariate statistical methods and it endeavors to recognize the smallest
1769 number of hypothetical constructs (otherwise called dimensions, factors
1770 and latent variables) that have the ability to parsimoniously explain the
1771 co-variation observed among a measured variables set (otherwise known
1772 as reflective indicators or observed variables). Explicitly, it is used to
1773 identify the common factors which explain the order as well as the
1774 structure among the measured variables. In behavioural and social
1775 sciences, including consumer behaviour studies, factors are supposed to
1776 be unobservable features of individuals which are exhibited in variances in
1777 the scores obtained from those individuals on the measured variables
1778 (Scharf & Nestler, 2019).

1779 Measured variables are carefully chosen for their efficacy as
1780 indicators of predicted dynamics. Specifically, their content, convergent
1781 well as the discriminant validity (Watkins, 2018). Therefore, measured
1782 variables ought to effectively denote the domains the factors are believed
1783 to tap into, and not comprise variables from discrete domains (Scharf &
1784 Nestler, 2019). Moreover, no less than three measured variables are
1785 necessary to statistically identify a factor while further indicators are
1786 better (Watkins, 2018). Some researchers have also recommended four

1787 to six indicators for each factor (Fabrigar & Wegener, 2011). On the
1788 whole, exploratory factor analysis performs better when every single
1789 factor is over-determined (which means that the factor influences the
1790 multiple measured variables).

1791 Vigilant consideration must be given to determining which and how
1792 many respondents should be included in the exploratory factor analysis.
1793 Which respondents is predominantly a matter of common sense and logic.
1794 Does the sample of respondents make sense while taking into
1795 consideration the constructs that are being measured? Also, the question
1796 of whether the sample is representative of the population of interest is
1797 very important to answer as well (Osborne, 2015). Statistical software
1798 SPSS is used to run exploratory factor analysis. In the present research,
1799 exploratory factor analysis was also carried out using SPSS.

1800 The measures considered to decide about inclusion or exclusion of
1801 items in scales are that (i) KMO (Kaiser Meyer Olkin) should be greater
1802 than 0.5, as recommended by Dodge (2008), (ii) the significance level for
1803 Bartlett test should be less than 0.05, as recommended by Yong and
1804 Pearce (2013), (iii) CVE (Cumulative variance explained) should be
1805 greater than 50%, as recommended by Beavers et al. (2013), and (iv)
1806 items with a factor loading of less than 0.4 should be excluded for further
1807 analysis, as recommended by Hair et al. (2010).

1808 **3.13 Confirmatory factor analysis (CFA)**

1809 Confirmatory factor analysis (CFA) is amongst the structural
1810 equation modeling types and it deals specifically with measurement
1811 models. That is, it deals with the associations among observed measures
1812 and latent variables. The objective of the latent variable measurement
1813 models (that is the factor analysis) is establishing the number as well as
1814 the nature of factors that account for the variation and co-variation
1815 between a set of indicators (Brown, 2015). A factor is commonly
1816 explained as an unobservable variable which impacts over and above one

1817 observed measure, and it also accounts for the correlations between the
1818 observed measures.

1819 Specifically, the observed measures are inter-correlated because
1820 they share a mutual cause (which is being influenced by the same
1821 fundamental construct). There would be no inter-correlations between
1822 observed measures if the latent construct was partially out. Therefore, a
1823 measurement model, for instance CFA, offers an additional parsimonious
1824 understanding of the co-variation between a set of indicators, since the
1825 number of factors is less as compared to the number of measured
1826 variables (Marsh et al., 2020).

1827 In confirmatory factor analysis, scholars stipulate the number of
1828 factors as well as the pattern of indicator-factor loadings beforehand as
1829 well as other parameters, for instance those bearing on the co-variance or
1830 the independence of the factors and the indicator unique variances
1831 (Orçan, 2018). This pre-specified factor solution is assessed by means of
1832 how well it replicates the measured variables sample co-variance matrix.
1833 Distinct from EFA, CFA necessitates a robust empirical or theoretical
1834 foundation to guide the evaluation and specification of the factor model
1835 (Marsh et al., 2020). The present research also carried out confirmatory
1836 factor analysis.

1837 **3.14 Structural equation modelling (SEM)**

1838 Structural equation modeling (SEM) is used to analyze the
1839 multivariate data and this tool has long been acknowledged within
1840 marketing researchers to be especially suitable for theory testing (Bowen
1841 & Guo, 2011). Structural equation models surpass the ordinary regression
1842 models while incorporating the multiple independent as well as dependent
1843 variables, along with hypothetical latent constructs that might be
1844 represented by clusters of observed variables. Structural equation models
1845 similarly offer a way for testing the identified set of associations between
1846 observed and latent variables all together, and permit theory testing even
1847 on occasions where experiments are not possible (Mueller & Hancock,

1848 2019). Consequently, these approaches have permeated the social and
1849 behavioural sciences. Reviews of the use of structural equation modeling
1850 within marketing research studies have been conducted by many scholars
1851 worldwide (Hair et al., 2019).

1852 Contrary to separate regression approaches, path analysis can be
1853 used to obtain path values for the model as well as the overall model fit.
1854 Path analysis is a distinct case of SEM and only includes observed
1855 variables. The aim of path analysis, and in general of SEM, is to observe
1856 how well the proposed research framework, which is a set of identified
1857 causal and non-causal associations between the variables, explains the
1858 observed associations between these variables. Observed associations are
1859 typically the covariances, abridged within a sample covariance matrix
1860 (Scherer, Siddiq, & Tondeur, 2019). The most imperative notion in SEM is
1861 that under the proposed research framework, the population covariance
1862 matrix has a definite organization; that is, some of its elements are
1863 functions of other elements or other parameters in the model (for
1864 instance the regression coefficients). When these more basic parameters
1865 are estimated from the data, an estimate of the population covariance
1866 matrix can be computed, which is established over the presumed model
1867 and the data. The model fit in SEM is determined by comparing the
1868 parameters from the sample (Hair et al., 2019). The present research has
1869 used SEM to test the proposed hypotheses.

1870 **3.15 Ethical considerations**

1871 Zikmund (2003) suggested that business research process quality is
1872 significantly affected by ethical considerations. As human beings are
1873 important entities to be examined in the entire business research process,
1874 care and vigilance must be deployed while engaging with respondents.
1875 Kreuger and Neuman (2006) have recommended that if there is any sort
1876 of negligence or carelessness by the researcher, it can lead towards
1877 several kinds of damage such as nervous anxiety, depression, sense of
1878 loss of self-respect and negative perceptions about the research. In line

1879 with this, there are some further ethical concerns that must be considered
1880 as the researcher interacts with a group of respondents.

1881 Research ethics highlights the right conduct during the study (Abrar
1882 & Sidik, 2019). A researcher must identify the subjects and engage with
1883 them in the right way. Various ethical considerations should be employed
1884 in a study. The following could be ethical issues related to a study:

- 1885 a) Not providing adequate information about the research objectives to
1886 respondents
- 1887 b) Invasion of privacy
- 1888 c) Mishandling of data

1889 The following are the proposed recommendations to above mentioned
1890 ethical issues for this study.

1891 **3.15.1 Informed consent**

1892 Informed consent is not a novel idea in relation to ethics; in fact, it
1893 is a vital part of daily routine transactions, such as borrowing a book
1894 from the library or dropping one's clothes off at the dry cleaners, which
1895 are morally suitable transaction if all involved parties agree that by
1896 taking part in the transactions, any consequences of the action will be
1897 borne by them (O'Neill et al., 2003). Hence, the following key
1898 recommendations were considered while conducting the survey in this
1899 study:

- 1900 a) Participants were informed about the research in detail, so that they
1901 could make a voluntary, rational and informed decision to
1902 participate.
- 1903 b) Participants were provided with the contact details of the researcher
1904 in case they had any queries.

1905 **3.15.2 Rights of the respondents**

1906 Cooper and Schindler (2006) have noted that researchers must not
1907 force respondents to respond in the way desired by the researcher. The
1908 participation of respondents in the research process must be of their own
1909 free will and it should be voluntary, or sometimes some monetary or non-

1910 monetary incentives can be offered to respondents for participation. It is
1911 important for researchers to keep the information provided by
1912 respondents confidential and treat the responses as anonymous.

1913 **3.15.3 Privacy**

1914 Privacy laws give individuals power over their personal information by
1915 deciding what they want to share and with whom this information is
1916 shared, as well as how their private data is used, and in what situation
1917 this personal information is shared with organizations and individuals
1918 (Britto, Tivorsak, & Slap, 2010). Hence, in spite of the situation,
1919 confidentiality and privacy should always be maintained (Koskimies et al.,
1920 2020). All data gathered from this study will therefore remain confidential
1921 without being disclosed to any unauthorized party (Abrar & Sidik, 2019).
1922 Overall, the following key recommendations were taken into account while
1923 conducting survey:

- 1924 a) Participants' privacy was maintained.
- 1925 b) Participants' identity was not disclosed.
- 1926 c) Participants were not forced to reveal personal information.

1927 **3.16 Storage of data**

1928 According to McDonald & Rice (2009), research data are collected and
1929 produced with the intention to examine and generate the study's
1930 outcomes. Expansion of the digital world has created significant new
1931 issues regarding data protection and privacy concerns (Entzeridou et al.,
1932 2018). Data protection also gives assurance that personal data are being
1933 held with due care and diligence (Britto, Tivorsak, & Slap, 2010).
1934 Therefore, the following proposed recommendations were taken into
1935 consideration while conducting this research.

- 1936 a) Data were stored in data management system.
- 1937 b) Data were not discarded.
- 1938 c) Data were appropriately secured.

1939 In carrying out the present study's research process, all of the ethical
1940 considerations mentioned above were taken into consideration by the

1941 researcher. It was ensured that consumers of online retail stores, i.e. the
1942 respondents, were not harmed in any way, mentally or physically. The
1943 consumers were given the freedom to fill out the questionnaire as per
1944 their own free will and no pressure of any sort was exerted over them.
1945 Furthermore, no momentary or non-monetary incentives were awarded to
1946 the consumers upon completion of the survey questionnaire. The data
1947 were collected through the Prolific.co online platform. The researcher paid
1948 nominal fees for the use of the platform. The researcher was not involved
1949 in the process of filling out the questionnaires by the consumers.
1950 Afterwards, the data collected were not used in any other way except for
1951 analysis in the present study. Similarly, all of the responses remained
1952 confidential and no personal details of any respondent were given out to
1953 any other person or organisation. The fulfillment of all ethical
1954 considerations during the entire research process was ensured by the
1955 researcher and the supervisor to achieve real and genuine outcomes.

1956
1957
1958
1959
1960
1961
1962
1963
1964
1965
1966
1967
1968
1969
1970

CHAPTER 4: RESULTS

1971
1972

1973 **4.1 Phases in the study**

1974 This chapter is comprised of three phases: Phase 1, Phase 2 and
1975 Phase 3. Phase 1 is related to the checking of the adopted instrument
1976 with the help of a pre-test and pilot study. Exploratory factor analysis
1977 (EFA) was conducted in Phase 1 for the survey instrument. Confirmatory
1978 factor analysis (CFA) was conducted for the measurement model in phase
1979 2; this step occurred between the EFA and SEM for the data cleaning, as
1980 some of the items were dropped at the CFA stage. By contrast, Phase 3
1981 was related to "Main Survey", in which the researcher tested the
1982 hypotheses with the help of structural equation modeling (SEM).

1983 **4.2 Phase 1**

1984 The Phase 1 is comprised of two steps Pre-test and Pilot Study. These tests
1985 are explained below

1986 **4.2.1 Pre-test**

1987 A pre-test is a testing of a survey questionnaire or a set of questions
1988 on subjects from the target population. A pre-test is a crucial stage of the
1989 study while constructing the survey questionnaire. It is the only method
1990 to evaluate beforehand whether an instrument might create problems for
1991 respondents or the interviewer (Babonea & Voicu, 2008). Thus, pre-tests
1992 help researchers to identify inappropriate terms, wordings, patterns of
1993 questions, and errors in a survey instrument, and help to ascertain
1994 understanding, clarity or confusion of respondents in relation to certain
1995 questions (Babonea & Voicu, 2008).

1996 In this study, the researcher conducted a (declared) pre-test:
1997 respondents were informed that they did not need to fill out the
1998 questionnaire; instead, they were asked to provide feedback on the
1999 adapted questionnaire's wording, order and format. The rule of thumb is
2000 to test the survey on at least 12 to 50 respondents before pilot testing
2001 (Sheatsley, 1983; Sudman, 1983). Sudman (1983) suggested a higher

2002 number for testing: "A pilot test of 20 -50 cases is usually sufficient to
2003 discover the major flaws in a questionnaire before they damage the main
2004 study"(p.181). According to Sheatsley (1983), "It usually takes no more
2005 than 12 - 25 cases to reveal the major difficulties and weaknesses in a
2006 test questionnaire"(p.226). Therefore, a pre-test was conducted before
2007 the pilot test. The researcher distributed the questionnaire among twenty
2008 respondents who had online shopping experience for feedback on the
2009 questions and discussed the feedback with the supervisors.

2010 The following feedback was received:

- 2011 1) The questionnaire wordings were modified because the
2012 questionnaire did not indicate that it was about online shopping.
2013 Therefore, the terms "online store, digital touch-point, on-time
2014 delivery, online reviews and rating" were added into questions.
- 2015 2) Double barreled questions were divided into two questions.
- 2016 3) Questions were deleted which respondents thought had same
2017 meaning.

2018 These issues were addressed with the guidance of the supervisor;
2019 hence, the researcher was able to modify the questionnaire in alignment
2020 with the research topic.

2021 **4.2.2 Pilot study**

2022 Pilot testing or a pilot study refers to the process of small scale data
2023 collection before actual data collection for the research, in order to
2024 validate the instrument developed (Ismail, Kinchin, & Edwards, 2018).
2025 Generally, 30 respondents from the target population take part in this
2026 small-scale trial run and they provide their opinion. A pilot study normally
2027 supports the identification of the testing adequacy of the instrument, it
2028 provided a data collection feasibility assessment and a research protocols
2029 assessment, and it confirms the sampling technique and sampling frame
2030 effectiveness as well as determines the sample size (In, 2017). Primarily,
2031 the significance of a pilot study lies in enhancing the efficiency and the
2032 quality of the main study. Despite the fact that carrying out a pilot study

2033 provides limited information as compared to the main study, and that it
2034 does not assurance success in the latter, it does intensify the probability
2035 (Hazzi & Maldaon, 2015). For this reason, pilot testing for the
2036 questionnaire of the present research was also carried out.

2037 The pilot study forms a foundation stone of a worthy research
2038 design. Essentially, a pilot study is a vital preliminary step in the research
2039 and this is applicable for all kinds of research studies. Porta (2008) has
2040 defined the term pilot study as “a small-scale test of the methods and
2041 procedures to be used on a large scale” (p.185) . However, there is very
2042 little published guidance as far as the sample size required for a pilot
2043 study is concerned. Billingham et al. (2013) discussed that although all
2044 research studies should provide sufficient justification for their sample
2045 size, some types of research may not require a precise calculation for
2046 their sample size. A number of prior studies have for example argued that
2047 it may not be appropriate to have a formal sample size calculation for
2048 pilot studies. Still, in general, an appropriate number to carry out a pilot
2049 study is somewhere between 10-20% of the main study sample size
2050 (Viechtbauer et al., 2015).

2051 Johanson and Brooks (2010) have argued that a sample size for pilot
2052 testing should be small and that it can range between 15-30 respondents.
2053 However, they also suggested that the sample size for a pilot study may
2054 be increased in consideration of the stages involved in data analysis.
2055 Similarly, Anaam et al., (2020) have also proposed that a sample size of
2056 30 or more is sufficient for business research. Considering these
2057 arguments, the sample size for the pilot study for the present research
2058 was determined to be 120. This sample size was determined considering
2059 the possibility of unusual responses that might occur during data
2060 collection. It was determined to make sure that even after eliminating the
2061 unusual responses, the number of responses for data analysis in the pilot
2062 study should remain greater than 30 so that suitable results could be
2063 obtained and the purpose of the pilot study should be established. A

2064 number of other studies in the domain of branding have also used a
 2065 sample size of 20 to 58 for executing a pilot study (Makasi, Govender, &
 2066 Rukweza, 2014; Rahman & Areni, 2016). SPSS was used for the pilot
 2067 study data analysis.

2068 A pilot study was conducted to test the reliability and validity of the
 2069 research instrument before data collection. Data for the pilot study was
 2070 collected from 120 respondents. The measure of reliability, i.e. Cronbach
 2071 Alpha, was found to be 0.906, which falls under the recommended range
 2072 of 0.7 to 0.95 (Bonett & Wright, 2015). As the data was observed to be
 2073 reliable, exploratory factor analysis for all variables was carried out.

2074 **4.2.3 Demographic profile of the respondents**

2075 The demographic profile of the respondents Table 4.1 indicates that
 2076 49.2% female respondents filled out the questionnaire. 30% of the
 2077 respondents' ages fell within the age bracket of 31-40. Overall, 43.37% of
 2078 those who filled out the survey were single. The ethnic backgrounds of
 2079 the respondents reveal that 35% were Anglo-Australian and 39.2% were
 2080 Asian. The next noticeable item was that 24.2% opted for Amazon and
 2081 25.2% chose Ebay, while for 25.8% the preference was Kmart.

2082 **Table 4.1 Demographic Profile of the Respondents for EFA**

Item	Profile	Frequency	%
Gender	Male	60	50.0%
	Female	59	49.2%
	Non-binary	1	0.8%
Age	18-21	12	10.0%
	22-25	18	15.0%
	26-30	23	19.2%
	31-40	36	30.0%
	41-50	20	16.7%
	51-60	9	7.5%
	61 or over	2	1.7%
	Single	52	43.3%
	Married	38	31.3%
	Separated	2	1.7%
	Divorced	7	5.8%

Item	Profile	Frequency	%
Marital Status	Defacto	19	15.8%
	Engaged	1	0.8%
	Widowed	1	0.8%
Family Members	1	19	15.8%
	2-3	58	48.3%
	4-5	39	32.5%
	6 or more	4	3.3%
Ethnicity	Aboriginal Australian	3	2.5%
	Anglo-Australian	42	35.0%
	Asian	47	39.2%
	Middle Eastern	2	1.7
	New Zealander	6	5.0%
	Other	20	16.7%
Residing	Australian Capital Territory	3	2.5%
	Queensland	36	30.0%
	New South Wales	36	30.0%
	Northern Territory	1	0.8%
	South Australia	8	6.7%
	Tasmania	1	0.8%
	Western Australia	8	6.7%
	Victoria	27	22.7%
Income	\$20,000 and under	9	7.5%
	\$20,001 - \$35,000	6	5.0%
	\$35,001-\$50,000	24	20.0%
	\$50,001-\$65,000	15	12.5%

Item	Profile	Frequency	%
	\$65,001-\$80,000	17	14.2%
	\$80,001 and above	49	40.8%
Employment	Full-time	57	47.7%
	Part-time	16	13.3%
	Casual	17	14.2%
	Self-employed	8	6.7%
	Unemployed	22	18.6%
Online Store	Amazon	29	24.2%
	Ebay	30	25.0%
	Big W	4	3.3%
	Kmart	31	25.8%
	Myer	11	9.2%
	Other	15	12.5%

2083

2084 **4.2.4 Exploratory factor analysis**

2085 Exploratory factor analysis (EFA) is amongst the family of multi-
2086 variate statistical methods and it endeavors to recognize the smallest
2087 number of hypothetical constructs (otherwise called dimensions, factors
2088 and latent variables) that have the ability to parsimoniously explain the co-
2089 variation observed among the measured variables set (otherwise known as
2090 reflective indicators or observed variables). Explicitly, it is used to identify
2091 the common factors that explain the order as well as the structure among
2092 the measured variables. In behavioural and social sciences, such as
2093 consumer behaviour studies, factors are supposed to be unobservable
2094 features of individuals, which are exhibited in variances in the scores
2095 accomplished by those individuals on the measured variables (Scharf &
2096 Nestler, 2019).

2097 Measured variables are carefully chosen for their efficacy as
2098 indicators of predicted dynamics, specifically their content, convergent as
2099 well as discriminant validity (Watkins, 2018). Therefore, measured
2100 variables ought to effectively denote the domains the factors are believed

2101 to tap into, and not comprise variables from discrete domains (Scharf &
2102 Nestler, 2019). Moreover, no less than three measured variables are
2103 necessary to statistically identify a factor while further indicators are
2104 better (Watkins, 2018). Some researchers have also recommended four
2105 to six indicators for each factor (Fabrigar & Wegener, 2011). On the
2106 whole, exploratory factor analysis performs better when every single
2107 factor is over-determined (which means that the factor influences the
2108 multiple measured variables).

2109 Vigilant consideration must be given to determining which and how
2110 many respondents should be included in the exploratory factor analysis.
2111 Which number and type of respondents is predominantly a matter of
2112 common sense and logic? Does the sample of respondents make sense
2113 while taking into consideration the constructs which are being measured?
2114 The question of whether a sample is representative of a population of
2115 interest is also very important (Osborne, 2015). Statistical software SPSS
2116 is used to run exploratory factor analysis. In the present research,
2117 exploratory factor analysis was also carried out using SPSS.

2118 The measures considered to decide about inclusion or exclusion of
2119 items in scales were that (i) KMO (Kaiser Meyer Olkin) should be greater
2120 than 0.5, as recommended by Dodge (2008), that (ii) the significance level
2121 for the Bartlett test should be less than 0.05, as recommended by Yong
2122 and Pearce (2013), that (iii) CVE (Cumulative variance explained) should
2123 be greater than 50%, as recommended by Beavers et al. (2013), and that
2124 (iv) items with a factor loading of less than 0.4 should be excluded for
2125 further analysis, as recommended by Hair et al. (2010).

2126 **4.2.4.1 Brand salience**

2127 For exploratory factor analysis of brand salience, six items were
2128 entered (BS1 to BS6). It was observed that a communalities of BS4 was
2129 .170 less than 0.4 and BS6 factor loading was .907; was making new
2130 component which was also excluded as it was indication that BS6 was not
2131 extracting maximum common variance and making a subgroup with other

2132 items of brand salience and hence; BS4 and BS6 were excluded and the
 2133 test was re-run. At first, the Kaiser Meyer Olkin and Bartlett's Test
 2134 assumptions were considered and they were found to be appropriate
 2135 (KMO: 0.808, Approx. Chi-Square: 183.107, df: 6, Sig.000). This
 2136 indicates that the data was suitable for factor analysis. The factor
 2137 extraction was executed via principal component analysis and it was
 2138 observed that the cumulative variance explained was 67.704%. It also
 2139 indicated that five items of brand salience had one dimension. The
 2140 component matrix as well as communalities for all items of brand salience
 2141 were observed and they were found to be within the suggested criteria.
 2142 Therefore, four items, i.e. BS1, BS2, BS3 and BS5 were found to comprise
 2143 the linear combination of "Brand Salience". Results for EFA for brand
 2144 salience are summarized in the tables below.

2145 **Table 4.2 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Salience)**

KMO and Bartlett's Test (BS)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.808
	Approx. Chi-Square	183.107
Bartlett's Test of Sphericity	df	6
	Sig.	.000

2146
 2147 **Table 4.3 Total Variance Explained (Brand Salience)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.708	67.704	67.704	2.708	67.704	67.704

2148 Extraction Method: Principal Component Analysis

2149 **Table 4.4 Component Matrix Table (Brand Salience)**

Items	Factor	
	1	Communalities
BS1	.845	.715
BS2	.811	.657
BS3	.794	.630
BS5	.840	.706

2150 Extraction Method: Principal Component Analysis

2151 **4.2.4.2 Brand meaning**

2152 For exploratory factor analysis of brand performance, five items
 2153 were entered (BM1 to BM5). It was observed that a communality of BM2
 2154 was .002 less than 0.4 and hence it was excluded and test was re-run. At
 2155 first, the Kaiser Meyer Olkin and Bartlett's Test assumptions were
 2156 considered and they were found to be appropriate (KMO: 0.840, Approx.
 2157 Chi-Square: 256.618, df: 6, Sig.000). This indicates that the data were
 2158 suitable for factor analysis. The factors extraction was executed via
 2159 principal component analysis and it was observed that the cumulative
 2160 variance explained was 74.716%. This also indicated that four items of
 2161 brand meaning had one dimension. The component matrix as well as
 2162 communalities for all items of brand meaning was observed and they
 2163 were found to be within the suggested criteria. Therefore, the five items,
 2164 i.e. BM1, BM3, BM4 and BM5, were found to comprise the linear
 2165 combination of "Brand Meaning". Results for EFA for brand performance
 2166 are summarized in the tables below.

2167 **Table 4.5 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Meaning)**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.840
	Approx. Chi-Square	256.618
Bartlett's Test of Sphericity	df	6
	Sig.	.000

2168 **Table 4.6 Total Variance Explained (Brand Meaning)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.989	74.7166	74.7166	2.989	74.7166	74.7166

2169 Extraction Method: Principal Component Analysis

2170

2171

2172

2173 **Table 4.7 Component Matrix Table (Brand Meaning)**

Items	Factor	
	1	Communalities
BM1	.842	.709
BM3	.888	.788
BM4	.875	.765
BM5	.853	.727

2174 Extraction Method: Principal Component Analysis

2175 **4.2.4.3 Brand response**

2176 For exploratory factor analysis of brand response, six items were
 2177 entered (Bresp1 to Bresp6). It was observed that Bresp3 was making
 2178 separate component with factor loading .989; that was an indication that
 2179 Bresp3 was not extracting maximum common variance and making a
 2180 group with other items of brand response and hence; Bresp3 was
 2181 excluded and the test was re-run. At first, the Kaiser Meyer Olkin and
 2182 Bartlett's Test assumptions were considered and they were found to be
 2183 appropriate (KMO: 0.882, Approx. Chi-Square: 416.550, df: 10, Sig.
 2184 000). This indicates that the data were suitable for factor analysis. The
 2185 factors extraction was executed via principal component analysis and it
 2186 was observed that the cumulative variance explained was 75.699%. It
 2187 also indicated that five items of brand response had one dimension. The
 2188 component matrix as well as communalities for all items of brand
 2189 response were observed and they were found to be within the suggested
 2190 criteria. Therefore, the five items, i.e. Bresp1, Bresp2, Bresp4, Bresp5
 2191 and Bresp6; were found to comprise the linear combination of "Brand
 2192 response". The results for EFA for brand response are summarized in the
 2193 tables below.

2194 **Table 4.8 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Response)**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
	Approx. Chi-Square	416.550
Bartlett's Test of Sphericity	df	10
	Sig.	.000

2195 **Table 4.9 Total Variance Explained (Brand Response)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.783	75.699	75.699	3.783	75.699	75.699

2196 Extraction Method: Principal Component Analysis

2197 **Table 4.10 Component Matrix Table (Brand Response)**

Items	Factor	
	1	Communalities
Bresp1	.837	.700
Bresp2	.890	.793
Bresp4	.861	.742
Bresp5	.871	.758
Bresp6	.889	.791

2198 Extraction Method: Principal Component Analysis

2199 **4.2.4.4 Brand resonance**

2200 For exploratory factor analysis of brand resonance, five items were
 2201 entered (BRSN1 to BRSN5). At first, the Kaiser Meyer Olkin and Bartlett’s
 2202 Test assumptions were considered and they were found to be appropriate
 2203 (KMO: 0.855, Approx. Chi-Square: 342.652, df: 10, Sig.: .000). This
 2204 indicates that the data were suitable for factor analysis. The factors
 2205 extraction was executed via principal component analysis and it was
 2206 observed that the cumulative variance explained was 70.024%. This also
 2207 indicated that five items of brand resonance had one dimension. The
 2208 component matrix as well as communalities for all items of brand
 2209 resonance were observed and they were found to be within the suggested
 2210 criteria. Therefore, the five items, i.e. BRSN1, BRSN2, BRSN3, BRSN4 and
 2211 BRSN5, were found to comprise the linear combination of “Brand
 2212 Resonance”. Results for EFA for brand resonance are summarized in
 2213 tables below.

2214

2215 **Table 4.11 Kaiser-Meyer-Olkin & Bartlett's Test (Brand Resonance)**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
	Approx. Chi-Square	342.652
Bartlett's Test of Sphericity	df	10
	Sig.	.000

2216

2217 **Table 4.12 Total Variance Explained (Brand Resonance)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.501	70.024	70.024	3.501	70.024	70.024

2218 Extraction Method: Principal Component Analysis

2219 **Table 4.13 Component Matrix Table (Brand Resonance)**

Items	Factor	
	1	Communalities
BRSN1	.848	.718
BRSN2	.814	.662
BRSN3	.849	.720
BRSN4	.843	.711
BRSN5	.830	.689

2220 Extraction Method: Principal Component Analysis

2221 **4.2.5 Customer satisfaction**

2222 For exploratory factor analysis of customer satisfaction, five items
 2223 were entered (CS1 to CS5). At first, the Kaiser Meyer Olkin and Bartlett's
 2224 Test assumptions were considered and they were found to be appropriate
 2225 (KMO: 0.877, Approx. Chi-Square: 327.904, df: 10, Sig.: .000). This
 2226 indicates that the data were suitable for factor analysis. The factors
 2227 extraction was executed via principal component analysis and it was
 2228 observed that the cumulative variance explained was 70.549%. This also
 2229 indicated that five items of customer satisfaction had one dimension. The
 2230 component matrix as well as communalities for all items of customer
 2231 satisfaction were observed and they were found to be within suggested
 2232 criteria. Therefore, the five items, i.e. CS1, CS2, CS3, CS4 and CS5, were

2233 found to comprise the linear combination of "Customer satisfaction".
 2234 Results for EFA for customer satisfaction are summarized in the tables
 2235 below.

2236 **Table 4.14 Kaiser-Meyer-Olkin& Bartlett's Test (Customer**
 2237 **Satisfaction)**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.877
	Approx. Chi-Square	327.904
Bartlett's Test of Sphericity	df	10
	Sig.	.000

2238 **Table 4.15 Total Variance Explained (Customer Satisfaction)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.527	70.549	70.549	3.527	70.549	70.549

2239 Extraction Method: Principal Component Analysis

2240 **Table 4.16 Component Matrix Table (Customer Satisfaction)**

Items	Factor	
	1	Communalities
CS1	.851	.724
CS2	.840	.706
CS3	.852	.725
CS4	.799	.638
CS5	.857	.734

2241 Extraction Method: Principal Component Analysis

2242 **4.2.6 Brand loyalty**

2243 For exploratory factor analysis of brand loyalty, five items were
 2244 entered (BLOYL1 to BLOYL5). It was observed that BLOYL4 was making
 2245 separate component with factor loading .995; that was an indication that
 2246 BLOYL4 was not extracting maximum common variance and making a
 2247 group with other items of brand loyalty and hence; BLOYL4 was excluded
 2248 and the test was re-run. At first, the Kaiser Meyer Olkin and Bartlett's

2249 Test assumptions were considered and they were found to be appropriate
 2250 (KMO: 0.817, Approx. Chi-Square: 217.50, df: 6, Sig.: .000). This
 2251 indicates that the data were suitable for factor analysis. The factors
 2252 extraction was executed via principal component analysis and it was
 2253 observed that the cumulative variance explained was 71.087%. This also
 2254 indicated that four items of brand loyalty had one dimension. The
 2255 component matrix, as well as communalities for all items of brand loyalty,
 2256 were observed and they were found to be within the suggested criteria.
 2257 Therefore, the four items, i.e. BLOYL1, BLOYL2, BLOYL3, and BLOYL5,
 2258 were found to comprise the linear combination of "Brand loyalty". Results
 2259 for EFA for brand loyalty are summarized in tables below.

2260 **Table 4.17 Kaiser-Meyer-Olkin& Bartlett's Test (Brand Loyalty)**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
	Approx. Chi-Square	217.560
Bartlett's Test of Sphericity	df	6
	Sig.	.000

2261

2262 **Table 4.18 Total variance explained (Brand Loyalty)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.843	71.087	71.087	2.843	71.087	71.087

2263 Extraction Method: Principal Component Analysis

2264 **Table 4.19 Component Matrix Table (Brand Loyalty)**

Items	Factor	
	1	Communalities
BLOYL1	.862	.743
BLOYL2	.811	.659
BLOYL3	.838	.702
BLOYL5	.861	.741

2265 Extraction Method: Principal Component Analysis

2266 **4.2.7 Items excluded after EFA**

2267 After EFA of all the latent variables of the model, five items were
 2268 excluded from the questionnaire; either due to an unsatisfactory
 2269 communality (less than .4) or factor loading or making separate
 2270 component from other items of the latent variable and that was an
 2271 indication that item was not extracting maximum common variance and
 2272 not making a specific subgroup with rest of the items related to the latent
 2273 variable.

2274 **Table 4.20 Items excluded after EFA**

Item	Question	Unsatisfactory Communality/ Factor Loading/ Separate Component
BS4	I have seen a lot advertising of the brand's (online store's) product	.170
BS6	The brand (online store) is easy to recognise	Separate Component
BM2	The brand (online store) meet my expectations	Separate Component
BRESP3	The brand (online store's) website appearance is attractive	Separate Component
BLOYL4	I will not mind paying more to buy the brand's (online store's) product	Separate Component

2275 **4.2.8 Overall exploratory factor analysis**

2276 For exploratory factor analysis of overall items, 27 items were
 2277 entered, taken from each construct and those that met the criteria of at
 2278 least .5 communality extractions, while those items below .5 were deleted
 2279 from the overall test run. At first, the Kaiser Meyer Olkin and Bartlett's
 2280 Test assumptions were considered and they were found to be appropriate
 2281 (KMO .869., Approx. Chi-Square: 2026.487, df: 351, Sig.000). This
 2282 indicates that the data were suitable for factor analysis. The factors

2283 extraction was executed via principal component analysis and it was
 2284 observed that the cumulative variance explained was 73.124%. This also
 2285 indicated that 27 items were eligible for exploratory factor statistical test.
 2286 The pattern matrixes as well as communalities for all items were observed
 2287 and they were found to be within the suggested criteria. Therefore, the 27
 2288 items were found to comprise the linear combination of "Overall items".
 2289 The results for EFA for "Overall items" are summarized in the tables
 2290 below.

2291 **Table 4.21 KMO and Bartlett's Test for an Overall Exploratory**
 2292 **Factor Analysis**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.869
Bartlett's Test of Sphericity	Approx. Chi-Square	2026.485
	df	351
	Sig.	<.001

2293 **Table 4.22 Total Variance Explained (Overall items)**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.574	73.124	73.124	1.574	73.124	73.124

2294 Extraction Method: Principal Component Analysis

2295
 2296
 2297
 2298
 2299
 2300
 2301
 2302
 2303

Table 4.23 Component Matrix (Overall Items)

Communalities		
	Initial	Extraction
I am satisfied with this brand's (online store's) (CS1)	1.000	.738
The touch-points with this brand (online store) meet my expectations of the ideal touch-point with this type of brands (online stores) (CS2)	1.000	.726
The performance of this brand's (online store's) has fulfilled my expectation (CS3)	1.000	.746
The experience provided by the brand's (online store's) is above my expectations (CS4)	1.000	.657
I would be delighted to purchase this brand's (online store's) items) (CS5)	1.000	.737
I am familiar with the brand's (online store) website (BS1)	1.000	.719
I can easily remember the brand (online store) (BS2)	1.000	.700
I believe the brand's (online store's) product has a good reputation (BS3)	1.000	.693
When I am thinking of buying a product from online store, the brand's product comes to my mind immediately(BS5)	1.000	.706
Comparing the same category brand, this brand (online store) offers the best services (BM1)	1.000	.707
The brand (online store) is efficient (BM3)	1.000	.785
The brand (online store) is able to supply my basic needs as a client (BM4)	1.000	.783
The brand (online store) is consistent in quality (BM5)	1.000	.747

Communalities		
	Initial	Extraction
Personally, the brand (online store's) is relevant to me (BRESP 1)	1.000	.718
I respect this brand (online store)(BRESP2)	1.000	.801
The brand's (online store's) is superior in comparison with others brands by the same category (BRESP4)	1.000	.775
I am pleased to be a customer of the brand's (online store's) product (BRESP5)	1.000	.768
The brand's(online store's) has positive image of the brand (BRES6)	1.000	.806
I actively share information about the brand's (online store's) with others (BRSN1)	1.000	.734
I would actively search for information about the brand (online store) (BRSN2)	1.000	.660
Even though there are variety of brands (online stores) but I prefer to buy from this brand (online store) (BRSN3)	1.000	.742
I am willing to spend more time and money on the brand's (online store) product. (BRSN4)	1.000	.726
When talking about product and services, I immediately think of this brand (online store) (BRSN5)	1.000	.704
This brand's (online store's) product will be my first choice in the future (BLOYL1)	1.000	.742

Communalities		
	Initial	Extraction
I will recommend this brand (online store) to others (BLOYL2)	1.000	.657
If this brand (online store) has the product available, I will not buy from any other brands (online stores) (BLOYL3)	1.000	.729
I will always give positive reviews about this brand's (online store's) product (BLOYL5)	1.000	.737
Extraction Method: Principal Component Analysis		

2305 **Table 4.24 Pattern Matrix**

	Pattern matrix^a					
	Component					
	1	2	3	4	5	6
I am satisfied with this brand's (online store's) (CS1)			.849			
The touch-points with this brand (online store) meet my expectations of the ideal touch-point with this type of brands (online stores) (CS2)			.833			
The performance of this brand's (online store's) has fulfilled my expectation (CS3)			.845			
The experience provided by the brand's (online store's) is above my expectations (CS4)			.830			

Pattern matrix^a

	Component					
	1	2	3	4	5	6
I would be delighted to purchase this brand's (online store's) items) (CS5)			.820			
I am familiar with the brand's (online store) website (BS1)						.777
I can easily remember the brand (online store) (BS2)						.833
I believe the brand's (online store's) product has a good reputation (BS3)						.854
When I am thinking of buying a product from online store, the brand's product comes to my mind immediately(BS5)						.774
Comparing the same category brand, this brand (online store) offers the best services (BM1)				.794		
The brand (online store) is efficient (BM3)				.855		
The brand (online store) is able to supply my basic needs as a client (BM4)				.861		
The brand (online store) is consistent in quality (BM5)				.883		
Personally, the brand (online store's) is relevant to me (BRESP1)	.869					

Pattern matrix^a

	Component					
	1	2	3	4	5	6
I respect this brand (online store)(BRESP2)	.872					
The brand's (online store's) is superior in comparison with others brands by the same category (BRESP4)	.864					
I am pleased to be a customer of the brand's (online store's) product (BRESP5)	.865					
The brand's(online store's) has positive image of the brand (BRES6)	.826					
I actively share information about the brand's (online store's) with others (BRSN1)		.844				
I would actively search for information about the brand (online store) (BRSN2)		.773				
Even though there are variety of brands (online stores) but I prefer to buy from this brand (online store) (BRSN3)		.846				

Pattern matrix^a

	Component					
	1	2	3	4	5	6
I am willing to spend more time and money on the brand's (online store) product. (BRSN4)		.848				
When talking about product and services, I immediately think of this brand (online store) (BRSN5)		.838				
This brand's (online store's) product will be my first choice in the future (BLOYL1)					.838	
I will recommend this brand (online store) to others (BLOYL2)					.789	
If this brand (online store) has the product available, I will not buy from any other brands (online stores) (BLOYL3)					.873	
I will always give positive reviews about this brand's (online store's) product (BLOYL5)					.835	

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.^a

a. Rotation converged in 6 iterations.

2306 **4.2.9 Internal consistency reliability**

2307 The below table presents the results of reliability analysis;
2308 Cronbach’s alpha indicates that brand response have an excellent
2309 reliability as values were 0.9 and greater. By contrast, brand salience,
2310 brand meaning, brand loyalty, brand resonance and customer satisfaction
2311 were considered to have good reliability as their values were between 0.9
2312 and 0.8. Overall it was concluded that the scale had a high level of internal
2313 consistency. The researcher checked internal consistency because they
2314 were using multiple Likert scale questions in a survey and wanted to make
2315 sure the scale was reliable for the study to be carried out.

2316 **Table 4.25 Internal Consistency Reliability**

Reliability statistics	
Variables	Cronbach’s Alpha
Brand Response (Factor 1)	.919
Brand Resonance (Factor 2)	.893
Customer Satisfaction (Factor 3)	.860
Brand Meaning (Factor 4)	.887
Brand Loyalty(Factor 5)	.863
Brand Salience (Factor 6)	.840
Overall reliability	.919

2317 **4.3 Phase 2**

2318 Phase 2 is comprised of pre screening of the data stage for the final
2319 results of the research.

2320 **4.3.1 Data screening**

2321 The dataset was scrutinised for assumptions of the structural
2322 equation modeling (SEM).

2323 The data was comprised of 27 items and 370 responses, which,
2324 based on a widely used minimum sample size estimation method in PLS-
2325 SEM, is the “10-times rule” method (Hair et al., 2011).

2326 The data was coded first and checked for normality, multi-
2327 collinearity, homoscedasticity, reliability of scale.

2328 The researcher took the following steps for dataset cleaning:

- 2329 • Firstly, transposed the data to check unengaged responses.
- 2330 • Secondly, checked the data for duplicate cases.

- 2331 • Thirdly, checked the data for missing values.
- 2332 • Fourthly, checked the data for outliers.
- 2333 • Fifthly, checked the data for normal distribution.
- 2334 • Sixthly, checked the data for multicollinearity.
- 2335 • Lastly, checked the data for homoscedasticity.

2336 **4.3.1.1 Data transpose**

2337 The dataset was checked for unengaged responses with the help of
2338 Transpose. No unengaged responses were found.

2339 **4.3.1.2 Missing values**

2340 The dataset did not have missing values as data were collected from
2341 online platform Prolific.co and no action was required at this stage.

2342 **4.3.1.3 Duplicate cases**

2343 The dataset was checked for duplicate cases with the help of the
2344 option "identifying duplicate cases" in SPSS.

2345 There were four duplicate cases (ID 100, ID264 ,ID367, ID370),
2346 and these cases were deleted from the dataset.

2347 The number of observations included into the dataset after achieving
2348 the aforementioned steps was 366.

2349 **4.3.2 Mahalanobis distance**

2350 Mahalanobis distance is used for multivariate outliers, based on
2351 Chi-square distribution.

2352 The researcher used Mahalanobis distance for the outliers in this
2353 study. In Mahalanobis distance, the degree of freedom was the number of
2354 variables used in the study.

2355 The critical Chi square value cut-off point was 46.963 at probability
2356 .01 with the 27 d.f. (degree of freedom). There were no outliers in the
2357 dataset.

2358

2359

2360 **4.3.3 Normality test**

2361 Hair et al. (2010) and Bryne (2010) have argued that data are
 2362 considered to be normal if skewness is between -2 to +2 and Kurtosis is
 2363 between -7 to +7. However, the dataset skewness lay between -1 to +1. It
 2364 was concluded from the results that it was normally distributed.

2365 The descriptive statistics show skewness was between -1 to +1.

2366 **Table 4.26 Normality Test**

	Descriptive statistics				
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
I am satisfied with this brand's (online store's) (CS1)	366	-.533	.128	-.873	.254
The touch-points with this brand (online store) meet my expectations of the ideal touch-point with this type of brands (online stores) (CS2)	366	-.506	.128	-.798	.254
The performance of this brand's (online store's) has fulfilled my expectation (CS3)	366	-.377	.128	-.985	.254
The experience provided by the brand's (online store's) is above my expectations (CS4)	366	-.490	.128	-.889	.254
I would be delighted to purchase this brand's (online store's) items) (CS5)	366	-.492	.128	-.958	.254

Descriptive statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
I am familiar with the brand's (online store) website (BS1)	366	-.407	.128	-.877	.254
I can easily remember the brand (online store) (BS2)	366	-.408	.128	-1.003	.254
I believe the brand's (online store's) product has a good reputation (BS3)	366	-.373	.128	-.979	.254
When I am thinking of buying a product from online store, the brand's product comes to my mind immediately(BS5)	366	-.399	.128	-.816	.254
Comparing the same category brand, this brand (online store) offers the best services (BM1)	366	-.378	.128	-.992	.254
The brand (online store) is efficient (BM3)	366	-.398	.128	-1.049	.254
The brand (online store) is able to supply my basic needs as a client (BM4)	366	-.381	.128	-.834	.254
The brand (online store) is consistent in quality (BM5)	366	-.367	.128	-1.053	.254

Descriptive statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Personally, the brand (online store's) is relevant to me (BRESP1)	366	-.357	.128	-.970	.254
I respect this brand (online store)(BRESP2)	366	-.413	.128	-.736	.254
The brand's (online store's) is superior in comparison with others brands by the same category (BRESP4)	366	-.350	.128	-.954	.254
I am pleased to be a customer of the brand's (online store's) product (BRESP5)	366	-.385	.128	-.891	.254
The brand's(online store's) has positive image of the brand (BRESP6)	366	-.320	.128	-1.023	.254
I actively share information about the brand's (online store's) with others (BRSN1)	366	-.539	.128	-.754	.254
I would actively search for information about the brand (online store) (BRSN2)	366	-.593	.128	-.690	.254

Descriptive statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Even though there are variety of brands (online stores) but I prefer to buy from this brand (online store) (BRSN3)	366	-.477	.128	-.908	.254
I am willing to spend more time and money on the brand's (online store) product. (BRSN4)	366	-.525	.128	-.695	.254
When talking about product and services, I immediately think of this brand (online store) (BRSN5)	366	-.527	.128	-.862	.254
This brand's (online store's) product will be my first choice in the future (BLOYL1)	366	-.596	.128	-.823	.254
I will recommend this brand (online store) to others (BLOYL2)	366	-.507	.128	-.910	.254
If this brand (online store) has the product available, I will not buy from any other brands (online stores) (BLOYL3)	366	-.429	.128	-.968	.254

Descriptive statistics

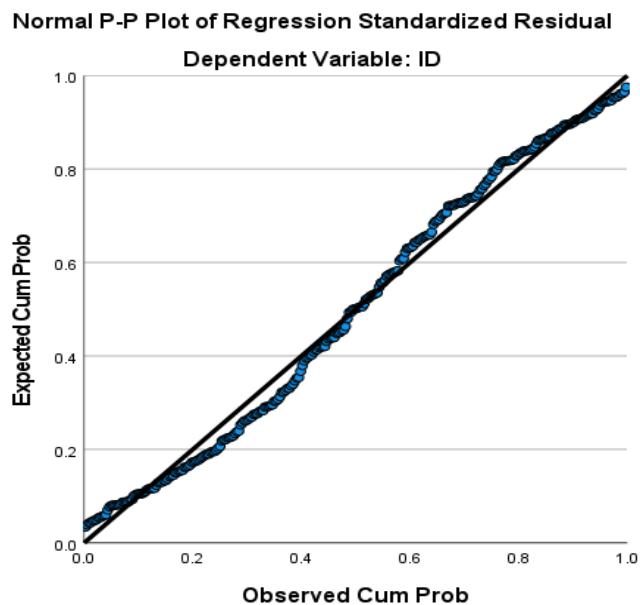
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
I will always give positive reviews about this brand's (online store's) product (BLOYL5)	366	-.430	.128	-.996	.254
Valid N (listwise)	366				

2367

2368 **4.3.4 Homoscedasticity**

2369 The scatter plot and the normal PP plot regression standardised indicate
 2370 that the data meet the normality assumption. A random scatter of residuals
 2371 indicates that the regression assumption of homoscedasticity was met and the
 2372 normal pp plot residual indicates the same.

2373

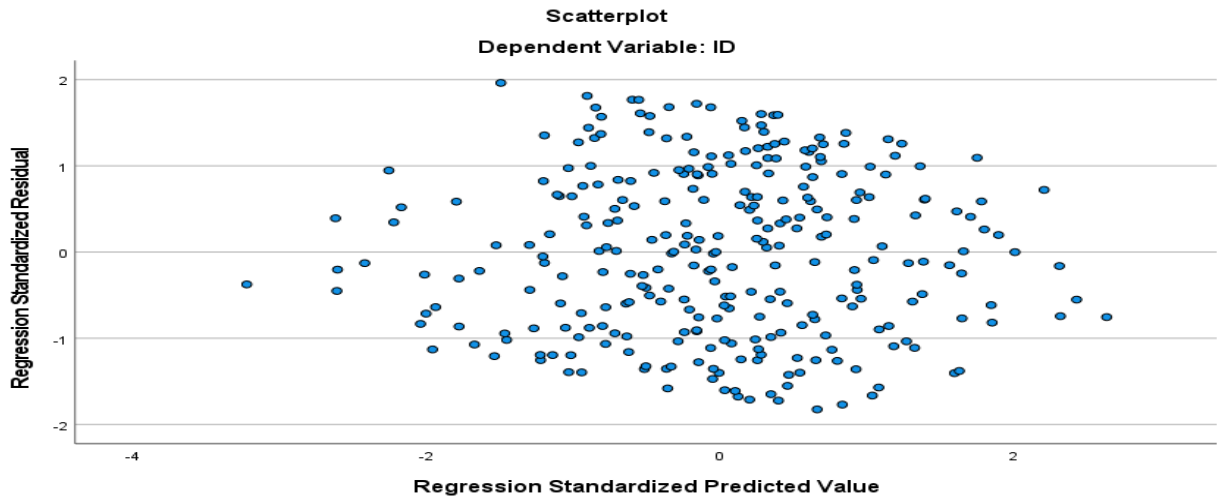


2374

2375 **Figure 4.1 Normal P-P plot of Regression Standardized Residual**

2376

2377



2378

2379 **Figure 4.2 Scatterplot of Regression Standardized Residual**

2380 **4.3.5 Multicollinearity check**

2381 Multicollinearity was checked with the help of Fake linear
 2382 regression, where the researcher used ID as a dependent variable and
 2383 other items as independent variables.

2384 The result shows that the data did not have multicollinearity
 2385 because tolerance and VIF values of response items met the criteria of
 2386 collinearity, as values of tolerance were above .01 and VIF values were
 2387 less than 10.

2388 The result of the items and collinearity statistics are shown in Table
 2389 4.27

2390

2391

2392

2393

2394

2395

2396

2397

2398

2399

Table 4.27 Multicollinearity Check

Model	Constant	Collinearity Statistics	
		Tolerance	VIF
1	I am satisfied with this brand's (online store's) (CS1)	.484	2.064
	The touch-points with this brand (online store) meet my expectations of the ideal touch-point with this type of brands (online stores) (CS2)	.478	2.092
	The performance of this brand's (online store's) has fulfilled my expectation (CS3)	.482	2.076
	The experience provided by the brand's (online store's) is above my expectations (CS4)	.469	2.133
	I would be delighted to purchase this brand's (online store's) items) (CS5)	.463	2.159
	I am familiar with the brand's (online store) website (BS1)	.459	2.178
	I can easily remember the brand (online store) (BS2)	.461	2.171
	I believe the brand's (online store's) product has a good reputation (BS3)	.414	2.417
	When I am thinking of buying a product from online store, the brand's product comes to my mind immediately(BS5)	.467	2.143
	Comparing the same category brand, this brand (online store) offers the best services (BM1)	.463	2.161
	The brand (online store) is efficient (BM3)	.474	2.110

Model	Collinearity Statistics	
The brand (online store) is able to supply my basic needs as a client (BM4)	.434	2.302
The brand (online store) is consistent in quality (BM5)	.453	2.206
Personally, the brand (online store's) is relevant to me (BRESP1)	.488	2.048
I respect this brand (online store)(BRESP2)	.452	2.210
The brand's (online store's) is superior in comparison with others brands by the same category (BRESP4)	.459	2.179
I am pleased to be a customer of the brand's (online store's) product (BRESP5)	.505	1.979
The brand's(online store's) has positive image of the brand (BRESP6)	.521	1.920
I actively share information about the brand's (online store's) with others (BRSN1)	.564	1.773
I would actively search for information about the brand (online store) (BRSN2)	.541	1.849
Even though there are variety of brands (online stores) but I prefer to buy from this brand (online store) (BRSN3)	.505	1.979
I am willing to spend more time and money on the brand's (online store) product. (BRSN4)	.521	1.921

Model		Collinearity Statistics	
	When talking about product and services, I immediately think of this brand (online store) (BRSN5)	.542	1.844
	This brand's (online store's) product will be my first choice in the future (BLOYL1)	.492	2.031
	I will recommend this brand (online store) to others (BLOYL2)	.405	2.469
	If this brand (online store) has the product available, I will not buy from any other brands (online stores) (BLOYL3)	.429	2.330
	I will always give positive reviews about this brand's (online store's) product (BLOYL5)	.468	2.137

2401 a. Dependent Variable: ID

2402 **4.3.6 Phase 3: Main survey**

2403 Phase 3 is the main survey stage where structural equation modelling
 2404 (SEM) was done for final results of the hypotheses. Prior SEM a few steps
 2405 were taken such as checking reliability of scale, Model validity measure,
 2406 Heterotrait-Monotrait Ratio and Confirmatory factor analysis for the final
 2407 step of Results of Path Analysis.

2408 **4.3.6.1 Model validity measure**

2409 Researchers have commonly used the criterion of Fornell-Larcker (1981)
 2410 to assess the degree of shared variance between the latent variables of a
 2411 model. According to this criterion, the convergent validity of the
 2412 measurement model can be assessed by the Average Variance Extracted
 2413 (AVE) and Composite Reliability (CR).

2414 The following criterion must be met to assure convergent validity: CR of
 2415 more than 0.7, CR of more than AVE, and AVE of more than 0.5. The table
 2416 4.28 represents composite reliability values lie within the range. The table

24174.28A represents the values of the model validity measure that the values lie
 2418within the range.

2419**Table 4.28 Composite Reliability**

	CR	AVE
BRES	0.863	0.559
CS	0.869	0.571
BR	0.841	0.515
BL	0.861	0.608
BS	0.862	0.611
BM	0.858	0.602

2420 **Table 4.29A Model Validity Measure**

	MSV	MaxR(H)	BRES	CS	BR	BL	BS	BM
BRES	0.032	0.864	0.747					
CS	0.274	0.870	0.142*	0.756				
BR	0.231	0.842	0.106†	0.411***	0.718			
BL	0.386	0.866	0.056	0.523***	0.480***	0.780		
BS	0.352	0.864	0.178**	0.431***	0.432***	0.593***	0.781	
BM	0.386	0.859	0.030	0.465***	0.458***	0.621***	0.426***	0.776

2421

2422**4.3.6.2 Heterotrait-Monotrait ratio**

2423 According to Shook et al. (2004), discriminate validity is common
2424 practice in SEM studies. Discriminate validity was checked with the
2425 Heterotrait-Monotrait (HTMT) ratio of correlations. HTMT measures
2426 correlations of the indicators across constructs. Henseler et al. (2015) have
2427 suggested a <.90 threshold for an acceptable level of discriminate validity.
2428 The results reveal that constructs lie within the threshold range of
2429 discriminate validity, which means there is less correlation among indicators
2430 across the constructs.

2431 **Table 4.30 Heterotrait-Monotrait Ratio**

	BRESP	CUSSTF	BRSN	BLOYL	BS	BM
BRESP						
CUSSTF	0.140					
BRSN	0.105	0.41				
BLOYL	0.047	0.529	0.494			
BS	0.181	0.431	0.436	0.59		
BM	0.031	0.465	0.462	0.635	0.43	

2432

2433**4.3.6.3 Measurement model for the structural model**

2434 Confirmatory factor analysis (CFA) is the measurement part of
2435 structural equation modeling (SEM) because CFA shows the relationship
2436 between latent variables (factors) and their indicators. CFA is multi-variate
2437 statistical procedure and has two methods of running CFA for the
2438 measurement model: the CFA for an individual model and the CFA for the
2439 pooled measurement model. The researcher used the latter model CFA for
2440 the pooled measurement model in this study. 27 items were taken into
2441 account for the measurement model and these items were derived from the
2442 EFA test for the study.

2443 The researcher used IBM SPSS AMOS 23 and the CFA for a combined
2444 model to perform Confirmatory Factor Analysis to test the measurement
2445 model.

2446 The measurement models for each construct deduced at phase 2 were
2447 used for SEM.

2448 Composite reliability was estimated based on standardized factor
2449 loadings and error variances. The formula of the composite reliability is
2450 given below.

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + (\sum \epsilon_i)}$$

2451

2452 **4.3.7 Confirmatory Factor Analysis**

2453 In CFA, standardized regression weights are factor loadings. This
2454 factor loading indicates how well a particular item is representing its
2455 underlying construct. Hair et al. (2010) have suggested that factor
2456 loading estimates must be greater than 0.5, and ideally, 0.7 or higher.
2457 Variables with factor loadings below 0.4 were therefore eliminated (Hair et
2458 al., 2010).

2459 Assessment of goodness of fit was explained by Hu and Bentler
2460 (1999) and they suggested that TLI and CFI greater than .95 and RMSEA less
2461 than .06 relatively was a goodness of fit for the model. A perfect model can
2462 be assessed with RMSEA as value reveals how far the hypothesised model is
2463 from a perfect model. An RMSEA value of <.05 is considered a 'close fit';
2464 however, a value <.08 indicates reasonable model-fit data (Joreskog &
2465 Sorbom, 1993).

2466

2467

2468

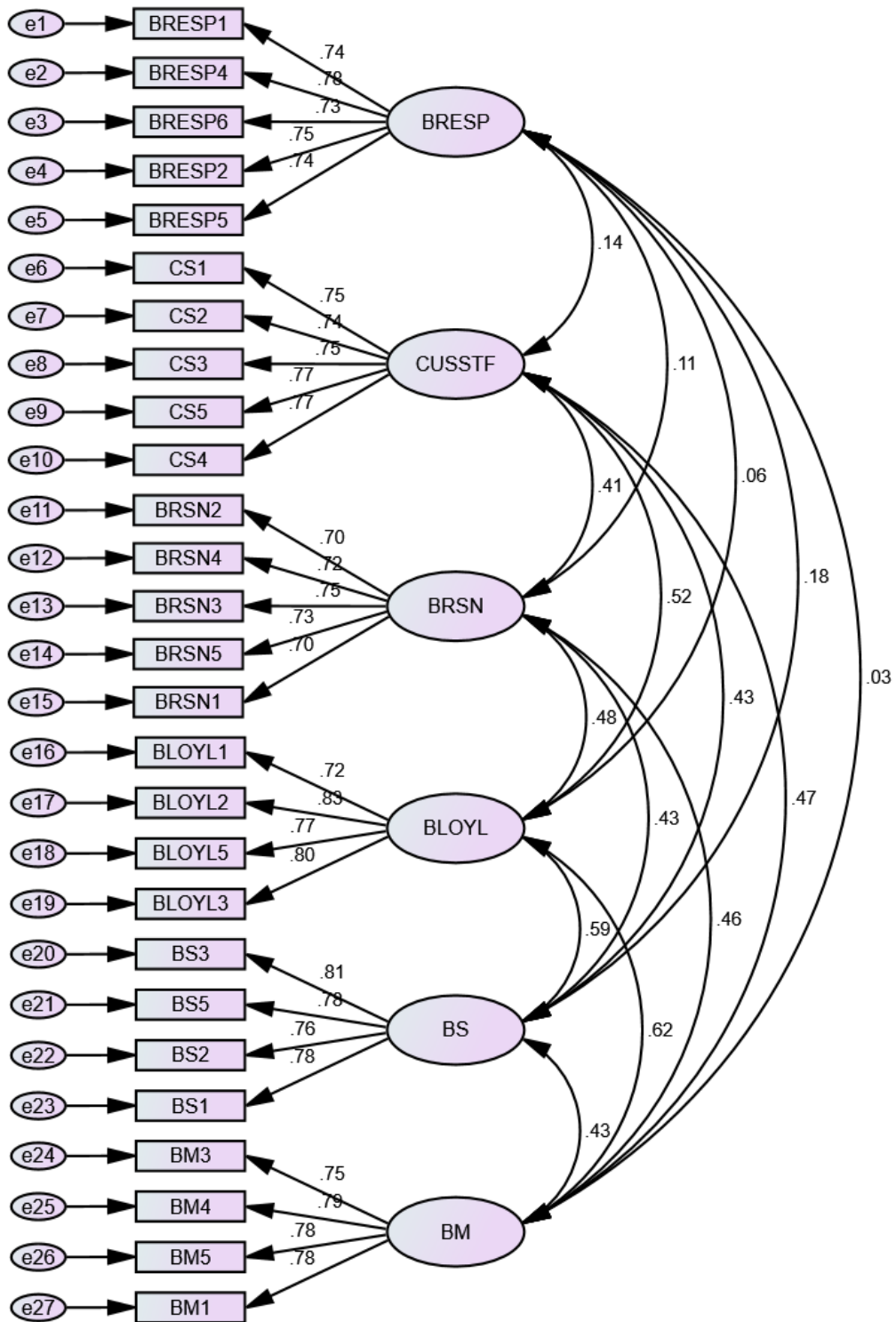
2469

2470

2471

2472

2473



2474

2475

Figure 4.3 Confirmatory Factor Analysis

2476

2477

2478 The fitness of indices of variables indicate that values are within the
 2479 range of goodness of fit.

2480 **Table 4.31 Fitness Indices of Variables**

Fitness indices	Obtained value	Comment
PCMIN/DF	1.170	OK
GFI	.999	OK
AGFI	.995	OK
NFI	.928	OK
IFI	.989	OK
TLI	.987	OK
CFI	.989	OK
RMSEA	.022	OK

2481

2482 **4.3.8 Standardised regression weights**

2483 Standardised regression weights reveal that Factors loadings were
 2484 greater than .5 so at this stage, no item was deleted.

2485 The following tables represent the standardised regression weights of
 2486 each construct.

2487 **Table 4.32 Standardised Regression Weights of Each Construct**

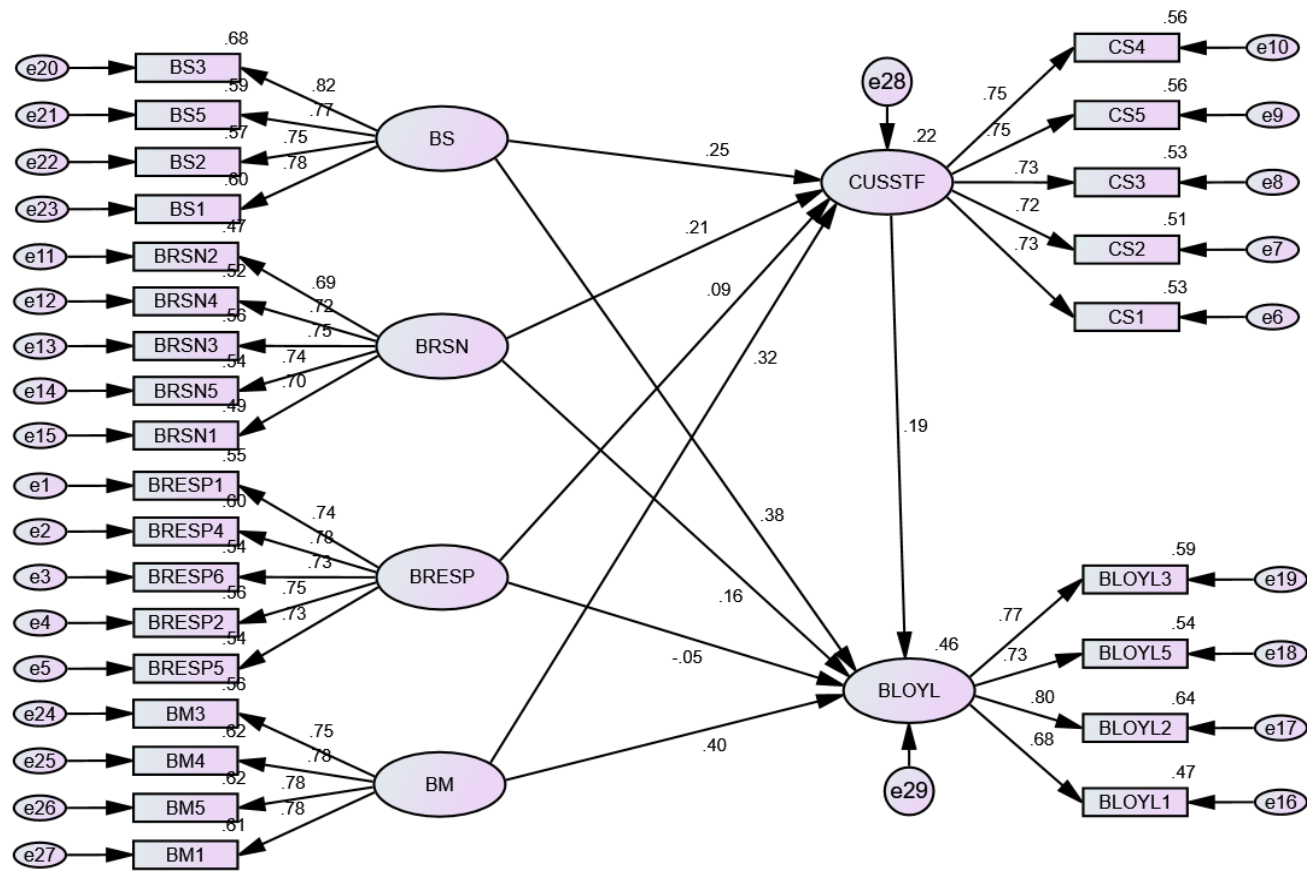
Brand Salience			Estimate
BS1	<---	BS	.779
BS2	<---	BS	.757
BS3	<---	BS	.813
BS5	<---	BS	.775
Brand Meaning			Estimate
BM1	<---	BM	.782
BM3	<---	BM	.751
BM4	<---	BM	.786
BM5	<---	BM	.783
Brand Response			Estimate
Bresp1	<---	Bresp	.742
Bresp2	<---	Bresp	.748
Bresp4	<---	Bresp	.779
Bresp5	<---	Bresp	.735
Bresp6	<---	Bresp	.732
Brand Resonance			Estimate
BR1	<---	BRSN	.696

Brand Saliency			Estimate
BR2	<---	BRSN	.699
BR3	<---	BRSN	.746
BR4	<---	BRSN	.720
BR5	<---	BRSN	.727
Customer Satisfaction			Estimate
CS1	<---	CUSSTF	.748
CS2	<---	CUSSTF	.738
CS3	<---	CUSSTF	.750
CS4	<---	CUSSTF	.771
CS5	<---	CUSSTF	.772
Brand Loyalty			Estimate
BL1	<---	BLOYL	.719
BL2	<---	BLOYL	.827
BL3	<---	BLOYL	.800
BL5	<---	BLOYL	.769

2488

2489 **4.3.9 Results of path analysis**

2490 The below path diagram indicates that factor loadings were greater
2491 than .70. Thus, it shows path diagram, model fit indices and standardised
2492 regression results of hypotheses.



2493

2494

Figure 4.4 Path Analysis

2495 **4.3.10 Mediating effects of customer satisfaction**

2496 The below table was extracted using SPSS Hayes indirect effects;
 2497 the results show that mediation happened through customer satisfaction
 2498 in brand salience, brand resonance and brand meaning on brand loyalty
 2499 because p-values were significant, although no mediation happened
 2500 through customer satisfaction with brand response on brand loyalty, as
 2501 the p-value was insignificant.

2502 **Table 4.33 Mediating Effects of Customer Satisfaction**

Parameter	Estimate	Lower	Upper	P
BS→CUSSTF→BLOYL	.037	.009	.078	.002
BRSN→CUSSTF→BLOYL	.039	.009	.080	.006
BRESP→CUSSTF→BLOYL	.014	-.004	.043	.130
BM→CUSSTF→BLOYL	.050	.013	.100	.002

2503

2504 **4.3.11 Structural model assessment**

2505 A structural model was generated through AMOS 23.0 and was used
 2506 to test relationships. A goodfit model is accepted if the value of
 2507 PCMIN/Df* is <5, fitness indices:CFI, TLI, GFI > .90 (Hair et al,2010),
 2508 and adquate fitting model was accepted if the RMSEA value was<.08 (Hu
 2509 & Bentler,1998).

2510 **Table 4.34 Structural Model Assessment**

Fitness indices	Obtained value
PCMIN/DF	1.17012
GFI	.943
AGFI	.929 ₂₅₁₃
NFI	.928
IFI	.989
TLI	.987 ₂₅₁₄
CFI	.989
RMSEA	.022 ₂₅₁₅
Factor Loading >.5	Yes 2516
Item Deleted	No

2517 The model assessment indicates model is a good fit for hypotheses
 2518 interpretation.

2519 The study assessed the impact of brand salience, brand meaning,
 2520 brand response and brand resonance on customer satisfaction and brand
 2521 loyalty. The study also assessed the mediating effect of customer
 2522 satisfaction on the independent variables (brand salience, brand meaning,
 2523 brand response and brand resonance) and the dependent variable (brand
 2524 loyalty).

2525 **4.3.12 Hypotheses (H1 to H5) results and decision**

2526 The hypotheses relationships were accepted or rejected on the basis
 2527 of the P-value obtained, which indicated statistical significance.

2528 Hypotheses results are concluded from the table 4.32 and table 4.33.
 2529 Hypotheses (H1 to H5) results are presented in Table 4.34

2530 **Table 4.35 Hypotheses (H1 to H5) Results and Decision**

Hypotheses Relationship (H1 to H5)			Standardised Estimates	Standard Error	CR	P-Values	Decision
BL	<---	BS	.320	.058	5.482	***	Support H1b
BL	<---	BM	.314	.057	5.494	***	Support H2b
BL	<---	BRES	-.047	.046	- 1.027	.305	Does not support H3b
BL	<---	BR	.122	.063	1.949	.051	Does not Support H4b
CS	<---	BS	.214	.068	3.135	.002	Support H1a
CS	<---	BM	.291	.066	4.419	***	Support H2a
CS	<---	BRES	.072	.057	1.251	.211	Does not support H3a
CS	<---	BR	.225	.078	2.878	.004	Support H4a
BL	<---	CS	.166	.055	2.996	.003	Support H5

2531

2532 **4.3.13 Hypotheses mediated relationship and decision**

2533 Mediated relationships of customer satisfaction with brand loyalty
 2534 and independent variables (brand salience, brand meaning, brand
 2535 response and brand resonance) are presented in the table 4.35. The
 2536 researcher took the decision for each hypothesis on the basis of the P-
 2537 value.

2538 **Table 4.36 Hypotheses (H6 to H9) and Decision for Mediated**
 2539 **Relationship**

Hypotheses (H6 to H9) Mediated Relationships	Standardised Estimates	P-value	Decision
BS→CS→BL	.032	.009	Support H6
BR→CS→BL	.037	.008	Support H7
BRES→CS→BL	.012	.215	Does not support H8
BM→CS→BL	.050	.002	Support H9

2540

2541 **4.3.14 Demographic profile of the respondents**

2542 The table depicts that about half of the participants were females
 2543 (54.9%). This reveals that females enjoy filling out the online surveys.
 2544 The age item revealed that about 4.6% of participants were 61 or over.
 2545 27.9% of respondents were in the age bracket 31-40. Most of the
 2546 participants' educational background was undergraduate. In terms of
 2547 ethnicity, 59.6% were Anglo-Australian. The next item was about places
 2548 of residence, and the table shows that 30.6% were from New South
 2549 Wales. 50.0% of the respondents' household income was \$80,001 and
 2550 above. In terms of employment, 45.6% of respondents had a full-time
 2551 job. In the last demographic question related to online stores, 29.8%
 2552 respondents chose Amazon, 24.7% chose Ebay, third ranked was Kmart,
 2553 16.7% of respondents preferred Kmart, while 13.4% of respondents
 2554 chose the "Other" option and then wrote. Booktopia, Coles, Catch The
 2555 Iconic, Shein, Woolworth or Kogan. These results related to preferences

2556 for online stores show that e-commerce websites have more recognition
 2557 among buyers in Australia.

2558 **Table 4.37 Demographic Profile of the Respondents**

Item	Profile	Frequency	%
Gender	Male	160	43.7%
	Female	201	54.9%
	Non-Binary	4	1.1%
	Prefer not to say	1	0.3%
Age	18-21	43	11.7%
	22-25	57	15.6%
	26-30	67	18.3%
	31-40	102	27.9%
	41-50	50	13.7%
	51-60	30	8.2%
	61 or over	17	4.6%
Marital status	Single	177	48.4%
	Married	126	34.4%
	Separated	5	1.4%
	Divorced	16	4.4%
	Other	42	11.5%
Family Members	1	96	26.2%
	2-3	163	44.5%
	4-5	102	27.9%
	6 or more	5	1.4%
Education	Secondary (or higher) School	75	20.5%
	Undergraduate	141	38.5%
	Post-graduate	101	27.6%
	Vocational Education and training (Tafe)	49	13.4%
Ethnicity	Aboriginal Australian	4	1.1%
	Anglo-Australian	218	59.6%
	Asian	83	22.7%
	Middle Eastern	6	1.6%
	New Zealander	7	1.9%

Item	Profile	Frequency	%
	Other	48	13.1%
Residing	Australian Capital Territory	8	2.2%
	Queensland	77	21.0%
	New South Wales	112	30.6%
	Northern Territory	2	0.5%
	South Australia	29	7.9%
	Tasmania	9	2.5%
	Western Australia	30	8.2%
	Victoria	99	27.0%
	Income	\$20,000 and under	25
\$20,001 - \$35,000		31	8.5%
\$35,001-\$50,000		42	11.5%
\$50,001-\$65,000		47	12.8%
\$65,001-\$80,000		38	10.4%
\$80,001 and above		183	50.0%
Employment	Full-time	167	45.6%
	Part-time	58	15.8%
	Casual	45	12.3%
	Self-employed	26	7.1%
	Unemployed	70	19.1%
Online store usage/ preference	Amazon	109	29.8%
	Ebay	89	24.3%
	Big W	25	6.8%
	David Jones	6	1.6%
	Kmart	61	16.7%
	Myer	27	7.4%
	Other	49	13.4%

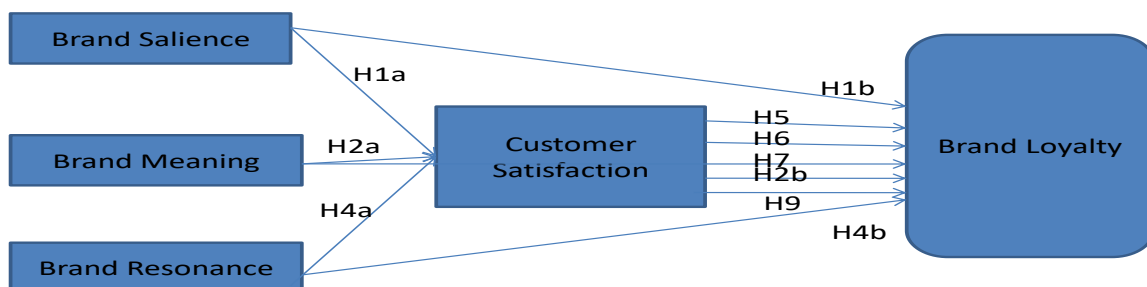
2560 **4.3.15 Hypotheses (H1 to H9) decision summary**

2561 The table 4.37 represents the hypotheses along with the results.

2562 **Table 4.38 Hypotheses and Decision**

Hypotheses	Decision
H1a Online retailers’ brand salience is positively associated with customer satisfaction.	Supports H1a
H1b Online retailers’ brand salience is positively associated with brand loyalty.	Supports H1b
H2a Online retailers’ brand meaning is positively associated with customer satisfaction.	Supports H2a
H2b Online retailers’ brand meaning is positively associated with brand loyalty.	Supports H2b
H3a Online retailers’ brand response is positively associated with customer satisfaction.	Does not support H3a
H3b Online retailers’ brand response is positively associated with brand loyalty.	Does not support H3b
H4a Online retailers’ brand resonance is positively associated with customer satisfaction.	Supports H4a
H4b Online retailers’ brand resonance is positively associated with brand loyalty.	Supports H4b
H5 Online customer’s satisfaction is positively associated with brand loyalty.	Supports H5
H6 The impact of brand salience on brand loyalty is mediated by customer satisfaction	Supports H6
H7 The impact of brand meaning on brand loyalty is mediated by customer satisfaction.	Supports H7
H8 The impact of brand response on brand loyalty is mediated by customer satisfaction	Does not support H8
H9 The impact of brand resonance on brand loyalty is mediated by customer satisfaction.	Supports H9

2563



2564

2565 Figure 4.5 Revised Customer-Based Brand Equity Model, Customer Satisfaction
 2566 and Brand Loyalty.

2567

CHAPTER 5: DISCUSSION

2568
2569

2570 **5.1 Introduction**

2571 This chapter discusses the thesis in its entirety in alignment with
2572 the pre-defined research questions, objectives, and hypotheses. The
2573 chapter outlines the study's primary findings and discusses whether or
2574 not the research questions have been answered satisfactorily, whether
2575 the research objectives have been met, and whether the research
2576 hypotheses have been tested. Also covered in this chapter are the study's
2577 theoretical and practical implications, the limitations of the study,
2578 directions for relevant future research, and a comprehensive summary of
2579 the entire study. The following are the specific research objectives to
2580 address in relation to the overall objectives of the study.

2581 i. To investigate the impact of the various elements of CBBE on customer
2582 satisfaction.

2583 ii. To investigate the impact of the various elements of CBBE on brand
2584 loyalty.

2585 iii. To investigate the mediating role of customer satisfaction on the
2586 impact of the various elements of CBBE on brand loyalty.

2587 **5.2 Discussion of the findings**

2588 The thesis has engaged in an in-depth analysis of the customer-
2589 based brand equity (CBBE) model for Keller. The study has focused on the
2590 analysis of how CBBE influences customer satisfaction and brand loyalty
2591 among online retailers across Australia, using Keller's model.

2592 **5.3 Research objective 1 – To investigate the impact of various 2593 elements of CBBE on customer satisfaction**

2594 This research study used the CBBE model to establish the impact of
2595 online retailers' brand salience, brand meaning, brand response, and
2596 brand resonance on customer satisfaction. The study found a strong
2597 positive correlation between online retailers' brand salience, brand
2598 meaning, and brand resonance on customers' satisfaction. The empirical

2599 evidence gathered in this study shows that Keller, a strong and widely
2600 known brand in the Australian retail market, is associated with great
2601 products and services at affordable prices, translating to high levels of
2602 customer satisfaction. This finding proves that brand salience positively
2603 impacts customer satisfaction. Moreover, data collected and analyzed in
2604 this study show that online retailers draw significant, positive brand
2605 meaning from Keller, which is associated with great brand experiences,
2606 translating to high levels of customer satisfaction. Hence, the study has
2607 established a positive correlation between brand meaning and customer
2608 satisfaction. In the same vein, this study has found a significant positive
2609 correlation between brand resonance and customer satisfaction.

2610 Evidence gathered and compiled in the study has revealed that
2611 online retailers relate well to the Keller brand because they are satisfied
2612 with its products and service delivery, denoting a positive correlation
2613 between brand resonance and customer satisfaction. However, it is worth
2614 noting that this study did not find a positive correlation between brand
2615 response and customer satisfaction among online customers. The study
2616 found that a positive response to online advertisements for the Keller
2617 brand did not usually denote high levels of customer satisfaction among
2618 online customers of the brand.

2619 **5.3.1 H1a – The correlation between brand salience and customer** 2620 **satisfaction**

2621 The result of the study reveals that there is a positive correlation
2622 between brand salience and customer satisfaction.

2623 Ngo et al. (2021) studied the correlation between brand salience
2624 and customer satisfaction within the context of monetary donations to
2625 international aid-related charities by new donors. The study, which
2626 analysed brand salience under the brand prominence and brand
2627 distinctiveness variables, established that brand salience enhances brand
2628 satisfaction and eventually influences brand choice intentions positively
2629 (Ngo et al., 2021). In particular, the research by Ngo et al. (2021) found

2630 that new donors are likely to invest resources with charitable
2631 organisations whose brands have satisfactory reputations and significant
2632 impact on society. Therefore, it is evident from this finding that brand
2633 salience has a positive correlation with customer satisfaction.

2634 Another study by Yadavalli (2021) sought to establish the
2635 correlation between brand salience and customer satisfaction among
2636 other dependent variables, including brand awareness, brand recall, and
2637 brand image. The study, the context of which was the soft drink and
2638 snack industry, found that customer satisfaction, brand awareness, and
2639 brand image had a positive impact on brand salience (Yadavalli, 2021).
2640 Primarily, the results of this study showed that consumers of soft drinks
2641 and snacks tend to purchase from brands whose products are highly
2642 satisfactory, have built a strong brand reputation or image over time, and
2643 are known widely and broadly as credible and reliable brands within the
2644 market (Yadavalli, 2021).

2645 A study by Penprapat (2020), which was completed in the context
2646 of the automotive industry in Thailand, found a positive correlation
2647 between customer satisfaction and brand salience. The study established
2648 that brand distinctiveness and self-congruence, which are the key drivers
2649 of customer satisfaction, significantly influence brand salience for
2650 automotive brands in Thailand (Penprapat, 2020). Moreover, the study by
2651 Menon (2019), whose research purpose was to create a model of brand
2652 salience for consumers of skincare soap products, found that brand
2653 awareness, customer satisfaction, brand image, brand recall, and brand
2654 association positively influence brand salience among fast-moving
2655 consumer goods and products.

2656 Therefore, the results of these studies by Ngo et al. (2021),
2657 Yadavalli (2021), Penprapat (2020), and Menon (2019) prove that
2658 customer satisfaction positively influences brand salience. This finding
2659 supported H1a of the study, which stated that online retailers' brand
2660 salience was positively associated with customer satisfaction.

2661 **5.3.2 H2a - The correlation between brand meaning and**
2662 **customer satisfaction**

2663 The result of the study reveals that there is a positive correlation
2664 between brand meaning and customer satisfaction.

2665 The research study by Stach (2019), which used the narrative of
2666 autobiographical memory stories of Nutella to illustrate the effects of
2667 brand satisfaction on brand meaning, found that brand meaning is
2668 influenced by consumers' mental structure, comprehension of a brand,
2669 and satisfaction with the brand. The study further found that brand
2670 meaning was influenced by consumers' brand experiences such that
2671 clients with great brand experiences tend to exhibit high levels of brand
2672 satisfaction, translating to enhanced attachment of meaning to the brand
2673 (Stach, 2019). Similarly, a study by Belboula and Ackermann (2021)
2674 found that consumer satisfaction positively influenced brand meaning
2675 among customers of the service industry. The study established that
2676 customers who were satisfied with a given service brand had a greater
2677 ability to decode the meaning conveyed by the brand (Belboula &
2678 Ackermann, 2021).

2679 A research study by Maurya and Mishra (2018), based on a review
2680 of the literature on brand meaning, established that customer satisfaction
2681 positively influences the meaning that people attach to brands. Maurya
2682 and Mishra (2018) found that a brand is an image of a company that is
2683 constructed in the minds of consumers; hence, customers who draw
2684 satisfaction from the offerings of a given brand often attach more
2685 meaning to the brand. Another study completed by Batra (2019) found
2686 that feelings and emotions that consumers have towards given brands
2687 influence the meaning they attach to these brands. The research, which
2688 was based on a systematic literature review on creating brand meaning,
2689 found that customer satisfaction was characterised by great feelings of
2690 contentment toward specific brands and this leads many consumers to
2691 develop greater meaning for those brands. Maurya and Mishra (2018), in

2692 a study that focused on analyzing a framework for understanding and
2693 managing brand meaning, established that customer satisfaction
2694 enhances brand meaning; thus, companies ought to deliver products and
2695 services and a brand image that is satisfactory to the target client to
2696 create greater meaning for their brands.

2697 Thus, the results of studies reviewed under this section support H2a
2698 of this study, which states that online retailers' brand meaning is
2699 positively associated with customer satisfaction.

2700 **5.3.3 H3a - The correlation between brand response and** 2701 **customer satisfaction**

2702 The result of the study reveals that there is negative correlation
2703 between brand response and customer satisfaction.

2704 A study by Vidal et al. (2021), which focused on the interplay
2705 between the intrusiveness of disruptive advertisement on users' behaviors
2706 toward a brand preference, showed a weak association between customer
2707 behaviors, customer satisfaction, and brand preference. The research
2708 study, which measured brand response and brand preference using four
2709 variables, namely, brand recall, message recall, call to action, brand
2710 liking, and customer satisfaction, showed that most customers were
2711 dissatisfied with disruptive advertisements that pop up randomly on their
2712 screens when browsing the internet (Vidal et al., 2021). The results of the
2713 study by Vidal et al. (2021) imply that brand response does not lead to
2714 customer satisfaction, but instead makes customers annoyed and unlikely
2715 to follow the pop-up links or recall the brand message communicated
2716 through the disruptive ads that pop up randomly. The research study by
2717 Aliyev et al. (2019) also found a weak correlation between brand
2718 response and customer satisfaction among consumers of luxury brands.
2719 The study used content analysis to establish that customers were
2720 dissatisfied with disruptive advertisements that pop up when browsing the
2721 internet; hence they were unlikely to follow the links or respond to the
2722 brand messages conveyed in the ads (Aliyev et al., 2019).

2723 A study by Ruetz (2019) also found a negative correlation between
2724 brand response marketing and customer satisfaction. The research
2725 established that exposure to pop-up advertisement messages does not
2726 necessarily enhance consumer brand response; instead, a majority of
2727 consumers develop negative attitudes toward brands whose disruptive
2728 ads pop up randomly on their screens. A study by Rego et al. (2021) found
2729 no correlation between customer satisfaction and brand response among
2730 governmental and not-for-profit brands. The study established that
2731 brands create knowledge in consumers' minds, influencing the attitudes of
2732 consumers toward brands (Rego et al., 2021). The results of this study
2733 show that online advertising for brands, particularly where ads for brands
2734 pop up randomly on users' screens, leads to the development of a bad
2735 attitude towards these brands among consumers. A similar result was
2736 found in a study by Joyal (2020), who found that the brand response
2737 marketing model leads to transgression behaviours among consumers.
2738 Transgression, in the context of the study by Joyal (2020), is negative
2739 behaviours of consumers who are disgusted or dissatisfied by the pop-up
2740 ads that come on the screens of their devices when surfing the internet.
2741 This study established that consumers who were transgressed against by
2742 brand response marketing often chose to behave destructively by
2743 terminating their relationship with the brand.

2744 Studies reviewed under this subsection of the chapter have proven
2745 that a majority of consumers are dissatisfied or even disgusted by the
2746 brand response marketing model, hence negatively influencing their
2747 customer and brand satisfaction. As such, these findings do not support
2748 H3a of this study, which states that online retailers' brand response is
2749 positively associated with customer satisfaction.

2750

2751 **5.3.4 H4a - The correlation between brand resonance and**
2752 **customer satisfaction**

2753 The result of the study reveals that there is a positive correlation
2754 between brand resonance and customer satisfaction.

2755 A research study by Cheng et al. (2019) showed a positive
2756 correlation between brand resonance and customer satisfaction among
2757 online users who participated in SNBC. The study, whose setting was
2758 social media users, showed that customer brand engagement positively
2759 influenced customer satisfaction and brand resonance (Cheng et al.,
2760 2019). The study by Jang et al. (2021) found that customers with great
2761 service experiences exhibited high levels of customer satisfaction, which
2762 in turn positively influenced brand resonance for their preferred
2763 companies (Cheng et al., 2019). A study by Duman et al. (2018) equally
2764 found that Turkish visitors who exhibited high levels of satisfaction with
2765 the Sarajevo brand had high resonance with the brand. The study found
2766 that the perception of Turkish tourists who visited the Sarajevo brand,
2767 especially those who thought the brand was satisfactory, influenced their
2768 levels of brand resonance (Duman et al.,2018). Similarly, a study by
2769 Moura et al. (2019) found that customer satisfaction, brand image, brand
2770 performance, customers' feelings towards the brand, and customers'
2771 judgment of the brand had a positive influence on the brand resonance of
2772 companies operating in the hotel and hospitality industry.

2773 The results of a study by Moura et al. (2019) showed that hotel
2774 guests who were satisfied with the quality of hospitality services received
2775 had greater brand resonance than those who were dissatisfied. A study by
2776 Kim et al. (2020) found that customer satisfaction, which is measured by
2777 consumers' love for the brand and their brand involvement, has a positive
2778 influence on their brand resonance. The study also found that customer
2779 satisfaction is significantly and positively influenced by the Corporate
2780 Social Responsibility (CSR) programs run by an organization, and this

2781 ultimately influences their brand resonance with the organization
2782 positively (Kim et al., 2020).

2783 From the results of these studies, it is evident that customers
2784 develop strong and positive relationships with brands whose products and
2785 services satisfy them. Hence, these findings support H4a of this research,
2786 which states that online retailers' brand resonance is positively associated
2787 with customer satisfaction.

2788 **5.4 Research objective 2 – To investigate the impact of various** 2789 **elements of CBBE on brand loyalty**

2790 This study also gathered evidence for analysing the impact of
2791 various elements of CBBE, namely brand salience, brand meaning, brand
2792 response, and brand resonance, on the brand loyalty of online customers
2793 of Keller. The evidence collected and analysed in this study found a
2794 significant positive correlation between brand salience, brand meaning,
2795 and brand resonance, and brand loyalty among online customers of
2796 Keller. Yet, the research found no significant positive correlation between
2797 brand response and brand loyalty among online retailers of Keller. This
2798 study also established that customers who responded to the brand's
2799 promotional content did not necessarily show high levels of brand loyalty
2800 to the brand.

2801 **5.4.1 H1b – The correlation between brand salience and brand** 2802 **loyalty**

2803 The result of the study reveals that there is a positive correlation
2804 between brand salience and brand loyalty.

2805 A study by Suhardi et al. (2022), conducted among institutions of
2806 higher learning in Indonesia, found that the understanding, association,
2807 perception, experience, brand loyalty, and brand equity among people
2808 positively influenced the consumer brand salience of statistics study
2809 programs in the country. Moreover, a study by Penprapat (2020) has
2810 established that brand distinctiveness, self-congruence, brand trust, and
2811 brand loyalty positively influence the brand salience of automotive brands

2812 in Thailand. Menon (2019) also found that the measure of brand
2813 awareness, brand image, brand recall, brand association, brand
2814 satisfaction, brand knowledge, and brand loyalty among consumers of
2815 skincare products positively influenced their brand salience and overall
2816 purchase intentions.

2817 A study by Erlangga and Erlangga (2021), which analysed the
2818 effects of perceived brand quality on value proposition, established a
2819 positive correlation between a brand's unique value proposition, customer
2820 loyalty, and brand loyalty with the brand image and brand salience among
2821 consumers of SME products in Tangerang City. Furthermore, studies by
2822 Yadavalli (2021) and Ngo et al. (2021) found a positive correlation
2823 between brand loyalty and brand salience among consumers of drinks and
2824 snack brands as well as new donors of international aid-related charities,
2825 respectively.

2826 Therefore, the results of previous studies reviewed in this section
2827 support H1b, which states that online retailers' brand salience is positively
2828 associated with brand loyalty.

2829 **5.4.2 H2b - The correlation between brand meaning and brand** 2830 **loyalty**

2831 The result of the study reveals that there is a positive correlation
2832 between brand meaning and brand loyalty.

2833 A study by Van der Westhuizen (2018) found a positive correlation
2834 between brand meaning, self-brand connection, and brand loyalty. The
2835 results of this study showed that the brand experience that consumers
2836 have tends to influence their loyalty to the brand, and this ultimately
2837 influences the meaning they attach to the brand (Van der Westhuizen,
2838 2018). Moreover, Van der Westhuizen (2018) established that brand
2839 experience, self-brand association, and brand loyalty positively correlates
2840 with brand meaning. A study by Kaur et al. (2020) also found a positive
2841 correlation between brand loyalty and brand meaning among customers
2842 undertaking consumer brand engagement (CBE) on Facebook. Their study

2843 found that consumers' brand community identification and reward
2844 positively influenced brand loyalty and brand meaning among Facebook
2845 users on CBE (Kaur et al., 2020).

2846 A study by Khamitov et al. (2019) further showed a positive
2847 correlation between brand loyalty and brand meaning. Their study, which
2848 focused on the analysis of how brand relations drive customer brand
2849 loyalty, found that the elasticity in brand relationships vary, based on
2850 customer satisfaction, brand loyalty, and unique customer characteristics,
2851 and that these variables have a positive correlation with the meaning
2852 customers attach to brands. Additionally, a study by Ebrahim (2020),
2853 aimed at exploring the impact of social media marketing on brand loyalty
2854 and brand meaning through brand trust and brand equity, found a
2855 positive correlation between brand loyalty and brand meaning among
2856 users of telecommunication companies operating in Egypt. Their research
2857 found that trendiness, word-of-mouth marketing, and product
2858 customization are the key factors that influence brand loyalty among
2859 online users in the Egyptian market, and users with high brand trust and
2860 loyalty attach greater meaning to brands. This finding complements the
2861 results of the study by Maurya and Mishra (2018), which showed that
2862 consumer satisfaction, leads to brand trust and brand loyalty, which
2863 subsequently positively influences brand meaning.

2864 Therefore, the results of studies reviewed under this sub-section of
2865 the chapter support H2b of this study, which states that online retailers'
2866 brand meaning is positively associated with brand loyalty.

2867 **5.4.3 H3b - The correlation between brand response and brand** 2868 **loyalty**

2869 The result of the study reveals that there is no positive correlation
2870 between brand response and brand loyalty.

2871 Vidal et al. (2021) found a weak correlation between disruptive
2872 advertisements on online platforms and customers' trust and loyalty to a
2873 brand. The study found that customers tend to get disgusted by

2874 destructive advertisement messages used largely in the brand response
2875 marketing strategy, resulting in a negative influence on their brand
2876 preferences. A study by Ruetz (2019) similarly found that the online
2877 marketing strategy in which ads randomly pop up on users' screens does
2878 not have a positive influence on their loyalty to the brand. Rather, Ruetz
2879 (2019) found that brand response marketing had a detrimental effect on
2880 consumers' brand loyalty.

2881 Additionally, studies by Rego et al. (2021) and Joyal (2020) have
2882 found no correlation between brand response and brand loyalty. Rego et
2883 al. (2021) found that random ads that pop up on screens trigger negative
2884 attitudes toward brands among consumers, limiting their brand loyalty.
2885 Similarly, Joyal (2020) has found that brand response marketing leads to
2886 negative behaviours towards brands among consumers, negatively
2887 influencing their brand preferences and brand loyalty.

2888 Therefore, the findings from studies analysed under this sub-section
2889 of the chapter do not support H3b of the research, stating that online
2890 retailers' brand response is positively associated with brand loyalty.

2891 **5.4.4 H4b - The correlation between brand resonance and brand** 2892 **loyalty**

2893 The result of the study reveals that there is a positive correlation
2894 between brand resonance and brand loyalty.

2895 A study by Duman et al. (2018) found that customer satisfaction for
2896 Turkish visitors to the Sarajevo brand influences their brand loyalty and
2897 brand resonance. A study by Moura et al. (2019) equally found that
2898 factors such as brand image, customer satisfaction, brand loyalty, brand
2899 love, and brand performance positively influence brand resonance among
2900 customers of the hotel and hospitality industry. A study by Cheng et al.
2901 (2019) further found that brand loyalty positively influences brand
2902 resonance among online users. Similarly, Jang et al. (2021) established
2903 that customer satisfaction positively influences brand loyalty and brand
2904 resonance among companies that provide great service experiences to

2905 consumers. Moreover, Kim et al. (2020) found that brand love, brand
2906 involvement, and CSR programs run by a company influence brand loyalty
2907 among its customers, which eventually leads to enhanced brand
2908 resonance.

2909 Thus, the findings of the studies reviewed in this sub-section of the
2910 chapter support H4b of this research, which states that online retailers'
2911 brand resonance is positively associated with brand loyalty.

2912 **5.5 Research objective 3 –To investigate the mediating role of** 2913 **customer satisfaction on the impact of various elements of CBBE** 2914 **on brand loyalty**

2915 This study has collected empirical evidence, complemented by
2916 findings from relevant published studies, to establish the role of customer
2917 satisfaction as a mediating factor on the impact of brand salience on
2918 brand loyalty, brand meaning on brand loyalty, brand response on brand
2919 loyalty, and brand resonance on brand loyalty. This research found a
2920 significant positive correlation between brand resonance, brand salience,
2921 and brand meaning on the one hand, and brand loyalty on the other, with
2922 customer satisfaction as the mediating factor. This finding implies that
2923 customers who demonstrated high levels of customer satisfaction with the
2924 brand; recorded positive scores on the company's brand salience,
2925 meaning, and resonance, which in turn enhanced their brand loyalty. Also
2926 worth noting in the findings of this study is the fact that there was no
2927 significant positive correlation between brand response and brand loyalty,
2928 as mediated by customer satisfaction. This finding implies that customer
2929 satisfaction, as a mediating factor, has no significant positive correlation
2930 between brand response and brand loyalty.

2931

2932

2933 **5.5.1 H5 - The correlation between customer satisfaction and**
2934 **brand loyalty**

2935 The result of the study reveals that there is a positive correlation
2936 between customer satisfaction and brand loyalty.

2937 A study by Ahani et al. (2019) uses reviews given by visitors of
2938 online hotels to analyse the impact of customer satisfaction on brand
2939 loyalty in the hotel industry. The study found that customer satisfaction
2940 positively influences brand loyalty and brand preference for clients of
2941 different hotel brands (Ahani et al., 2019). Specifically, the study found
2942 that customers with positive reviews on TripAdvisor for their previous
2943 visits to Canary Islands hotels had higher customer satisfaction, which
2944 reflected positively on their brand loyalty to those hotels (Ahani et al.,
2945 2019). A study by Ferreira et al. (2021) found a positive correlation
2946 between customer satisfaction and brand loyalty among clients of public
2947 pediatric inpatient facilities. The study established that customers who
2948 experienced highly satisfactory experiences with public pediatric facilities
2949 tended to return to those facilities for medical attention in the subsequent
2950 search for care. Furthermore, a study by Bilgin (2018) showed a positive
2951 relationship between customer satisfaction and brand loyalty among
2952 audiences of social media marketing. The study found that customer
2953 satisfaction influences brand awareness, brand loyalty, and brand image
2954 among customers who access brands through Instagram, Twitter, and
2955 Facebook. A study by Hussein (2018) found that brand experience
2956 influenced customer satisfaction, which in turn influenced brand loyalty
2957 among customers of casual dining restaurants in Indonesia. The study
2958 found that customers of the dining restaurants in Indonesia who had
2959 great brand experiences demonstrated high customer satisfaction and
2960 brand loyalty (Hussein, 2018). Similarly, a study by Susanti et al. (2020)
2961 found that customer satisfaction leads to brand loyalty among customers
2962 in the hypercompetitive business-to-business (B2B) markets. Another

2963 study showed that having a positive brand image enhances customer
2964 satisfaction, leading to higher brand loyalty (Hussein, 2018).

2965 The results of these studies thus support H5, which states that
2966 customer satisfaction is positively associated with brand loyalty.

2967 **5.5.2 H6 – The impact of brand salience on brand loyalty is** 2968 **mediated by customer satisfaction**

2969 The result of the study reveals that customer satisfaction is
2970 positively correlated between brand salience and brand loyalty.

2971 Suhardi et al. (2022) found that the satisfaction of students with
2972 the programs in statistics offered by Indonesian institutions of higher
2973 learning positively influenced their brand salience and brand loyalty.
2974 Similarly, a study by Penprapat (2020) found that customer satisfaction
2975 positively influenced brand loyalty and brand salience among consumers
2976 of automotive brands in Thailand. Moreover, a study by Hussein (2018)
2977 found that brand experience, which is the leading determinant of
2978 customer satisfaction, had a positive direct effect on customer satisfaction
2979 and brand loyalty among clients of Indonesian casual dining restaurants.
2980 A study by Susanti et al. (2020) found that the brand image held by
2981 customers influenced their levels of customer satisfaction, which
2982 eventually positively and directly influences the brand loyalty of players in
2983 the B2B markets. A study by Saputra et al. (2020) also found that
2984 customer satisfaction positively influenced brand salience and brand
2985 loyalty among customers of Bean & Tea Leaf Surabaya.

2986 Hence, the results of these studies support H6 of this research,
2987 which states that the impact of brand salience on brand loyalty is
2988 mediated by customer satisfaction.

2989 **5.5.3 H7 – The impact of brand meaning on brand loyalty is** 2990 **mediated by customer satisfaction**

2991 The result of the study reveals that customer satisfaction is
2992 positively correlated between brand meaning and brand loyalty.

2993 Van der Westhuizen (2018) found that brand experience, which
2994 influences customer satisfaction, had a positive impact on brand loyalty
2995 and brand meaning among clients. Kaur et al. (2020) also found that
2996 customer satisfaction was among the leading drivers of brand loyalty and
2997 brand meaning among online customers who were part of the consumer
2998 brand engagement program. Furthermore, a study by Khamitov et al.
2999 (2019) found that customer relations with brands are directly proportional
3000 to customer satisfaction, and consequently influences brand loyalty and
3001 brand meaning. A study by Ebrahim (2020) also established that
3002 customers of telecommunication companies in Egypt, who exhibited high
3003 levels of customer satisfaction, also showed high brand loyalty and brand
3004 meaning for their respective telecommunication operators or brands. A
3005 study by Maurya and Mishra (2018) has further shown that customers
3006 who are satisfied with the services and products they get from brands
3007 tend to have higher levels of brand loyalty and attach greater meaning to
3008 the brands.

3009 Thus, the findings of the studies reviewed in this subsection support
3010 H7, which states that the impact of brand meaning on brand loyalty is
3011 mediated by customer satisfaction.

3012 **5.5.4 H8 – The impact of brand response on brand loyalty is** 3013 **mediated by customer satisfaction**

3014 The result of the study reveals that customer satisfaction is
3015 negatively correlated between brand response and brand loyalty

3016 Studies by Vidal et al. (2021) and Aliyev et al. (2019) found no
3017 relationship between customer satisfaction, brand response, and brand
3018 loyalty among online consumers. They both found that a majority of
3019 online users find the brand response marketing strategy disgusting, and
3020 hence are not able to build brand loyalty or attain customer satisfaction
3021 from the brand response model. Ruetz (2019) also established that the
3022 brand response marketing model leads to dissatisfactory experiences for
3023 online consumers, having detrimental consequences on their levels of

3024 customer satisfaction and brand loyalty. Moreover, a study by Joyal
3025 (2020) found that the brand response marketing strategy triggers
3026 dissatisfaction among consumers, resulting in negative perceptions of the
3027 brands and low levels of brand loyalty. In the same vein, Rego et al.
3028 (2021) found that online consumers are often agitated by the brand
3029 response marketing model; hence, they experience low levels of customer
3030 satisfaction and brand loyalty for companies that employ the brand
3031 response marketing model.

3032 The findings of the studies reviewed in this subsection do not
3033 support H8 of this study, which states that the impact of brand response
3034 on brand loyalty is mediated by customer satisfaction.

3035 **5.5.5 H9 – The impact of brand resonance on brand loyalty is** 3036 **mediated by customer satisfaction**

3037 The result of the study reveals that customer satisfaction is
3038 positively correlated between brand resonance and brand loyalty

3039 A study by Duman et al. (2018) found that visitors from Turkey who
3040 had great experiences with the Sarajevo brand attained high levels of
3041 customer satisfaction, which resulted in high brand loyalty and brand
3042 resonance for the brand. In addition, Moura et al. (2019) found that
3043 guests who received satisfactory services from the hotel industry
3044 exhibited high levels of customer satisfaction and brand resonance.
3045 Results of a study by Kim et al. (2020) have indicated that consumers
3046 with high levels of customer satisfaction show higher brand loyalty and
3047 brand resonance. Similarly, a study by Cheng et al. (2019) showed a
3048 positive correlation between customer satisfaction, brand loyalty, and
3049 brand resonance among participants in NSBC. Jang et al. (2021) further
3050 found that customers who had great service experiences with
3051 governmental and not-for-profit brands attained higher levels of customer
3052 loyalty, which in turn resulted in high brand loyalty and brand resonance
3053 for the respective agencies.

3054 Therefore, the findings of studies reviewed in this subsection
3055 support H9, which states that the impact of brand resonance on brand
3056 loyalty is mediated by customer satisfaction.

3057 **5.6 Theoretical implications of the study**

3058 The theoretical implication of this study is the fact that the four
3059 elements of the CBBE mode, namely brand resonance, brand salience,
3060 brand meaning, and brand resonance directly impact the levels of
3061 customer satisfaction and their loyalty to brands in the Australian online
3062 retail sector. The findings of this study align with those of previous
3063 research on CBBE model, which show a positive and negative correlation
3064 between all the four elements of the model with customer satisfaction and
3065 brand loyalty. More importantly, this study has employed the simple
3066 random sampling method to gather empirical evidence for arriving at
3067 findings with high internal and external validity, showing the strong and
3068 positive relation between each of the three elements (brand salience,
3069 brand meaning and brand resonance) and negative correlation of the
3070 element brand response of the CBBE model with customer satisfaction
3071 and brand loyalty for clients of online retail stores operating in the
3072 Australian market. Thus, the theoretical implication for this study is the
3073 fact that this study focused on a research area and context that has not
3074 been widely explored by previous researchers, which is the online retail
3075 industry in Australia.

3076 This study bridges the gap in the existing literature on the CBBE
3077 model for analyzing the impact of brand resonance, brand salience, brand
3078 meaning, and brand response on customer satisfaction and brand loyalty
3079 for online retailers. While many studies have been completed on the
3080 impact of brand resonance, brand salience, brand response, and brand
3081 meaning on customer satisfaction and brand loyalty for brick and mortar
3082 retail stores, very few studies have been completed on these elements of
3083 CBBE on customer satisfaction and brand loyalty for online retailers.

3084 This study also adds unique and significant value to the existing
3085 literature on the factors that influence brand loyalty and customer
3086 satisfaction among customers of online retailers. The widespread of
3087 Covid-19 marked a new trend in the global market where virtually all
3088 contemporary retailers have established an online store. Online retailing is
3089 the new trend in the post-COVID-19 era. Thus, by using credible, reliable,
3090 and valid empirical evidence to analyse the impact of brand resonance,
3091 brand salience, brand meaning, and brand response on customer
3092 satisfaction and brand loyalty for online retailers, the study brings an
3093 important new findings to the literature on the correlation between these
3094 elements of the CBBE model and customer satisfaction and brand loyalty
3095 for online businesses. Moreover, the study adds vital literature to existing
3096 studies on the mediating effect of customer satisfaction on the impact of
3097 brand salience, brand resonance, brand meaning, and brand response on
3098 brand loyalty for online retailers.

3099 **5.7 Practical implications of the study**

3100 The practical implication of a study is the impact that the findings of
3101 the research would have an organization if they were to be implemented
3102 immediately. This study has a significant practical implication for
3103 corporate leaders in the Australian online retail sector. Primarily, the
3104 study's practical implication is that the integration of the the first two
3105 elements of the CBBE model (brand identity and brand meaning) into the
3106 marketing strategy of an online retail company in Australia would lead to
3107 increased awareness of their brand among the target clientele. Moreover,
3108 the integration of the remaining two elements of the CBBE model (brand
3109 response and brand resonance) into the organization's marketing strategy
3110 would enhance customer retention for their brands. Thus, the general
3111 practical implication of this study is that the adoption of the CBBE model
3112 by online retail brands in Australia would enhance their ability to attract
3113 new clients, keep them satisfied with the brands' offerings, and ultimately
3114 enhance their brand loyalty and retention.

3115 This research study, conducted in the context of Australia, provides
3116 in-depth practical insights into the effective management of online retail
3117 brands. Since a majority of consumers in the contemporary market prefer
3118 shopping from online stores due to its many benefits, such as enhanced
3119 convenience, free delivery, enhanced flexibility, and faster and real-time
3120 payments through Fintech platforms, managers in the retail industry
3121 require accurate and practical information on how best to establish and
3122 manage online retail outlets. This study uses empirical evidence,
3123 combined with findings from relevant studies, to analyse the impact of
3124 brand salience, brand resonance, brand meaning, and brand response on
3125 customer satisfaction and brand loyalty. The study also offers evidence-
3126 based solutions for how brand salience, brand meaning, brand resonance,
3127 and brand response can be used, with customer satisfaction as the
3128 mediator, to impact brand loyalty. Therefore, the primary practical
3129 implication of this study is the fact that it provides an evidence-based
3130 framework for creating an effective CBBE model that uses brand salience,
3131 brand resonance, brand meaning, and brand response as the key
3132 elements for influencing customer loyalty and brand loyalty for online
3133 retailers in Australia.

3134 **5.8 Limitations and directions for future research**

3135 One of the primary limitations of this study is the fact that its
3136 findings are restricted exclusively to the framework for creating an
3137 effective CBBE model for online retail stores, the scope of which is to
3138 influence the impact of brand salience, brand resonance, brand meaning,
3139 and brand response on customer satisfaction and brand loyalty. The study
3140 does not provide insights into the practical management of customers for
3141 brick-and-mortar stores, which dominate the Australian and global retail
3142 industry. The second limitation of the study is the fact that it was
3143 conducted in the middle of the COVID-19 pandemic when lockdown
3144 regulations were implemented on and off. Hence, its findings could be
3145 somewhat biased since most consumers shopped from online stores out

3146 of necessity and not volition. Another limitation of this study is that it was
3147 done in the context of Australia, which is a developed economy. Thus, its
3148 findings are accurately generalisable only to developed economies like the
3149 United Kingdom, Italy, the United States, Germany, etc.

3150 From these limitations, it is justifiable to suggest that future
3151 research studies focus on analysing the framework for creating an
3152 effective CBBE model for influencing the impact of brand resonance,
3153 brand response, brand meaning and brand identity on customer
3154 satisfaction and brand loyalty for brick-and-mortar retailers. Moreover,
3155 future research should be conducted in the context of low and middle-
3156 income economies to arrive at findings generalisation to developed and
3157 underdeveloped countries. It is also recommended that future studies are
3158 conducted in the post-COVID-19 era where there are no lockdowns, or
3159 any other COVID-related restrictions to the retail industry, to arrive at
3160 outcomes from data collected among customers of online retailers who
3161 decided to shop from online stores out of choice and not coercion or lack
3162 of options. Such findings will then give a true picture of the impact of
3163 brand salience, resonance, meaning, and response on customer
3164 satisfaction and brand loyalty among customers of online retailers.

3165

3166

3167

3168

3169

3170

3171

3172

3173

3174

CHAPTER 6: CONCLUSION

3175
3176
3177
3178
3179
3180
3181
3182
3183
3184
3185
3186
3187
3188
3189
3190
3191
3192
3193
3194
3195
3196
3197
3198
3199
3200
3201
3202
3203
3204
3205

This chapter provides a summarized discussion of the results of this thesis. The context of this research study is Australia and the research area focused on in the thesis is the Australian online retail sector. The researcher conducted the study in three phases, namely, the pretest, pilot test, and confirmatory factor analysis (CFA) and structural equation modeling (SEM), to arrive at its final results and derive conclusions. This thesis focused on analyzing the influence that four elements of Keller’s Customer-Based Brand Equity (CBBE) model, which are brand salience, brand resonance, brand meaning, and brand response, have on customer satisfaction and brand loyalty for online retailers in Australia. The study also analyzes the impact of customer satisfaction as a mediating factor in influencing the effect of brand resonance, brand salience, brand meaning, and brand response on brand loyalty for online retailers in Australia.

The research study was conducted among 366 customers of online retail stores in Australia. The empirical evidence gathered in this research showed that international online brands, particularly Amazon and eBay account for the lion’s share of online retailers in Australia at 29.8% and 24.3%, respectively. This research also established that most online shoppers in Australia are in full-time employment (45.6%), with those having household income of over \$80,000 dominating the Australian online market accounting for 50.0% of all online shoppers in the country. Also worth noting from the findings of this research is the fact that people who have attained graduate and post-graduate education account for a significant majority of online shoppers in Australia, with members of the Anglo-Australian ethnic group accounting for the largest share of online shoppers’ population in the country.

This study met its research objectives, which were outlined in the introduction chapter. The first research objective of the study is to investigate the impact of various elements of Keller’s CBBE (brand resonance, brand salience, brand meaning, and brand response) on

3206 customer satisfaction among online retailers in Australia. The study meets
3207 this research objective. This research found a strong positive correlation
3208 between online retailers' brand salience, brand meaning, and brand
3209 resonance on customers' satisfaction. The empirical evidence gathered in
3210 this study shows that strong and widely known online brands in the
3211 Australian retail market, particularly Amazon and eBay, are associated
3212 with great products and services at affordable prices, translating to high
3213 levels of customer satisfaction. This finding proves that brand salience
3214 positively impacts customer satisfaction.

3215 Moreover, the study found that online shoppers draw significant,
3216 positive brand meaning from online retail companies that are associated
3217 with great brand experiences, translating to high levels of customer
3218 satisfaction. Hence, through this finding, the study establishes a positive
3219 correlation between brand meaning and customer satisfaction. In the
3220 same vein, this study found a significant positive correlation between
3221 brand resonance and customer satisfaction. Particularly, the evidence
3222 gathered and compiled in the study reveals that online retailers relate well
3223 with the major online retail brands because they are satisfied with their
3224 products, prices, convenience, and quality of service delivery, denoting a
3225 positive correlation between brand resonance and customer satisfaction.
3226 However, it is important to note that this study does not find a positive
3227 correlation between brand response and customer satisfaction among
3228 customers of online retail stores. The study establishes that a positive
3229 response to online advertisements for particular online retail brands does
3230 not usually denote high levels of customer satisfaction.

3231 The second research objective for this study is to investigate brand
3232 resonance, salience, meaning, and response, as the elements of Keller's
3233 CBBE model, on the brand loyalty for online retail companies in Australia.
3234 This research objective was also met. The evidence collected and
3235 analyzed in this research found a significant positive correlation between
3236 brand salience and brand loyalty, brand meaning and brand loyalty, and

3237 brand resonance and brand loyalty among online customers of online
3238 retail stores. The research also found no significant positive correlation
3239 between brand response and brand loyalty among customers of online
3240 retailers. Specifically, the study found that Amazon, eBay, Kmart, and
3241 Myer are widely known and accepted brands in the Australian online retail
3242 market, and enjoy high brand loyalty among their online clients. This
3243 finding denotes a positive impact of brand Saliency on online retailers'
3244 brand loyalty. Moreover, the data collected and analyzed in this research
3245 also found that customers who resonate or relate well with the online
3246 retailers' operations were loyal to their respective brands. This finding
3247 indicates a positive impact of brand resonance on brand loyalty for online
3248 companies

3249 Additionally, the evidence gathered and compiled in this research
3250 shows that customers who associated the online brands with great and
3251 positive meaning demonstrated higher levels of brand loyalty to the
3252 respective brands. This finding denotes a significant positive correlation
3253 between brand meaning and brand loyalty among customers of online
3254 retailers. Nonetheless, the study does not find a significant positive
3255 correlation between brand response and brand loyalty among customers
3256 of online retailers operating in the Australian market. Primarily, this study
3257 establishes that customers who responded to the brand's promotional
3258 content did not necessarily show high levels of brand loyalty to the
3259 respective online retail brands.

3260 The third research objective for this study is to investigate the
3261 mediating role of customer satisfaction on the impact of brand saliency,
3262 resonance, meaning, and response on the brand loyalty of online retail
3263 stores in Australia. This research found a significant positive correlation
3264 between brand resonance and brand loyalty, brand saliency and brand
3265 loyalty, and brand meaning and brand loyalty, with customer satisfaction
3266 as the mediating factor. This finding implies that customers who
3267 demonstrated high levels of customer satisfaction with the online retail

3268 brands consequently recorded positive scores on the company's brand
3269 salience, meaning, and resonance, which in turn enhanced their loyalty to
3270 respective brands. Also, worth noting in the findings of this study is the
3271 fact that the study gathered sufficient empirical evidence showing no
3272 significant positive correlation between brand response and brand loyalty,
3273 with customer satisfaction as the mediating factor. This finding implies
3274 that customer satisfaction, as a mediating factor, does not lead to a
3275 significant positive correlation between brand response and brand loyalty
3276 for online retail companies.

3277 Therefore, this research study covers an important research area
3278 that has not been explored widely by previous researchers. It bridges the
3279 gap in the existing literature on the use of Keller's CBBE model to analyze
3280 the impact of brand resonance, brand salience, brand meaning, and brand
3281 response on customer satisfaction and brand loyalty for online retailers in
3282 Australia. The study contains essential knowledge on the best practices
3283 adoptable by managers of online retail brands to achieve growth in terms
3284 of sales, profits, and customer base. Moreover, this study analyzes the
3285 viability of the online retail sector, especially with consumers in the
3286 contemporary market preferring to shop online to shopping in traditional
3287 brick-and-mortar stores due to many factors, including improved
3288 convenience, flexibility, and faster, secure, and real-time payments
3289 through Fintech platforms. Furthermore, the study provides credible and
3290 verifiable evidence showing the positive correlation between brand
3291 salience, resonance, and meaning with customer satisfaction and brand
3292 loyalty within the online retail industry. The study, however, does not find
3293 a strong correlation between brand response and customer satisfaction
3294 and brand loyalty for online retailers.

3295

3296

3297

REFERENCES

- 3298
- 3299 Aaker, D. A. (1996). Measuring brand equity across products and
3300 markets. *California Management Review*, 38(3), 102-121.
3301 <http://dx.doi.org/10.2307/41165845>.
- 3302 Aaker, D. A., & Biel, A. L. (2013). *Brand equity and advertising:
3303 Advertising's role in building strong brands*. Psychology Press.
- 3304 Abbas, I., Hallem, Y., & Taga, N. (2020). Second-hand shopping and
3305 brand loyalty: The role of online collaborative redistribution
3306 platforms. *Journal of Retailing and Consumer Services*, 52,
3307 101885. <https://doi.org/10.1016/j.jretconser.2019.101885>.
- 3308 Abd Aziz, N., & Yasin, N. M. (2010). Analyzing the brand equity and
3309 resonance of banking services: Malaysian consumer
3310 perspective. *International Journal of Marketing Studies*, 2(2), 180-
3311 189.
- 3312 Abou-Shouk, M. A., & Khalifa, G. S. (2017). The influence of website
3313 quality dimensions on e-purchasing behaviour and e-loyalty: A
3314 comparative study of Egyptian travel agents and hotels. *Journal of
3315 Travel & Tourism Marketing*, 34(5), 608-623.
- 3316 Abrar, M., & Sidik, E. J. (2019). Analyzing ethical considerations and
3317 research methods in children research. *Journal of Education and
3318 Learning (EduLearn)*, 13(2), 184-193.
- 3319 Ahani, A., Nilashi, M., Yadegaridehkordi, E., Sanzogni, L., Tarik, A. R.,
3320 Knox, K., ... & Ibrahim, O. (2019). Revealing customers' satisfaction
3321 and preferences through online review analysis: The case of Canary
3322 Islands hotels. *Journal of Retailing and Consumer Services*, 51, 331-
3323 343.
- 3324 Ahmed, F., Haque, A., Abdullah, K., & Razali, S. S. (2017). Customer-
3325 based brand equity model for the Shariah-compliant tourism: A
3326 conceptual model from the Muslim tourists' perspective. *Advanced
3327 Science Letters*, 23(9), 8541-8546.

- 3328 Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand
3329 trust and customer satisfaction on brand loyalty in Bahawalpur.
3330 *Journal of Sociological Research, 5*(1), 306-326.
- 3331 Ajibola, A. (2021). *The relationship between organizations' response to*
3332 *customer complaints, customer trust, and loyalty* (Doctoral
3333 dissertation, Minnesota State University, Mankato).
- 3334 Akbarov, S. (2018). Antecedents of customer based brand equity-
3335 research in Azerbaijan. *Journal of Business and Management*
3336 *Sciences, 6*(2), 54-58.
- 3337 Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani,
3338 A. M. (2017). The impact of e-service quality and e-loyalty on online
3339 shopping: Moderating effect of e-satisfaction and e-trust. *International*
3340 *Journal of Marketing Studies, 9*(2), 92-103.
- 3341 Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A.
3342 (2020). Investigating the antecedents of customer brand
3343 engagement and consumer-based brand equity in social
3344 media. *Journal of Retailing and Consumer Services, 53*.
- 3345 Ali, A., & Bhasin, J. (2019). Understanding customer repurchase intention
3346 in e-commerce: Role of perceived price, delivery quality, and
3347 perceived value. *Jindal Journal of Business Research, 8*(2), 142-157.
- 3348 Aliyev, F., Urkmez, T., & Wagner, R. (2019). A comprehensive look at
3349 luxury brand marketing research from 2000 to 2016: A bibliometric
3350 study and content analysis. *Management Review Quarterly, 69*(3),
3351 233-264.
- 3352 Altaf, M., Iqbal, N., Mokhtar, S. S. M., & Sial, M. H. (2017). Managing
3353 consumer-based brand equity through brand experience in Islamic
3354 banking. *Journal of Islamic Marketing Vol. 8 No. 2*, pp. 218-242.
3355 <https://doi.org/10.1108/JIMA-07-2015-0048>.
- 3356 Alvarado-Karste, D., & Guzmán, F. (2020). The effect of brand identity-
3357 cognitive style fit and social influence on consumer-based brand
3358 equity. *Journal of Product & Brand Management Vol. 29 No. 7*, pp.
3359 971-984. <https://doi.org/10.1108/JPBM-06-2019-2419>.

- 3360 Amoako, K., & Boateng, E. (2022). Analysis of the effectiveness of
3361 Corporate Social Responsibility in brand marketing with AAKER
3362 Brand Equity and Daisy Wheel Models. *Technium Soc. Sci. J.*, 30,
3363 484.
- 3364 Anaam, E. A., Abu Bakar, K. A., Mohd Satar, N. S., &Ma'arif, M. Y.
3365 (2020). Investigating the electronic customer relationship
3366 management success key factors in the telecommunication
3367 companies: A pilot study. *Journal of Computational and Theoretical*
3368 *Nanoscience*, 17(2-3), 1460-1463.
- 3369 Anggraini, L. (2018). Understanding brand evangelism and the dimensions
3370 involved in a consumer becoming brand evangelist. *Sriwijaya International*
3371 *Journal of Dynamic Economics and Business*, 2(1), 63-84.
- 3372 Anisimova, T., Weiss, J., &a Mavondo, F. (2019). The influence of
3373 corporate brand perceptions on consumer satisfaction and loyalty
3374 via controlled and uncontrolled communications: a multiple
3375 mediation analysis. *Journal of Consumer Marketing*, 36(1), 33-49.
- 3376 Arnab, D. Y., Hoque, A., & Hridoy, M. M. I. (2019). Impact of online
3377 shopping on brand loyalty: A study in Dhaka,
3378 Bangladesh. *International Journal of Science and Business*, 3(6),
3379 174-181.
- 3380 Ashraf, M., Naeem, M., & Shahzadi, M. (2017). Impact of branding on
3381 consumer buying behavior: An evidence of footwear industry of
3382 Punjab, Pakistan. *International Journal of Academic Research in*
3383 *Business and Social Sciences*, 7(7), 592-603.
- 3384 Azemi, Y., Ozuem, W., & Howell, K. E. (2020). The effects of online
3385 negative word-of-mouth on dissatisfied customers: A frustration-
3386 aggression perspective. *Psychology & Marketing*, 37(4), 564-577.
- 3387 Baalbaki, S., &Guzmán, F. (2016).A consumer-perceived consumer-based
3388 brand equity scale.*Journal of Brand Management*, 23(3), 229-251.
- 3389 Babonea, A. M., &Voicu, M. C. (2011). Questionnaires pretesting in
3390 marketing research. *Challenges of the Knowledge Society*, 1(1),
3391 1323-1330.

- 3392 Balderaz, B. G. B., & Campos, K. P. (2020). The influence of customer-
3393 based brand equity on online shopping satisfaction among public
3394 teachers in Davao Del Sur, Philippines. *Review of Integrative
3395 Business and Economics Research, 9*, 317-358.
- 3396 Ballings, M., McCullough, H., & Bharadwaj, N. (2018). Cause marketing
3397 and customer profitability. *Journal of the Academy of Marketing
3398 Science, 46*(2), 234-251.
- 3399 Bartik, A. W., Bertrand, M., Cullen, Z., Glaeser, E. L., Luca, M., & Stanton,
3400 C. (2020). The impact of COVID-19 on small business outcomes and
3401 expectations. *Proceedings of the National Academy of
3402 Sciences, 117*(30), 17656-17666.
- 3403 Batra, R. (2019). Creating brand meaning: a review and research
3404 agenda. *Journal of Consumer Psychology, 29*(3), 535-546.
- 3405 Beavers, A. S., Lounsbury, J. W., Richards, J. K., Huck, S. W., Skolits, G.
3406 J., & Esquivel, S. L. (2013). Practical considerations for using
3407 exploratory factor analysis in educational research. *Practical
3408 Assessment, Research, and Evaluation, 18*(1), 6.
- 3409 Beckingham, A. C. (1974). Identifying problems for nursing research.
3410 *International Nursing Review, 21*(2), 49-52.
- 3411 Belboula, I., & Ackermann, C. L. (2021). Consumer response to service
3412 brand physical elements: Using a semantic priming task to explore
3413 the implicit understanding of service brand meaning. *Journal of
3414 Retailing and Consumer Services, 61*, 102019.
- 3415 Bhatti, A., Akram, H., Basit, H.M., Khan, A.U., Raza, S.M. and Naqvi,
3416 M.B.(2020). E-commerce trends during COVID-19 Pandemic. *International
3417 Journal of Future Generation Communication and Networking, 13*(2),
3418 pp.1449-1452.
- 3419 Bhatti, A., Saad, S. and Gbadebo, S.M., 2018. Convenience risk, product
3420 risk, and perceived risk influence on online shopping: Moderating
3421 effect of attitude. *International Journal of Business Management,
3422 3*(2), 1-11.

- 3423 Bianchi, C., & Pike, S. (2011). Antecedents of destination brand loyalty
3424 for a long-haul market: Australia's destination loyalty among
3425 Chilean travelers. *Journal of Travel & Tourism Marketing, 28(7)*,
3426 736-750.
- 3427 Bianchi, C., Pike, S., & Lings, I. (2014). Investigating attitudes towards
3428 three South American destinations in an emerging long haul market
3429 using a model of consumer-based brand equity (CBBE). *Tourism*
3430 *Management, 42*, 215-223.
- 3431 Bilgin, Y. (2018). The effect of social media marketing activities on brand
3432 awareness, brand image, and brand loyalty. *Business & Management*
3433 *Studies: An International Journal, 6(1)*, 128-148.
- 3434 Billingham, S. A., Whitehead, A. L., & Julious, S. A. (2013). An audit of
3435 sample sizes for pilot and feasibility trials being undertaken in the
3436 United Kingdom registered in the United Kingdom Clinical Research
3437 Network database. *BMC Medical Research Methodology, 13(1)*, 1-6.
- 3438 Bonett, D. G., & Wright, T. A. (2015). Cronbach's alpha reliability:
3439 Interval estimation, hypothesis testing, and sample size
3440 planning. *Journal of Organizational Behavior, 36(1)*, 3-15.
- 3441 Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand
3442 equity and its application to multiple destinations. *Tourism Management,*
3443 *30(2)*, 219-231.
- 3444 Bowen, N. K., & Guo, S. (2011). *Structural equation modeling*. Oxford
3445 University Press.
- 3446 Bradbury, H., & Reason, P. (2003). Action research: An opportunity for
3447 revitalizing research purpose and practices. *Qualitative Social Work,*
3448 *2(2)*, 155-175.
- 3449 Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience:
3450 what is it? How is it measured? Does it affect loyalty? *Journal of*
3451 *Marketing, 73(3)*, 52-68.
- 3452 Britto, M. T., Tivorsak, T. L., & Slap, G. B. (2010). Adolescents' needs for
3453 health care privacy. *Pediatrics, 126(6)*, e1469-e1476.

- 3454 Brown, T. A. (2015). *Confirmatory factor analysis for applied research*. Guilford
3455 publications.
- 3456 Byrne, B. M. (2010). *Structural equation modeling with AMOS: Basic*
3457 *concepts, applications and programming* (multivariate applications
3458 series). New York: Taylor & Francis Group, 396(1), 7384.
- 3459 Carlson, J., & O'Cass, A. (2010). Exploring the relationships between e-
3460 service quality, satisfaction, attitudes and behaviours in content-
3461 driven e-service web sites. *The Journal of Services Marketing*, 24(2),
3462 112-127 <https://doi.org/10.1108/08876041011031091>.
- 3463 Carminati, L. (2018). Generalizability in qualitative research: A tale of two
3464 traditions. *Qualitative Health Research*, 28(13), 2094-2101.
- 3465 Chakraborty, S., & Mitra, S. (2021). Brand health and campaign
3466 evaluation: A case study in India. *International Journal of Marketing*
3467 *& Business Communication*, 10(2).
- 3468 Chatterjee, A., & Lahiri, I. (2017). Brand equity, brand loyalty and
3469 consumers' willingness to pay: A linear approach of
3470 measurement. *International Journal of Research in Business*
3471 *Studies*, 2(1), 23-41.
- 3472 Chekalina, T., Fuchs, M., & Lexhagen, M. (2018). Customer-based
3473 destination brand equity modeling: The role of destination
3474 resources, value for money, and value in use. *Journal of Travel*
3475 *Research*, 57(1), 31-51.
- 3476 Chen, Y. S. (2010). The drivers of green brand equity: Green brand
3477 image, green satisfaction, and green trust. *Journal of Business*
3478 *Ethics*, 93(2), 307-319.
- 3479 Cheng, Y. Y., Tung, W. F., Yang, M. H., & Chiang, C. T. (2019). Linking
3480 relationship equity to brand resonance in a social networking brand
3481 community. *Electronic Commerce Research and Applications*, 35,
3482 100849.
- 3483 Cheung, M. L., Pires, G., & Rosenberger III, P. J. (2020). Exploring
3484 synergetic effects of social-media communication and distribution

3485 strategy on consumer-based brand equity. *Asian Journal of Business*
3486 *Research*, 10(1), 126-149.

3487 Cho, E., & Hwang, J. (2020). Drivers of consumer-based brand equity: A
3488 two-country analysis of perceived brand origin and identity
3489 expressiveness. *International Marketing Review* Vol. 37 No. 2, pp.
3490 241-259. <https://doi.org/10.1108/IMR-12-2018-0351>.

3491 Cho, E., Fiore, A. M., & Yu, U. J. (2018). Impact of fashion innovativeness
3492 on consumer-based brand equity. *Journal of Consumer Marketing*
3493 Vol. 35 No. 3, pp. 340-350. [https://doi.org/10.1108/JCM-01-2017-](https://doi.org/10.1108/JCM-01-2017-2066)
3494 2066.

3495 Chokpitakkul, N., Anantachart, S., & Hamilton, M. A. (2020). Toward a
3496 process model of consumer brand evaluation and promotion:
3497 Drivers of word of mouth for Thai small and medium
3498 enterprises. *ABAC Journal*, 40(4), 78-97.

3499 Chunling, Y. U., Ping, Z. H. A. O., & Haizhong, W. A. N. G. (2008). An
3500 empirical evaluation of a customer-based brand equity model and
3501 its managerial implications. *Frontiers of Business Research in*
3502 *China*, 2(4), 553-570.

3503 Çifci, S., Ekinci, Y., Whyatt, G., Japutra, A., Molinillo, S., & Siala, H.
3504 (2016). A cross validation of consumer-based brand equity models:
3505 Driving customer equity in retail brands. *Journal of Business*
3506 *Research*, 69(9), 3740-3747.

3507 Çınar, K. (2020). Customer based brand equity models in hotel industry:
3508 A literature review. *Strategic Innovative Marketing and Tourism*,
3509 281-288

3510 Colicev, A., Malshe, A., & Pauwels, K. (2018). Social media and customer-
3511 based brand equity: An empirical investigation in retail
3512 industry. *Administrative Sciences*, 8(3), 55-67.

3513 Cooper, D. R., & Schindler, P. S. (2006). *Marketing research*. McGraw-
3514 Hill/Irwin. Coppola, D. (2021). E-commerce
3515 worldwide. www.statista.com/topics/871/online-shopping.

- 3516 Correia, H., Martin-Lynch, P., Finlayson, M., & Learmonth, Y. C. (2023).
3517 Exploring COVID-19 experiences for persons with multiple sclerosis
3518 and carers: An Australian qualitative study. *Health Expectations*.
- 3519 Creswell, J. W. (2002). *Educational research: Planning, conducting, and*
3520 *evaluating quantitative (vol 7)*. Prentice Hall.
- 3521 Creswell, J. W., & Clark, V. L. P. (2017). *Designing and conducting mixed*
3522 *methods research*. Sage publications.
- 3523 Crook, C., & Garratt, D. (2005). The positivist paradigm in contemporary
3524 social science research. *Research Methods in the Social Sciences*,
3525 207-214.
- 3526 Daniels, J., Kunkel, T., & Karg, A. (2019). New brands: Contextual
3527 differences and development of brand associations over time.
3528 *Journal of Sport Management*, 33(2), 133-147.
- 3529 Datta, H., Ailawadi, K. L., & Van Heerde, H. J. (2017). How well does
3530 consumer-based brand equity align with sales-based brand equity
3531 and marketing-mix response? *Journal of Marketing*, 81(3), 1-20.
- 3532 Davin, E. (2017). A comparative analysis of a brand's promise compared
3533 to the actual service experience, has on brand equity, using Keller's
3534 brand equity model: Telkom (Doctoral dissertation, The
3535 Independent Institute of Education
3536 (IIE), <http://hdl.handle.net/11622/273>).
- 3537 Davis, J. P., Steury, K., & Pagulayan, R. (2005). A survey method for assessing
3538 perceptions of a game: The consumer play test in game design. *Game*
3539 *Studies*, 5(1), 1-13.
- 3540 Denscombe, M. (2008). Communities of practice: A research paradigm for
3541 the mixed methods approach. *Journal of Mixed Methods Research*,
3542 2(3), 270-283.
- 3543 Dey, S. K. (2019). Study of customer satisfaction on online products in
3544 Nagpur city with reference to flipkart. *South Asian Journal of*
3545 *Marketing & Management Research*, 9(9), 41-45.

- 3546 Divyasre, V. (2019). Brand resonance: Concept and influence of
3547 relationship marketing dimensions with reference to online shopping
3548 portals. *Indian J. Public Health Res. Dev*, 10, 118-122.
- 3549 Djelassi, S., Diallo, M. F., & Zielke, S. (2018). How self-service technology
3550 experience evaluation affects waiting time and customer
3551 satisfaction? A moderated mediation model. *Decision Support*
3552 *Systems*, 111, 38-47.
- 3553 Dodge, Y. (2008). *The concise encyclopedia of statistics*. Springer Science
3554 & Business Media.
- 3555 Duman, T., Ozbal, O., & Duerod, M. (2018). The role of affective factors
3556 on brand resonance: Measuring customer-based brand equity for
3557 the Sarajevo brand. *Journal of Destination Marketing &*
3558 *Management*, 8, 359-372.
- 3559 Ebrahim, R. S. (2020). The role of trust in understanding the impact of
3560 social media marketing on brand equity and brand loyalty. *Journal*
3561 *of Relationship Marketing*, 19(4), 287-308.
- 3562 Entzeridou, E., Markopoulou, E., & Mollaki, V. (2018). Public and
3563 physician's expectations and ethical concerns about electronic
3564 health record: Benefits outweigh risks except for information
3565 security. *International Journal of Medical Informatics*, 110, 98-107.
- 3566 Erlangga, H., & Erlangga, H. (2021). Did brand perceived quality, image
3567 product, and place convenience influence customer loyalty through
3568 unique value proposition? *Journal of Contemporary Issues in*
3569 *Business and Government*, 27(1), 2854-2867.
- 3570 Fabrigar, L. R., & Wegener, D. T. (2011). *Exploratory factor analysis*. Oxford
3571 University Press.
- 3572 Fairlie, R. (2020). The impact of COVID-19 on small business owners:
3573 Evidence from the first three months after widespread social-
3574 distancing restrictions. *Journal of Economics & Management*
3575 *Strategy*, 29(4), 727-740.
- 3576 Farjam, S., & Hongyi, X. (2015). Reviewing the concept of brand equity
3577 and evaluating consumer-based brand equity (CBBE)

3578 models. *International Journal of Management Science and Business*
3579 *Administration*, 1(8), 14-29.

3580 Feller, D. (2020, November). *Online shopping in Australia. IBISWorld*
3581 *industry report X0004*. IBISWorld database
3582 <https://www.ibisworld.com/au/industry/online-shopping/1837/>.

3583 Ferreira, D. C., Marques, R. C., Nunes, A. M., & Figueira, J. R. (2021).
3584 Customers satisfaction in pediatric inpatient services: A multiple
3585 criteria satisfaction analysis. *Socio-Economic Planning Sciences*, 78,
3586 101036.

3587 Ganushchak-Efimenko, L., Shcherbak, V., & Nifatova, O. (2018).
3588 Assessing the effects of socially responsible strategic partnerships
3589 on building brand equity of integrated business structures in
3590 Ukraine. *Oeconomia Copernicana*, 9(4), 715-730.

3591 Gebhardt, C., Kramer, I., & Pätzmann, J. U. (2018). Brand loyalty towards
3592 quality and tabloid newspapers: A qualitative study exploring the drivers
3593 of customer retention. *Markenbrand*, 7, 47-59.

3594 Giao, H., Vuong, B., & Quan, T. (2020). The influence of website quality
3595 on consumer's e-loyalty through the mediating role of e-trust and e-
3596 satisfaction: Evidence from online shopping in Vietnam. *Uncertain*
3597 *Supply Chain Management*, 8(2), 351-370.

3598 Gignac, G. E. (2006). Self-reported emotional intelligence and life satisfaction:
3599 Testing incremental predictive validity hypotheses via structural equation
3600 modeling (SEM) in a small sample. *Personality and Individual Differences*,
3601 40(8), 1569-1577.

3602 Girard, T., Trapp, P., Pinar, M., Gulsoy, T., & Boyt, T. E. (2017).
3603 Consumer-based brand equity of a private-label brand: Measuring
3604 and examining determinants. *Journal of Marketing Theory and*
3605 *Practice*, 25(1), 39-56.

3606 González-Mansilla, Ó., Berenguer-Contrí, G., & Serra-Cantalops, A.
3607 (2019). The impact of value co-creation on hotel brand equity and
3608 customer satisfaction. *Tourism Management*, 75, 51-65.

- 3609 Green, A., Macdonald, S., & Rice, R. (2009). *Policy-making for research*
3610 *data in repositories: A guide*. EDINA.
- 3611 Grimmelikhuijsen, S., & Porumbescu, G. A. (2017). Reconsidering the
3612 expectancy disconfirmation model. Three experimental replications.
3613 *Public Management Review, 19*(9), 1272-1292.
- 3614 Habib, S., Hamadneh, N. N., & Khan, M. A. (2021). Influence of electronic
3615 word of mouth (Ewom) and relationship marketing on brand
3616 resonance: A mediation analysis. *Sustainability, 13*(12), 6833.
- 3617 Hair Jr, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business*
3618 *research methods*. Routledge.
- 3619 Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2010). *Essentials of*
3620 *marketing research* (Vol. 2). New York, NY: McGraw-Hill/Irwin.
- 3621 Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver
3622 bullet. *Journal of Marketing Theory and Practice, 19*(2), 139-152.
- 3623 Hair, J. F., Ringle, C. M., Gudergan, S. P., Fischer, A., Nitzl, C.,
3624 & Menictas, C. (2019). Partial least squares structural equation
3625 modeling-based discrete choice modeling: An illustration in
3626 modeling retailer choice. *Business Research, 12*(1), 115-142.
- 3627 Han, S. L., & Sung, H. S. (2008). Industrial brand value and relationship
3628 performance in business markets: A general structural equation
3629 model. *Industrial Marketing Management, 37*(7), 807-818.
- 3630 Hassan, M., Rafi, A., & Kazmi, S. S. (2016). Impact of differentiated
3631 customer service, brand trust, brand commitment, and brand
3632 salience on brand advocacy. *International Review of Management*
3633 *and Marketing, 6*(4S), 232-238.
- 3634 Hayes, J. L., Golan, G., Britt, B., & Applequist, J. (2020). How advertising
3635 relevance and consumer: Brand relationship strength limit
3636 disclosure effects of native ads on Twitter. *International Journal of*
3637 *Advertising, 39*(1), 131-165.
- 3638 Hazzi, O., & Maldaon, I. (2015). A pilot study: Vital methodological
3639 issues. *Business: Theory and Practice, 16*(1), 53-62.

- 3640 Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for
3641 assessing discriminant validity in variance-based structural equation
3642 modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-
3643 135.
- 3644 Homburg, C., Wieseke, J., & Bornemann, T. (2009). Implementing the
3645 marketing concept at the employee-customer interface: The role of
3646 customer need knowledge. *Journal of Marketing*, 73(4), 64-81.
- 3647 Hopkins, K. D. (1982). The unit of analysis: Group means versus
3648 individual observations. *American Educational Research Journal*,
3649 19(1), 5-18.
- 3650 Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in
3651 covariance structure analysis: Conventional criteria versus new
3652 alternatives. *Structural Equation Modeling: A Multidisciplinary
3653 Journal*, 6(1), 1-55.
- 3654 Hu, Q., Yang, B., Xie, L., Rosa, S., Guo, Y., Wang, Z., ... & Markham, A.
3655 (2021). Learning semantic segmentation of large-scale point clouds
3656 with random sampling. *IEEE Transactions on Pattern Analysis and
3657 Machine Intelligence*, 44(11), 8338-8354.
- 3658 Huang, C. C., & Chen, S. E. (2021). Establishing and deepening brand
3659 loyalty through brand experience and customer engagement:
3660 Evidence from Taiwan's chain restaurants. *Journal of Quality
3661 Assurance in Hospitality & Tourism*, 1-23
3662 <https://doi.org/10.1080/1528008X.2020.1864565>.
- 3663 Huang, C. C., Yen, S. W., Liu, C. Y., & Chang, T. P. (2014). The relationship
3664 among brand equity, customer satisfaction, and brand resonance to
3665 repurchase intention of cultural and creative industries in Taiwan.
3666 *International Journal of Organizational Innovation*, 6(3), 106-129.
- 3667 Hult, G. T. M., Sharma, P. N., Morgeson III, F. V., & Zhang, Y. (2019).
3668 Antecedents and consequences of customer satisfaction: do they
3669 differ across online and offline purchases? *Journal of
3670 Retailing*, 95(1), 10-23.

- 3671 Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience,
3672 brand resonance and brand trust in luxury consumption. *Journal of*
3673 *Retailing and Consumer Services*, 66, 102895.
- 3674 Hussein, A. S. (2018). Effects of brand experience on brand loyalty in
3675 Indonesian casual dining restaurant: Roles of customer satisfaction
3676 and brand of origin. *Tourism and Hospitality Management*, 24(1),
3677 119-132.
- 3678 IBIS (2020). *Online grocery sales in Australia - Market research report*.
3679 IBIS World.[https://www.ibisworld.com/au/industry/online-grocery-](https://www.ibisworld.com/au/industry/online-grocery-sales/5527/)
3680 [sales/5527/](https://www.ibisworld.com/au/industry/online-grocery-sales/5527/).
- 3681 Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand
3682 experience influence brand equity? Considering the roles of customer
3683 satisfaction, customer affective commitment, and employee empathy.
3684 *Journal of Business Research*, 96, 343-354.
- 3685 In, J. (2017). Introduction of a pilot study. *Korean Journal of*
3686 *Anesthesiology*, 70(6), 601-615.
- 3687 Ismail, N., Kinchin, G., & Edwards, J. A. (2018). Pilot study, does it really
3688 matter? Learning lessons from conducting a pilot study for a
3689 qualitative PhD thesis. *International Journal of Social Science*
3690 *Research*, 6(1), 1-17.
- 3691 Jang, K. K., Bae, J., & Kim, K. H. (2021). Servitization experience
3692 measurement and the effect of servitization experience on brand
3693 resonance and customer retention. *Journal of Business*
3694 *Research*, 130, 384-397.
- 3695 Jiang, Y., Wu, G., & Jiang, L. (2020). A Kaczmarz method with simple
3696 random sampling for solving large linear systems. *arXiv preprint*
3697 *arXiv:2011.14693*.
- 3698 Johanson, G. A., & Brooks, G. P. (2010). Initial scale development:
3699 Sample size for pilot studies. *Educational and Psychological*
3700 *Measurement*, 70(3), 394-400.

- 3701 Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A
3702 research paradigm whose time has come. *Educational Researcher*, 33(7),
3703 14-26.
- 3704 Jöreskog, K. G., & Sörbom, D. (1993). *LISREL 8: Structural equation*
3705 *modeling with the SIMPLIS command language*. *Journal of Business*
3706 *Research*, 52(1), 1-14.
- 3707 Joyal, A. D. (2020). *Who wants you to say you're sorry? The moderating*
3708 *effect of brand response on the relationship between customer*
3709 *attachment style and reactions to brand transgressions* (Doctoral
3710 dissertation, The University of Memphis).
- 3711 Kalra, S. (2018). Brand equity perception: A study of Indian companies. *Journal*
3712 *of Business Thought*, 8, 141-142.
- 3713 Karim, S., & Gide, E. (2018). Barriers to adopting E-commerce with small to
3714 mid-sized enterprises-SMEs in developed countries: An exploratory study
3715 in Australia. *Global Journal of Information Technology: Emerging*
3716 *Technologies*, 8(1), 24-36.
- 3717 Kataria, S., & Saini, V. (2019). The mediating impact of customer
3718 satisfaction in relation of brand equity and brand loyalty. *South*
3719 *Asian Journal of Business Studies*, 9(1), 62-87.
- 3720 Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2020). The role of
3721 brand community identification and reward on consumer brand
3722 engagement and brand loyalty in virtual brand
3723 communities. *Telematics and Informatics*, 46, 101321.
- 3724 Keller, K. L. (1993). Conceptualizing, measuring, and managing
3725 customer-based brand equity. *Journal of Marketing*, 57(1), 1-22
3726 <https://doi.org/10.1177/002224299305700101>.
- 3727 Keller, K. L. (2001). Building customer-based brand equity: A blueprint
3728 for creating strong brands.
- 3729 Keller, K. L. (2002). Branding and brand equity. *Handbook of*
3730 *marketing* 151..
- 3731 Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand
3732 knowledge. *Journal of consumer research*, 29(4), 595-600.

- 3733 Keller, K. L. (2009). Building a strong business-to-business brand.
3734 In *Business-To-Business Brand Management: Theory, Research and*
3735 *Executivecase Study Exercises*. Emerald Group Publishing Limited.
- 3736 Keller, K. L. (2016). Reflections on customer-based brand equity:
3737 perspectives, progress, and priorities. *AMS Review*, 6(1-2), 1-16.
- 3738 Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand*
3739 *management: Building, measuring, and managing brand equity*.
3740 Pearson Education India.
- 3741 Khamitov, M., Wang, X., & Thomson, M. (2019). How well do consumer-
3742 brand relationships drive customer brand loyalty? Generalizations
3743 from a meta-analysis of brand relationship elasticities. *Journal of*
3744 *Consumer Research*, 46(3), 435-459.
- 3745 Kim, K. M., Nobi, B., & Kim, T. (2020). CSR and brand resonance: The
3746 mediating role of brand love and
3747 involvement. *Sustainability*, 12(10), 4159.
- 3748 Kim, S. S., Choe, J. Y. J., & Petrick, J. F. (2018). The effect of celebrity on brand
3749 awareness, perceived quality, brand image, brand loyalty, and destination
3750 attachment to a literary festival. *Journal of Destination Marketing &*
3751 *Management*, 9, 320-329.
- 3752 Kline, T. (2005). *Psychological testing: A practical approach to design and*
3753 *evaluation*. Sage.
- 3754 Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). Perceived
3755 social media marketing activities and consumer-based brand
3756 equity. *Asia Pacific Journal of Marketing and Logistics* Vol. 33 No. 1,
3757 pp. 53-72. <https://doi.org/10.1108/APJML-07-2019-0453>.
- 3758 Koetsier, J. (2020, June 12). COVID-19 accelerated E-Commerce growth
3759 '4 to 6 years'. *Forbes*.
3760 [https://www.forbes.com/sites/johnkoetsier/2020/06/12/covid-19](https://www.forbes.com/sites/johnkoetsier/2020/06/12/covid-19-accelerated-e-commerce-growth-4-to-6-years/?sh=25c0cd5d600f)
3761 [accelerated-e-commerce-growth-4-to-6-years/?sh=25c0cd5d600f](https://www.forbes.com/sites/johnkoetsier/2020/06/12/covid-19-accelerated-e-commerce-growth-4-to-6-years/?sh=25c0cd5d600f).
- 3762 Koll, O., & von Wallpach, S. (2009). One brand perception? Or many? The
3763 heterogeneity of intra-brand knowledge. *Journal of Product & Brand*
3764 *Management*, 18(5), 356-366.

- 3765 Koskimies, E., Koskinen, S., Leino-Kilpi, H., & Suhonen, R. (2020). The
3766 informational privacy of patients in prehospital emergency care:
3767 Integrative literature review. *Journal of Clinical Nursing*, 29(23-24),
3768 4440-4453.
- 3769 Kotsi, F., Pike, S. and Gottlieb, U., 2018. Consumer-based brand equity
3770 (CBBE) in the context of an international stopover destination:
3771 Perceptions of Dubai in France and Australia. *Tourism Management*,
3772 69, 297-306.
- 3773 Kreuger, L., & Neuman, W. L. (2006). *Social work research methods:
3774 Qualitative and quantitative approaches with Research Navigator*.
3775 Pearson/Allyn and Bacon.
- 3776 Kumar, R. (2018). *Research methodology: A step-by-step guide for
3777 beginners*. Sage.
- 3778 Lamlo, S., & Selamat, F. (2021, May). Brand salience, brand association,
3779 brand quality, and brand value to predict brand loyalty among the
3780 tourists of Mount Bromo, East Java, Indonesia. In *Ninth
3781 International Conference on Entrepreneurship and Business
3782 Management (ICEBM 2020)* (pp. 196-202). Atlantis Press.
- 3783 Lee, J. L., James, J. D., & Kim, Y. K. (2014). A reconceptualization of
3784 brand image. *International Journal of Business Administration*, 5(4),
3785 1-11.
- 3786 Long, P., O'Connor, A., & Tuyen, P. D. (2017). The development and
3787 measurement of a Customer Satisfaction Index (E-CSI) in electronic
3788 banking: An application to the Central Vietnam Region.
3789 *International Journal of Strategic Decision Sciences (IJSDS)*, 8(3),
3790 45-58.
- 3791 Makasi, A., Govender, K., & Rukweza, C. (2014). Building brand equity
3792 through advertising. *Mediterranean Journal of Social
3793 Sciences*, 5(20), 2613-2613.
- 3794 Mamesah, S., Tumbuan, W. J., & Tielung, M. V. (2020). The influence of
3795 brand identification and brand satisfaction of smartphone products

3796 on brand evangelism. *Jurnal EMBA: JurnalRiset Ekonomi,*
3797 *Manajemen, Bisnis dan Akuntansi, 8(1).*

3798 Marsh, H. W., Guo, J., Dicke, T., Parker, P. D., & Craven, R. G. (2020).
3799 Confirmatory factor analysis (CFA), exploratory structural equation
3800 modeling (ESEM), and set-ESEM: optimal balance between
3801 goodness of fit and parsimony. *Multivariate Behavioral Research,*
3802 *55(1), 102-119.*

3803 Martínez, P., & Nishiyama, N. (2019). Enhancing customer-based brand
3804 equity through CSR in the hospitality sector. *International Journal of*
3805 *Hospitality & Tourism Administration, 20(3), 329-353.*

3806 Martino, F., Brooks, R., Browne, J., Carah, N., Zorbas, C., Corben, K., ...
3807 & Backholer, K. (2021). The nature and extent of online marketing
3808 by big food and big alcohol during the COVID-19 pandemic in
3809 Australia: content analysis study. *JMIR public health and*
3810 *surveillance, 7(3), e25202.*

3811 Matthews, L. M., Sarstedt, M., Hair, J. F., & Ringle, C. M. (2016). Identifying and
3812 treating unobserved heterogeneity with FIMIX-PLS: Part II–A case study.
3813 *European Business Review Vol. 28 No. 1, pp. 63-*
3814 *76. <https://doi.org/10.1108/EBR-09-2015-0094>.*

3815 Maurya, U. K., & Mishra, P. (2018). What is a brand? A Perspective on
3816 Brand Meaning. *European Journal of Business and*
3817 *Management, 4(3), 122-133.*

3818 Maxwell, J. A. (2021). Why qualitative methods are necessary for
3819 generalization. *Qualitative Psychology, 8(1), 111.*

3820 McEwan, B. (2020). Sampling and validity. *Annals of the International*
3821 *Communication Association, 44(3), 235-247.*

3822 McNeill, P. (2006). *Research methods.* Routledge.

3823 Mehmood, S., Shaheen, K., & Qureshi, T. W. (2020). Should I buy this
3824 clothing brand? Investigating the impact of consumer brand
3825 engagement dimensions from brand resonance model
3826 perspective. *Journal of Business & Economics, 12(1), 85-105.*

- 3827 Menon, B. (2019). Model of brand salience of consumer skincare soap
3828 products. *Metamorphosis*, 18(2), 130-141.
- 3829 Mittal, M., Agrawal, S., & Gupta, R. (2019). Gender difference in customer
3830 satisfaction and brand loyalty towards banking services. *IUP Journal of*
3831 *Marketing Management*, 18(1), 23-38.
- 3832 Mohan, M., Jiménez, F. R., Brown, B. P., & Cantrell, C. (2017). Brand
3833 skill: Linking brand functionality with consumer-based brand equity.
3834 *Journal of Product & Brand Management* Vol. 26 No. 5, pp. 477-
3835 491. <https://doi.org/10.1108/JPBM-06-2016-1247>.
- 3836 Molinillo, S., Ekinci, Y., & Japutra, A. (2019). A consumer-based brand
3837 performance model for assessing brand success. *International*
3838 *Journal of Market Research*, 61(1), 93-110.
- 3839 Mordor Intelligence (2019). *Retail industry in Australia*.
3840 [www.mordorintelligence.com/industry-reports/retail-industry-in-](http://www.mordorintelligence.com/industry-reports/retail-industry-in-Australia)
3841 [Australia](http://www.mordorintelligence.com/industry-reports/retail-industry-in-Australia).
- 3842 Moura, L. R. C., Ferreira, P. R., de Oliveira, A. D., & da Silveira Cunha, N.
3843 R. (2019). Test and validity of the Brand Resonance
3844 Model's. *Revista Gestão & Tecnologia*, 19(1), 4-24.
- 3845 Mueller, R. O., & Hancock, G. R. (2019). *Structural equation modeling*.
3846 Routledge/Taylor & Francis Group.
- 3847 Muniz, F., Guzmán, F., Paswan, A. K., & Crawford, H. J. (2019). The
3848 immediate effect of corporate social responsibility on consumer-
3849 based brand equity. *Journal of Product & Brand Management* Vol.
3850 28 No. 7, pp. 864-879. [https://doi.org/10.1108/JPBM-09-2018-](https://doi.org/10.1108/JPBM-09-2018-2016)
3851 [2016](https://doi.org/10.1108/JPBM-09-2018-2016).
- 3852 Myers, J. L., Well, A. D., & Lorch Jr, R. F. (2013). *Research design and*
3853 *statistical analysis*. Routledge.
- 3854 Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and
3855 consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-
3856 1030.
- 3857 Nawaz, S., Naeem, A., & Khan, N. (2019). Elements of brand equity of
3858 QMobile: A review paper. *IJCSMC*, 8(12), 1-9.

- 3859 Nejat, S. (2016). Investigating the effect of brand salience on tourism
3860 destination brand loyalty. *Tourism Management Studies*, 10(32),
3861 111-129.
- 3862 Neuman, S. P. (2003). Maximum likelihood Bayesian averaging of
3863 uncertain model predictions. *Stochastic Environmental Research and*
3864 *Risk Assessment*, 17(5), 291-305.
- 3865 Ngo, L. V., Gregory, G., Miller, R., & Lu, L. (2021). Understanding the role
3866 of brand salience in brand choice decisions in the charity
3867 sector. *Australasian Marketing Journal* Vol 30, No 3
3868 <https://doi.org/10.1177/18393349219994>.
- 3869 Nobar, H. B. K., & Rostamzadeh, R. (2018). The impact of customer
3870 satisfaction, customer experience and customer loyalty on brand
3871 power: empirical evidence from hotel industry. *Journal of Business*
3872 *Economics and Management*, 19(2), 417-430.
- 3873 O'Neil, K. M., Penrod, S. D., & Bornstein, B. H. (2003). Web-based
3874 research: Methodological variables' effects on dropout and sample
3875 characteristics. *Behavior Research Methods, Instruments, &*
3876 *Computers*, 35(2), 217-226.
- 3877 Obiegbu, C. J., Larsen, G., & Ellis, N. (2020). Experiential brand loyalty:
3878 Towards an extended conceptualisation of consumer allegiance to
3879 brands. *Marketing Theory*, 20(3), 251-271.
- 3880 Oppong, P. K., & Phiri, M. A. (2018). Impact of brand awareness and association
3881 on loyalty: The role of equity in plant medicine market in Kumasi, Ghana.
3882 *African Journal of Business and Economic Research*, 13(2), 163-181.
- 3883 Orçan, F. (2018). Exploratory and confirmatory factor analysis: which one to use
3884 first? *Journal of Measurement and Evaluation in Education and Psychology*,
3885 9(4), 414-421.
- 3886 Osborne, J. W. (2015). What is rotating in exploratory factor analysis? *Practical*
3887 *Assessment, Research, and Evaluation*, 20(1), 2.
- 3888 Otto, A. S., Szymanski, D. M., & Varadarajan, R. (2020). Customer
3889 satisfaction and firm performance: Insights from over a quarter

3890 century of empirical research. *Journal of the Academy of Marketing*
3891 *Science*, 48(3), 543-564.

3892 Padilla, J. J., Diallo, S. Y., Lynch, C. J., & Gore, R. (2018). Observations
3893 on the practice and profession of modeling and simulation: A survey
3894 approach. *Simulation*, 94(6), 493-506.

3895 Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V.
3896 (2014). Moderating effects of online shopping experience on
3897 customer satisfaction and repurchase intentions. *International*
3898 *Journal of Retail & Distribution Management* Vol. 42 No. 3, pp. 187-
3899 204. <https://doi.org/10.1108/IJRDM-03-2012-0034>.

3900 Partridge, S.R., Gibson, A.A., Roy, R., Malloy, J.A., Raeside, R., Jia, S.S.,
3901 Singleton, A.C., Mandoh, M., Todd, A.R., Wang, T. and Halim,
3902 N.K.(2020). Junk food on demand: A cross-sectional analysis of the
3903 nutritional quality of popular online food delivery outlets in Australia
3904 and New Zealand. *Nutrients*, 12(10), 3107.

3905 Patton, M. Q. (2002). Two decades of developments in qualitative inquiry:
3906 A personal, experiential perspective. *Qualitative Social Work*, 1(3),
3907 261-283.

3908 Penprapat, N. (2020). Factors influencing brand salience for automotive
3909 brands of Thai consumers: the impact on brand preference
3910 <https://archive.cm.mahidol.ac.th/handle/123456789/3428>.

3911 Pham, C. H. (2019). Antecedents of consumer based brand equity of
3912 consumer goods retailers in Vietnam: An empirical study. *Academy*
3913 *of Entrepreneurship Journal*, 25(2), 1-11.

3914 Phong, L., Nga, T., Hanh, N., & Minh, N. (2020). Relationship between
3915 brand association and customer loyalty: The case of online retail
3916 industry. *Management Science Letters*, 10(7), 1543-1552.

3917 Pike, S., Bianchi, C., Kerr, G., & Patti, C. (2010). Consumer-based brand
3918 equity for Australia as a long-haul tourism destination in an
3919 emerging market. *International Marketing Review*, 27(4), 434-449.

- 3920 Popp, B., & Woratschek, H. (2017). Consumer–brand identification
3921 revisited: An integrative framework of brand identification,
3922 customer satisfaction, and price image and their role for brand
3923 loyalty and word of mouth. *Journal of Brand Management*, 24(3),
3924 250-270.
- 3925 Porta, M. (Ed.). (2008). *A dictionary of epidemiology*. Oxford university
3926 press.
- 3927 Priambodo, I.T., Sasmoko, S., Abdinagoro, S.B. and Bandur, A.(2021). E-
3928 Commerce readiness of creative industry during the COVID-19
3929 pandemic in Indonesia. *The Journal of Asian Finance, Economics,*
3930 *and Business*, 8(3), pp.865-873.
- 3931 Putri, A. D. E., Indarini, I., &Anandya, D. (2019). The influence of brand
3932 communication, brand image, brand satisfaction, and brand trust on
3933 brand loyalty.
- 3934 Quan, N., Chi, N., Nhung, D., Ngan, N., &Phong, L. (2020). The influence
3935 of website brand equity, e-brand experience on e-loyalty: The
3936 mediating role of e-satisfaction. *Management Science Letters*,
3937 10(1), 63-76.
- 3938 Rahman, K., &Areni, C. S. (2016). The benefits of quantifying qualitative
3939 brand data: a mixed-method approach for converting free brand
3940 associations to a brand equity index. *International Journal of Market*
3941 *Research*, 58(3), 421-450.
- 3942 Rather, R. A., Tehseen, S., Itoo, M. H., & Parrey, S. H. (2019). Customer
3943 brand identification, affective commitment, customer satisfaction,
3944 and brand trust as antecedents of customer behavioral intention of
3945 loyalty: An empirical study in the hospitality sector. *Journal of Global*
3946 *Scholars of Marketing Science*, 29(2), 196-217.
- 3947 Raut, U. R., Brito, P. Q., & Pawar, P. A. (2020). Analysis of brand
3948 resonance measures to access, dimensionality, reliability and
3949 validity. *Global Business Review*, 21(1), 162-175.

- 3950 Ray, A., Bala, P. K., Chakraborty, S., & Dasgupta, S. A. (2021). Exploring
3951 the impact of different factors on brand equity and intention to take
3952 up online courses from e-learning platforms. *Journal of Retailing
3953 and Consumer Services, 59*, 102351.
- 3954 Rego, L., Brady, M., Leone, R., Roberts, J., Srivastava, C., & Srivastava,
3955 R. (2021). Brand response to environmental turbulence: A
3956 framework and propositions for resistance, recovery, and
3957 reinvention. *International Journal of Research in Marketing, Vol
3958 39, No 2*, <https://doi.org/10.1016/j.ijresmar.2021.10.006>.
- 3959 Riquelme, I. P., Román, S., Cuestas, P. J., & Iacobucci, D. (2019). The
3960 dark side of good reputation and loyalty in online retailing: When
3961 trust leads to retaliation through price unfairness. *Journal of
3962 Interactive Marketing, 47*, 35-52.
- 3963 Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality
3964 and customer satisfaction on customer behavior in online shopping.
3965 *Heliyon, 5(10)*, 1-14.
- 3966 Rizwan, M., Javed, P. A., Aslam, J., Khan, R., & Bibi, H. (2014). The
3967 relationship of brand commitment, brand credibility, perceived
3968 quality, customer satisfaction and brand loyalty: An empirical study
3969 on Stylo shoes. *Journal of Sociological Research, 5(1)*, 377-404.
- 3970 Robson, C. (2002). *Real world research: A resource for social scientists
3971 and practitioner-researchers*. Wiley-Blackwell.
- 3972 Roy, M. (2019). Sampling methods: A survey. In *Research methodology
3973 for social sciences* (pp. 181-205). Routledge India.
- 3974 Ruetz, V. (2019). *Is more always better? The effects of argument
3975 quantity and match on consumer brand response* (Doctoral
3976 dissertation, The University of Innsbruck).
- 3977 Sääksjärvi, M., & Samiee, S. (2011). Relationships among brand identity,
3978 brand image and brand preference: Differences between cyber and
3979 extension retail brands over time. *Journal of Interactive
3980 Marketing, 25(3)*, 169-177.

3981 Sadek, H., Elwy, S., & Eldallal, M. (2018). The impact of social media
3982 brand communication on consumer-based brand equity dimensions
3983 through Facebook in fast moving consumer goods: The case of
3984 Egypt. *Journal of Business and Retail Management Research*, 12(2),
3985 [https://www.jbrmr.com/cdn/article_file/content_79773_18-01-19-](https://www.jbrmr.com/cdn/article_file/content_79773_18-01-19-01-43-17.pdf)
3986 [01-43-17.pdf](https://www.jbrmr.com/cdn/article_file/content_79773_18-01-19-01-43-17.pdf).

3987 Saeed, M., & Shafique, I. (2020). Customer-based brand equity and
3988 destination visit behaviour in the tourism industry: the contingent
3989 role of social media. *Quality & Quantity*, 54(5), 1491-1512.

3990 Sandhe, A. (2020). A descriptive study of brand equity of India's popular
3991 online shopping sites. *Independent Journal of Management &*
3992 *Production*, 11(2), 324-342.

3993 Sandhe, A. A. (2019). Consumer based brand equity and attitude towards
3994 leading online shopping websites in India. *International Journal of*
3995 *Advances in Agriculture Sciences*, 16-27.

3996 Saputra, D., Indarini, I., & Margaretha, S. (2020). The effect of
3997 consumer-based brand equity on customer satisfaction and brand
3998 loyalty in the Coffee Bean & Tea Leaf or Maxx Coffee
3999 <http://repository.ubaya.ac.id/id/eprint/37912>.

4000 Sarstedt, M., Bengart, P., Shaltoni, A. M., & Lehmann, S. (2018). The use
4001 of sampling methods in advertising research: A gap between theory
4002 and practice. *International Journal of Advertising*, 37(4), 650-663.

4003 Saunders, M. N., & Townsend, K. (2016). Reporting and justifying the
4004 number of interview participants in organization and workplace
4005 research. *British Journal of Management*, 27(4), 836-852.

4006 Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for*
4007 *business students*. Pearson education.

4008 Savage, J. (2006). Ethnographic evidence: The value of applied
4009 ethnography in healthcare. *Journal of Research in Nursing*, 11(5),
4010 383-393.

- 4011 Scharf, F., & Nestler, S. (2019). Should regularization replace simple
4012 structure rotation in exploratory factor analysis? *Structural Equation*
4013 *Modeling: A Multidisciplinary Journal*, 26(4), 576-590.
- 4014 Scherer, R., Siddiq, F., & Tondeur, J. (2019). The technology acceptance
4015 model (TAM): A meta-analytic structural equation modeling
4016 approach to explaining teachers' adoption of digital technology in
4017 education. *Computers & Education*, 128, 13-35.
- 4018 Scheurich, J. J., & Young, M. D. (1997). Coloring epistemologies: Are our
4019 research epistemologies racially biased? *Educational Researcher*,
4020 26(4), 4-16.
- 4021 Sekaran, U. (1983). Methodological and theoretical issues and
4022 advancements in cross-cultural research. *Journal of International*
4023 *Business Studies*, 14(2), 61-73.
- 4024 Sembiring, C. F., Azis, I. A., & Pradika, F. R. (2020). Analysis of brand
4025 awareness, customer satisfaction and perceived quality on the
4026 brand loyalty in the bottled water consumer (AMDK) Sinarmas
4027 Pristine Brand. *International Journal of Innovative Science and*
4028 *Research Technology*, 5(6), 1009-1015.
- 4029 Shahzad, U., Al-Noor, N. H., Hanif, M., & Sajjad, I. (2021). An
4030 exponential family of median based estimators for mean estimation
4031 with simple random sampling scheme. *Communications in*
4032 *Statistics-Theory and Methods*, 50(20), 4890-4899.
- 4033 Sharma, A. and Jhamb, D., 2020. Changing consumer behaviors towards
4034 the online shopping-an impact of Covid 19. *Academy of Marketing*
4035 *Studies Journal*, 24(3), 1-10.
- 4036 Sharma, G. (2017). Pros and cons of different sampling techniques.
4037 *International Journal of Applied Research*, 3(7), 749-752.
- 4038 Sheatsley, P. B. (1983). Questionnaire construction and item
4039 writing. *Handbook of survey research*, 4(1), 195-230.
- 4040 Shieh, H. S., & Lai, W. H. (2017). The relationships among brand
4041 experience, brand resonance and brand loyalty in experiential

4042 marketing: Evidence from smart phone in Taiwan. *Journal of*
4043 *Economics & Management*, 28, 57-73.

4044 Shook, C. L., Ketchen Jr, D. J., Hult, G. T. M., & Kacmar, K. M. (2004). An
4045 assessment of the use of structural equation modeling in strategic
4046 management research. *Strategic Management Journal*, 25(4), 397-
4047 404.

4048 Sijoria, C., Mukherjee, S., & Datta, B. (2019). Impact of the antecedents
4049 of electronic word of mouth on consumer based brand equity: A
4050 study on the hotel industry. *Journal of Hospitality Marketing &*
4051 *Management*, 28(1), 1-27.

4052 Slaton, K., Testa, D., Bakhshian, S., & Fiore, A. M. (2020). The small,
4053 inventory free retail format: The impact on consumer-based brand
4054 equity and purchase behavior. *Journal of Retailing and Consumer*
4055 *Services*, 57, 102-116.

4056

4057 Sözer, E. G., & Civelek, M. E. (2018). The effect of perceived benefit on
4058 consumer based brand equity in online shopping context. *Ege*
4059 *Academic Review*, 18(4), 711-725..

4060 Sözer, E., Civelek, M. E., & Kara, A. S. (2017). The effect of consumer
4061 based brand equity on brand reputation. *International Journal of*
4062 *Eurasia Social Sciences*, 8(30) pp. (1547-
4063 1563), <https://ssrn.com/abstract=3337559>.

4064 Stach, J. (2019). Meaningful experiences: an embodied cognition
4065 perspective on brand meaning co-creation. *Journal of Brand*
4066 *Management*, 26(3), 317-331.

4067 Statista (2019). Drivers of customer satisfaction in supermarkets in
4068 Australia as of June 2019. *Statista*.
4069 [https://www.statista.com/statistics/949117/drivers-supermarket-](https://www.statista.com/statistics/949117/drivers-supermarket-customer-satisfaction-australia/)
4070 [customer-satisfaction-australia/](https://www.statista.com/statistics/949117/drivers-supermarket-customer-satisfaction-australia/)

4071 Statista (Jan 5, 2023). *Online shopping behavior in Australia - statistics*
4072 & facts. Available at: [https://www.statista.com/topics/8805/online-](https://www.statista.com/topics/8805/online-shopping-behavior-in-australia/#dossier-chapter3)
4073 [shopping-behavior-in-australia/#dossier-chapter3](https://www.statista.com/topics/8805/online-shopping-behavior-in-australia/#dossier-chapter3). Accessed on
4074 March 1, 2023.

4075 Stocchi, L., Ludwichowska, G., Fuller, R., & Gregoric, A. (2020).
4076 Customer-based brand equity for branded apps: A simple research
4077 framework. *Journal of Marketing Communications*, 1-30
4078 <https://doi.org/10.1080/13527266.2020.1752775>.

4079 Stukalina, Y., & Pavlyuk, D. (2021). Using customer-based brand equity
4080 model in the higher education context: simulating the current
4081 university's brand. *Business, Management and Economics*
4082 *Engineering*, 19(2), 272-288.

4083 Suaib, S. Q. (2016). The influence of brand equity of E-commerce
4084 business on customer satisfaction: A study of Makassar city
4085 resident. *Journal Ilmiah Mahasiswa FEB*, 4(1).

4086 Sudman, S. (1983). Survey research and technological
4087 change. *Sociological Methods & Research*, 12(2), 217-230.

4088 Suhardi, D. A., Susilo, A., Priyanto, S. H., & Abdi, A. S. (2022). Brand
4089 auditing and the development of the brand salience management
4090 model of the Statistics Study Program. *Journal of Innovation and*
4091 *Entrepreneurship*, 11(1), 1-23.

4092 Suresh, A., & Rani, N. J. (2020). Consumer perception towards artificial
4093 intelligence in E-commerce with reference to Chennai city,
4094 India. *Journal of Information Technology and Economic*
4095 *Development*, 11(1), 1-14.

4096 Sürücü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand
4097 awareness, image, physical quality and employee behavior as
4098 building blocks of customer-based brand equity: Consequences in
4099 the hotel context. *Journal of Hospitality and Tourism*
4100 *Management*, 40, 114-124.

- 4101 Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. (2020). How to
4102 anticipate and manage customer satisfaction and brand loyalty by
4103 investigating emotional aspects in the B2B setting. *Management
4104 Science Letters, 10(14)*, 3271-3278.
- 4105 Susanty, A., & Kenny, E. (2015). The relationship between brand equity,
4106 customer satisfaction, and brand loyalty on coffee shop: Study of
4107 Excelso and Starbucks. *ASEAN Marketing Journal, 14-27*.
- 4108 Tabachnick, B. G., & Fidell, L. S. (2001). *SAS for windows workbook for
4109 Tabachnick and Fidell using multivariate statistics*. Allyn and Bacon.
- 4110 Tanveer, Z., & Lodhi, R. N. (2016). The effect of brand equity on
4111 customer satisfaction: An empirical study based on David Aaker's
4112 Brand Equity Model. *IUP Journal of Brand Management, 13(3)*, 43.
- 4113 Tasci, A. D. (2018). Testing the cross-brand and cross-market validity of
4114 a consumer-based brand equity (CBBE) model for destination
4115 brands. *Tourism Management, 65*, 143-159.
- 4116 Turnock, C., & Gibson, V. (2001). Validity in action research: a discussion
4117 on theoretical and practice issues encountered whilst using
4118 observation to collect data. *Journal of Advanced Nursing, 36(3)*,
4119 471-477.
- 4120 Uford, I., & Duh, H. I. (2021). Measuring the Sources and Outcomes of
4121 Customer Based Brand Equity in a Service Industry. *African Journal
4122 of Business & Economic Research, 16(2)*.
- 4123 Van der Westhuizen, L. M. (2018). Brand loyalty: exploring self-brand
4124 connection and brand experience. *Journal of Product & Brand
4125 Management, Vol. 27 No. 2*, pp. 172-
4126 184. <https://doi.org/10.1108/JPBM-07-2016-1281>.
- 4127 Van Riel, A. C., De Mortanges, C. P., & Streukens, S. (2005). Marketing
4128 antecedents of industrial brand equity: An empirical investigation in
4129 specialty chemicals. *Industrial Marketing Management, 34(8)*, 841-
4130 847.

- 4131 Vidal, E. B., Hattali, M. F. A., Al Subaihi, K. S., Al Mahrouqi, A. G. M., & Al
4132 Ghtrifi, R. S. (2021). The dynamics between intrusiveness of
4133 disruptive ads, behavior to seen disruptive ads and brand response:
4134 A case study on a selected Arabic youth, Vol 5, No.6,
4135 <https://ssrn.com/abstract=3944158>.
- 4136 Viechtbauer, W., Smits, L., Kotz, D., Budé, L., Spigt, M., Serroyen, J., &
4137 Crutzen, R. (2015). A simple formula for the calculation of sample
4138 size in pilot studies. *Journal of Clinical Epidemiology*, 68(11), 1375-
4139 1379.
- 4140 Walker, M. L. (1993). Participatory action research. *Rehabilitation*
4141 *Counseling Bulletin*, 37, 2-2.
- 4142 Wann-Yih, W. U., Thi-Yen, D. O., Nguyen, P. T., Anridho, N., & Minh-
4143 Quan,
4144 V. U. (2020). An integrated framework of customer-based brand
4145 equity and theory of planned behavior: A meta-analysis approach.
4146 *The Journal of Asian Finance, Economics and Business (JAFEB)*,
4147 7(8), 371-381.
- 4148 Watkins, M. W. (2018). Exploratory factor analysis: A guide to best
4149 practice. *Journal of Black Psychology*, 44(3), 219-246.
- 4150 WebAlive (2019, June 24). *The state of Australia's Ecommerce in 2019*.
4151 <https://www.webalive.com.au/ecommerce-statistics-australia>.
- 4152 Yadavalli, L. K. (2021). An analysis of brand awareness levels and its
4153 impact on brand salience of PepsiCo. *Turkish Journal of Computer*
4154 *and Mathematics Education (TURCOMAT)*, 12(13), 2511-2518.
- 4155 Yin, R. K. (2003). Designing case studies. *Qualitative Research Methods*,
4156 5, 359-386.
- 4157 Yong, A. G., & Pearce, S. (2013). A beginner's guide to factor analysis:
4158 Focusing on exploratory factor analysis. *Tutorials in Quantitative*
4159 *Methods for Psychology*, 9(2), 79-94.
- 4160 Yoo, B. and Donthu, N. (2001), Developing and validating a
4161 multidimensional consumer-based brand equity scale, *Journal of*

4162 Business Research Vol 52, No.1, p1-14
4163 [https://doi.org/10.1016/S0148-2963\(99\)00098-3](https://doi.org/10.1016/S0148-2963(99)00098-3).

4164 Yousaf, A., Amin, I., & Gupta, A. (2017). Conceptualising tourist based
4165 brand-equity pyramid: an application of Keller brand pyramid model
4166 to destinations. *Tourism and Hospitality Management*, 23(1), 119-
4167 137.

4168 Yu, U. J., Cho, E., & Johnson, K. K. (2017). Effects of brand familiarity
4169 and brand loyalty on imagery elaboration in online apparel
4170 shopping. *Journal of Global Fashion Marketing*, 8(3), 193-206.

4171 Yulianti, I., & Tung, W. (2013). The Relationship among brand
4172 experience, brand image and customer satisfaction of Facebook
4173 users in Indonesia. *World Applied Sciences Journal*, 28(13), 100-
4174 113.

4175 Yuwono, G., & Anandya, D. (2022). Brand loyalty: Strengthening brand
4176 experience and brand satisfaction. *Jurnal Manajemen Bisnis*, 9(1),
4177 77-87.

4178 Zarantonello, L., Grappi, S., Formisano, M., & Brakus, J. (2020). How
4179 consumer-based brand equity relates to market share of global and
4180 local brands in developed and emerging countries. *International
4181 Marketing Review* Vol. 37 No. 2, pp. 345-
4182 375. <https://doi.org/10.1108/IMR-05-2018-0176>.

4183 Zhao, L., Tian, L., Cai, T., Claggett, B., & Wei, L. J. (2013). Effectively
4184 selecting a target population for a future comparative study. *Journal
4185 of the American Statistical Association*, Vol. 108 No.502, pp. 527-
4186 539, <https://doi.org/10.1080/01621459.2013.770705>.

4187 Zikmund, V. (2003). Health, well-being, and the quality of life: Some
4188 psychosomatic reflections. *Neuroendocrinology Letters*, 24(6), 401-
4189 40

4190 Zoghaib, A. (2017). The contribution of a brand spokesperson's voice to
4191 consumer-based brand equity. *Journal of Product & Brand*

4192 *Management*, Vol. 26 No. 5, pp. 492-
4193 502. <https://doi.org/10.1108/JPBM-06-2016-1230>.

4194

4195

4196

4197

4198

4199

4200

4201

4202

4203

4204

4205

4206

4207

4208

4209

4210

4211

4212

4213

4214

4215

4216

4217

4218

4219

APPENDIX A - QUESTIONNAIRE



University of
Southern
Queensland

4220

4221 We are conducting a research study in a business-marketing field and the topic is
4222 *"Investigating Impact of Customer Based Brand Equity Model on Customer*
4223 *Satisfaction and Brand Loyalty in the Online Shopping Goods Retail Industry of*
4224 *Australia"*. We are requesting you to participate in this study by responding to a
4225 few questions. Your responses will provide valuable data that will help us to
4226 complete the study. This will take a maximum of 10 minutes to complete the
4227 survey.

4228

4229 **1. What is the research study about?**

4230 The aim of present research is to determine the impact of Customer-Based
4231 Brand Equity (CBBE) model on customer satisfaction and brand loyalty in the
4232 context of online shopping goods retail industry of Australia.

4233 We have taken four elements of CBBE model into consideration such as brand
4234 salience, brand meaning, brand response and brand resonance for investigating
4235 the impact the model.

4236 The development of online shopping has transferred the business activities to
4237 the virtual world. The traditional form of buying and selling of goods and
4238 services have been affected due to recent changes to lifestyle caused by COVID-
4239 19.

4240

4241 The study aims to:

4242 i. Investigate the impact of the various elements of CBBE on customer
4243 satisfaction.

4244 ii. Investigate the impact of the various elements of CBBE on brand loyalty.

4245 iii. Investigate the mediating role of customer satisfaction on the impact of the
4246 various elements of CBBE on brand loyalty.

4247

4248 **2. Inclusion/Exclusion Criteria**

4249 There is a criteria of taking part in this survey, we need to ensure that you are
4250 meeting the Inclusion criteria. The study recruiting criteria is given below:

4251

- 4252 • Online consumer who is above the age of 18, Australian/residing in Australia
4253 and have bought products online at least once

4254

4255 **3. Do I have to take part in this research study?**

4256 The participation of respondent in the research will be voluntary and can withdraw
4257 from the project at any stage.

4258 If you intend to take part in the study, you are requested to:

- 4259 • Read the informed consent form carefully (ask question if necessary)
- 4260 • Complete the online questionnaire.

4261

4262
4263
4264


4. Is there any risk involved in participation?

4265 No, there isn't any risk involved in participation. You just need to fill the online
4266 questionnaire.

4267 **5. What will happen to information about me?**

4268 By signing the informed consent form, you give permission the research team to
4269 use your responses in the study. The data will be de-identified and stored for a
4270 minimum of five years after publication of the research work.

4271
4272
4273
4274



University of Southern Queensland
Consent form
USQ HREC Approval number: H21REA221P1

Project Title

Investigating the impact of Customer-Based Brand Equity model on the customer satisfaction and brand loyalty in the online shopping good retail industry of Australia.

4275

Research team contact details

Principal Investigator Details

Ms Sana Khurram

Email: u1134935@umail.usq.edu.au

Co Investigators Details

Dr Rumman Hassan

Email: Rumman.Hassan@usq.edu.au

Telephone: +61 7 3470 4313

Dr Ranga Chimhundu

Email: Ranga.Chimhundu@usq.edu.au

4276

Statement of consent

4277

- Have read and understood the information document regarding this project. Yes / No
- Have had any questions answered to your satisfaction. Yes / No
- Understand that if you have any additional questions, you can contact the research team. Yes / No
- Are over 18 years of age Yes / No
- Understand that any data collected may be used in future research activities Yes / No
- Agree to participate in the project. Yes / No

4278 **Questionnaire**

4279 **1. What is your gender?**

4280 a) Male b) Female c) Other d) Prefer not to say

4281 **2. What is your age?**

4282 a) 19-25 b) 26-35 c)36-45d) 46-55e) 56- 59f) 60 and above

4283

4284 **3. What is your marital status?**

4285 a) Single b) Married c) Separated d) Divorced d) Other e) Prefer not to say

4286

4287 **4. How many members are in the family?**

4288 a) 1 b) 2 -3 c) 4-5 d) More than 6 e) Other f) Prefer not to say

4289

4290 **5. What is your ethnic background?**

4291 a) Aboriginal/ Torres Strait Islanders b) Australian c) Asian d) South Asian

4292 e) Arab f) African g) Other (Please specify_____)

4293 **6. What is the highest degree or level of education you have completed?**

4294 a) No Schooling completed b) High School c) Bachelor's Degree d) Master's

4295 Degree e) Ph.D f) Trade School g) Prefer not to say

4296 **7. Which state are you currently residing?**

4297 a) Queensland c) New South Wales d) Northern Territory e) South

4298 Australia e) Tasmania f) Western Australia g) Victoria

4299 **8. What is your annual household income?**

4300 a) Less than \$25,000 b) \$25,001 - \$50,000 c) \$50,001 -

4301 \$100,000

4302 d) \$100,001 - \$200,000 e) More than \$200,000 f) Prefer not to say

4303 **9. What is your current employment status?**

4304 a) Employed Full-Time b) Employed Part-Time c) Seeking opportunities

4305 d) Retired e) Casual f) Contractor g) Student h) Prefer not to say

4306 **Instructions:** Please respond the following questions keeping the brand in mind from
4307 which you shop mostly

4308 Please indicate your level of agreement or disagreement with the following
4309 statements.

4310 Strongly Agree =5, Agree = 4, Neither Agree nor Disagree= 3, Disagree=2 ,Strongly
4311 Disagree =1

4312

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am satisfied with this brand's (online store's)					
2	The touch-points with this brand (online store) meet my expectations of the ideal touch-point with this type of brands (online stores)					
3	The performance of this brand's (online store's) has fulfilled my expectation					
4	The experience provided by the brand's (online store's) is above my expectations					
5	I would be delighted to purchase this brand's (online store's) items					
6	I am familiar with the brand's (online store) website					
7	I can easily remember the brand (online store)					
8	I believe the brand's (online store's) product has a good reputation					
9	When I am thinking of buying a product from online store, the brand's product comes to my mind immediately					
10	Comparing the same category brand, this brand (online store) offers the best services					
11	The brand (online store) is efficient					
12	The brand (online store) is able to supply my basic needs as a client					
13	The brand (online store) is consistent in quality					
14	Personally, the brand (online store's) is relevant to me					

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
15	I respect this brand (online store)					
16	The brand's (online store's) is superior in comparison with others brands by the same category					
17	I am pleased to be a customer of the brand's (online store's) product					
18	The brand's(online store's) has positive image of the brand					
19	I actively share information about the brand's (online store's) with others					
20	I would actively search for information about the brand (online store)					
21	Even though there are variety of brands (online stores) but I prefer to buy from this brand (online store)					
22	I am willing to spend more time and money on the brand's (online store) product					
23	When talking about product and services, I immediately think of this brand (online store)					
24	This brand's (online store's) product will be my first choice in the future					
25	I will recommend this brand (online store) to others					
26	If this brand (online store) has the product available, I will not buy from any other brands (online stores)					
27	I will always give positive reviews about this brand's (online store's) product					

Thank You