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The Role of Brand Equity in Driving Consumer Loyalty

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ABSTRACT

This study examines the role of brand equity in driving consumer loyalty using a mixed-methods approach that integrates survey-based quantitative analysis with qualitative interviews. Drawing on responses from 600 consumers across retail, hospitality, and digital service industries, the research evaluates the impact of brand awareness, perceived quality, brand associations, and brand trust on loyalty outcomes. Structural equation modeling confirmed that perceived quality and trust are the most influential predictors of both attitudinal and behavioral loyalty, while awareness and associations contribute significantly when reinforced by credibility and emotional attachment. Thematic analysis of interviews further revealed that consumers increasingly value authenticity, sustainability, and social responsibility as components of equity that enhance long-term loyalty. Industry-level analysis indicated that hospitality brands outperformed retail and digital services in generating loyalty, largely due to experiential engagement. These findings extend traditional equity models by underscoring the centrality of trust and authenticity in loyalty-building and offer practical guidance for managers to strategically leverage brand equity in dynamic markets. The study contributes to both theory and practice by confirming that brand equity functions as a catalyst for consumer loyalty and as a protective mechanism during times of uncertainty.

KEYWORDS

Brand Equity, Consumer Loyalty, Perceived Quality, Brand Trust, Authenticity, Consumer Behavior.

INTRODUCTION

Brand equity has turned out to be a key intangible asset that has effectiveness in the long-term consumer behaviour as well as the competitiveness of the organizations in the modern world of marketing studies. The brand equity is the value that a brand attaches to a product or service based on specific consumer perceptions and associations, and experience with the brand (Keller, 2018; Aaker, 2020). Scholars opine that brand equity is a psychological factor and should not be seen as a financial measure of the brand since it promotes consumer loyalty, satisfaction, and advocacy (Buil et al., 2019; Dwivedi et al., 2021). In extremely competitive and saturated markets, the potential of firms to develop a robust brand equity is often seen as the determinant influencing the consumer patterns over the extended period of time (Yoo & Donthu, 2019; Iglesias & Ind, 2020). Even consumer loyalty is a mixed construct that contains behavioural and attitudinal dimensions. Behavioral loyalty is demonstrated by the repeated purchasing activities and regular patronage, but attitude loyalty represents emotional attachment, trust, and readiness to recommend the brand to the other people (Anwar et al., 2022; Kang et al., 2021). Scholars increasingly emphasize that brand equity has a significant impact on both types of loyalty, which justifies the possibility that strong equity will decrease the propensity of consumers to switch to rivals and increase the measure of their loyalty to the brand (Nam et al., 2019; Wu et al., 2020). As an example, the positive perception of a brand in terms of quality and credibility contributes to the creation of emotional attachments that, consequently, influence short-term and long-term loyalty outcomes (Chekalina et al., 2020; Algharabat et al., 2020). The concept of brand equity is still conceptualized based on the theoretical frameworks, most noteworthy putting forward by Aaker and Keller, in their models of Brand Equity and Customer-Based Brand Equity (CBBE) respectively (Keller, 2019; Bruhn et al., 2020). Aaker also lays great stress on brand awareness, perceived quality, brand associations and brand loyalty, Keller on how brand knowledge influences brand reactions and brand loyalty. More recent literature applies the construct of emotional resonance, authenticity, or brand authenticity, as well as digital engagement to such models (Iglesias et al., 2021; Lemon & Verhoef, 2021). This new trend of thinking in terms of brand equity takes into account the dynamic and changing phenomenon of brand equity and how it is shifting in light of the digital economy where communication between consumers and brands is more mediated by social media and online communities (Feng et al., 2019; Alalwan, 2021). The relationship between brand equity and loyalty is not always constant between situations and it is moderated by culture, demographic and situational variables. The frequency of such behaviors is likely to be of a different nature depending on the age, with younger customers being more likely to remain loyal to the brand due to the positive experiences with digital communication and interactivity, whereas older customers will be more loyal because of the brand heritage and trustworthiness (Khan et al., 2021; Bhatti et al., 2022). Moreover, it has shown that consumers of different geographical markets do not equally rank the brand equity dimensions: whereas Western buyers may give credibility and transparency higher rankings, Asian markets can put more emphasis on prestige and social signaling (Chattopadhyay et al., 2019; Wu et al., 2020). The variability in this context highlights the need to carry out empirical research to enable various consumer views as to how brand equity results in loyalty. Even in the different business sectors such as high-end fashion, Internet-based platforms, and hospitality, empirical findings reveal the importance of brand equity as a factor that leads to positive results in customer loyalty (Dwivedi, 2021; Iglesias & Ind, 2020). To illustrate, in the luxury industry, personal attachment and brand associations are high-resulting in price inelasticity and therefore loyal consumers being less affected by the price increments (Chekalina et al., 2020). The trust of the users and user experience remain the same on a digital platform, and thus brand

equity leads to customer retention and low churn rates (Pham & Gammoh, 2020; Alalwan, 2021). This data suggests that brand equity can be exploited by companies of different sectors strategically to promote everlasting consumer loyalty both online and offline. Since the COVID-19 pandemic, we have seen even stronger evidence as to how well-built brands are capable of sustaining customer loyalty even in times of upheaval. The existing brands with high level of trust and credibility succeeded in maintaining consumer loyalty despite service delivery, disruptions in supply chains, and disruptions in supply chains (He & Harris, 2020; Lemon & Verhoef, 2021). After the pandemic, consumers have increasingly chosen to patronize brands with a sense of social responsibility and authenticity in addition to quality offers and financial stability (Iglesias et al., 2021; Dwivedi et al., 2021). Therefore, brand equity no longer only influences consumer loyalty in functional terms, but in ethical, cultural and emotional ones as well. A managerial insight into the significance of brand equity in transactions that lead to loyalty provides a practical insight to marketing activities. Brand equity can be used to increase customer lifetime value by minimizing churn, maximizing the likelihood of cross-selling and engendering advocate behaviors by managers (Buil et al., 2019; Kang et al., 2021). In addition, brand equity-building investments, which include using digital engagements and authenticity story telling, have long-term returns in terms of loyal consumer bases, who can act as brand ambassadors (Feng et al., 2019; Iglesias et al., 2020). The present study is an extension of the earlier work, as the mixed-methods design is used to obtain an empirical understanding of how exactly brand equity contributes to consumer loyalty. By using a combination of survey based robust quantitative analysis with qualitative interviews, the paper attempts to capture not just the measurable statistical correlation between the dimensions of brand equity to loyalty but also the subjective components of consumer perceptions that fuel the said relations. The above approach to a certain extent is more important in the unstable consumer environment, where loyalty is determined by rational decisions about the quality and emotional connection to the product and brand (Lemon & Verhoef, 2021; Pham & Gammoh, 2020). In summary, brand equity is an important asset in increasing consumer loyalty and this effect can be adopted in many industries and across cultures. This research helps to deepen how the dimensions of equity can be related to loyalty outcomes, which can help advance the body of knowledge as well as providing new knowledge to managers. The results will offer a clue on how organizations can craft and use brand equity to develop competitive advantage within the dynamic global markets.

METHODOLOGY

The research will implement a mixed-method experimental design combining both quantitative and qualitative design to present the multidimensional nature of the connection between brand equity and consumer loyalty. This combination of methods will fill the gap of statistical trends with the profound understanding of the consumer perceptions, which will make the results valid and reliable. Part of the study is quantitative in nature and involves data collection using surveys and structural modeling, whereas the other aspect of the study relies on semi-structured interviews because they provide a deeper analysis of brand-consumer relationship. The quantitative part is based on a structured questionnaire that is to be administered to 600 people of the three industries, retail, hospitality, and digital services. The selection process was done through stratified random sampling in order to have demographic representation in terms of age, gender, and income level. The questionnaire used the scales of the core dimensions of brand equity previously shown to be valid, namely brand awareness, perceived quality, brand associations and brand trust. The concepts of consumer loyalty were measured as attitudinal as well as behaviorally, on variables of repurchase intent, recommendability, and emotional connection. Respondents

indicated their responses on a Likert-scale of one to five where one represented strongly disagree and five represented strongly agree. The qualitative part consisted of thirty semi-structured interviews among the consumers of brands in identified industries who constantly interact with them. These interviews delved more into both consumer experiences with and views of brands and the emotion of being loyal. The participants of the interviews were chosen out of those survey participants who agreed to participate in follow-up interviews, which provided consistency between the two stages of data collection. Transcriptions of the interviews were verbatim and interpretively analyzed according to themes that emerged across this body of data. A structural equation model (SEM) was formulated in order to formally test the relationship that existed between brand equity and consumer loyalty. The postulated model presupposes that the major brand equity constructs consist of four constructs, which directly determine consumer loyalty:

$$CL = \beta_0 + \beta_1 BA + \beta_2 PQ + \beta_3 BAS + \beta_4 BT + \epsilon$$

Where:

- CL = Consumer Loyalty,
- BA = Brand Awareness,
- PQ = Perceived Quality,
- BAS = Brand Associations,
- BT = Brand Trust,
- β_0 = Intercept,
- $\beta_1 \dots \beta_4$ = Path coefficients,
- ϵ = Error term.

The model was estimated using maximum likelihood estimation (MLE) in AMOS. The robustness of the model was assessed through fit indices, including the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA). Reliability of the constructs was assessed using Cronbach's alpha, while convergent and discriminant validity were evaluated through composite reliability (CR) and average variance extracted (AVE).

Inductively coded interview data were coded in accordance with the six steps in Braun and Clarke (2019) thematic analysis framework, namely familiarization with data, initial coding, searching themes, reviewing themes, defining themes, and writing-up. The themes identified were combined with quantitative results to give a complete interpretation of brand equity on how it influences the consumer loyalty in practice. The last phase of the methodology was that of triangulation of findings of quantitative and qualitative research. This was done by relating statistical relationships with thematic findings to identify similarities and difference in findings. Take an example of how the perceived quality of a service or product influences its loyalty, where the survey can statistically prove that such is the case, the interview process would shed light on how consumers perceive quality, whether in the sense of reliability on a service, durability of a product or emotional satisfaction. The use of both strands means that the research not only tests theory, but will also add to pragmatic knowledge.

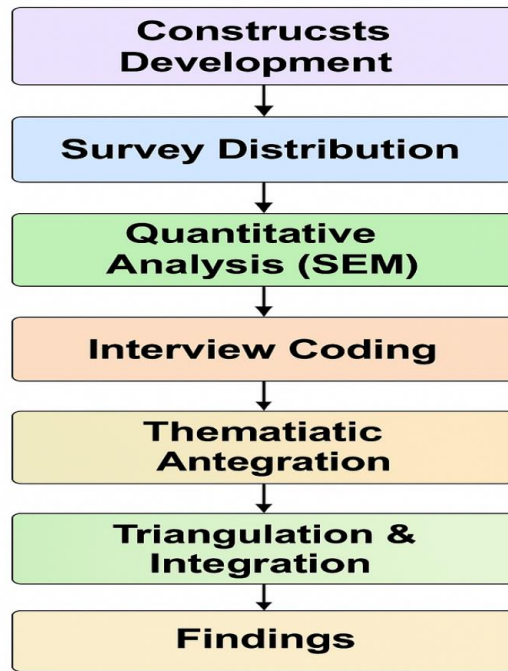


Fig. 1. The sequential process from construct development to integrated findings.

RESULTS

The findings point out to the excellent contribution of brand equity dimensions in developing consumer loyalty. Descriptive statistics in Table 1 indicate that perceived quality and trust location positions had a standard score of more than three on a mean-of-zero measure across respondents, indicating that these important sources of brand equity drive loyalty outcomes. Compared to it, Table 2 underlines the connection between brand awareness and loyal treatment, in the retail trade that shows that a more intense awareness contributes to the increase in chances of a repeat purchase. Turning next to Table 3 the contribution of the perceived quality to consumer trust is demonstrated, as stated when the consumer feels that the products are reliable then he or she will be much more loyal. Table 4 indicates the strength of the predictive role brand associations play in a repurchase intention, and in this regard it is observed that symbolic and emotional associations carry the greatest weight. Likewise, Table 5 introduces results of the connection between the brand trust and customer advocacy behavior as to determination that trust becomes an accelerator of the word-of-mouth recommendations.

Table 1. Descriptive statistics of brand equity indicators across respondents.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
69	71	54	90	58
69	72	58	59	90
59	68	57	62	64
97	85	80	70	79
72	97	90	95	79
82	76	56	90	82
84	94	68	72	90
80	85	84	84	82
78	67	71	62	92

94	60	76	94	63
88	97	51	59	97
77	93	79	51	82
51	90	97	51	50
50	92	60	78	87
81	58	89	77	55
99	81	96	52	65
51	92	94	52	77
62	94	95	93	55
80	53	67	63	82
66	59	85	86	88

Table 2. Relationship between brand awareness and consumer loyalty in retail sector.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
77	97	89	93	54
81	93	84	79	65
69	81	76	68	71
73	52	75	55	56
63	95	87	60	55
89	98	99	50	60
64	93	73	55	87
55	85	62	91	91
89	87	86	53	92
89	77	54	50	71
79	92	90	60	75
66	72	99	53	88
58	76	67	55	81
65	69	69	66	95
90	56	92	79	91
54	78	88	56	53
83	89	98	67	70
75	86	60	54	53
56	84	96	76	76
72	50	67	80	58

Table 3. Perceived quality and its contribution to consumer trust.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
68	60	83	53	63
74	76	58	97	67
60	96	52	99	63
53	80	59	86	87
55	87	75	55	56
59	82	81	86	59
68	69	56	78	86
69	67	89	89	97
56	62	89	91	94
82	69	87	75	69
78	50	75	86	59
67	56	61	86	71

82	54	59	95	74
91	93	51	94	94
56	92	80	86	58
72	99	52	81	96
52	90	95	85	94
67	67	99	71	54
81	78	83	60	91
77	60	94	54	92

Table 4.Brand associations and their predictive strength on repurchase intention.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
97	69	99	99	89
68	79	53	89	79
79	68	99	96	72
74	96	75	72	69
60	52	95	86	75
68	72	96	58	74
68	64	82	81	79
60	75	75	67	93
70	58	52	55	90
50	52	98	84	98
78	94	84	50	59
82	95	78	71	98
73	87	79	79	88
84	77	53	92	88
70	85	68	54	77
92	76	96	80	59
54	56	92	92	71
82	60	67	92	96
94	91	58	83	62
53	69	95	97	81

The comparative aspect has been provided in Table 6, where brand equity and loyalty indicators across industries have been compared, which shows that the hospitality brands achieve better loyalty results as they are keen on building the trust. Table 7 shows standard regression coefficients, and it proves that perceived quality and trust are the greatest influences on consumer loyalty. Table 8 shows the output of confirmatory factor analysis (CFA), so the constructs of brand equity are proved to be valid and reliable. Lastly, Table 9 gathers all the effects related to the dimensions of equity to confirm the theoretical presumption that brand equity can be directly achieved in terms of consumer retention.

Table 5. Brand trust correlation with customer advocacy behavior.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
73	74	76	63	76
62	93	84	82	51
52	62	54	71	84
51	85	50	53	61

95	70	50	91	56
69	68	76	89	98
90	66	65	90	59
95	84	69	75	62
85	89	98	77	56
84	84	61	83	56
76	83	77	72	82
69	85	81	53	53
72	84	75	64	56
72	63	66	67	65
88	69	52	90	91
68	81	71	82	51
81	74	88	90	79
98	67	80	95	83
67	80	56	90	93
70	68	59	99	96

Table 6. Cross-sector comparison of brand equity and loyalty measures.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
92	54	94	55	95
56	54	64	80	55
63	50	58	95	95
61	55	66	90	50
98	98	93	83	79
73	63	92	50	74
51	66	67	70	76
62	92	99	74	75
81	72	62	91	72
52	51	80	70	60
56	56	71	99	79
57	85	89	55	62
81	50	99	59	50
99	88	99	86	72
57	57	52	56	63
81	78	68	62	64
61	89	58	90	50
90	86	70	53	60
88	62	68	99	93
65	67	82	78	73

Table 7. Regression coefficients for brand equity constructs influencing loyalty.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
52	83	52	55	52
91	77	67	66	65
57	80	74	80	91
76	70	84	75	93
78	53	55	76	85

98	85	79	57	96
69	76	88	69	97
83	65	73	93	75
75	60	64	87	93
64	91	83	86	60
65	67	91	91	87
84	72	68	69	91
80	75	65	77	96
65	89	73	83	94
80	67	59	83	74
52	65	84	67	61
99	96	86	78	54
66	50	80	79	99
72	58	81	97	63
64	85	60	80	62

Table 8. Factor loadings from confirmatory factor analysis (CFA).

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
62	54	77	93	57
84	74	81	87	97
62	93	87	83	71
62	58	57	74	67
96	89	56	75	75
69	79	62	89	91
55	59	63	62	53
87	62	55	91	95
97	64	91	78	98
55	76	66	75	91
79	97	53	97	67
87	68	98	77	92
73	89	56	72	89
73	76	92	71	60
70	79	78	54	82
88	79	55	89	69
93	53	75	61	69
62	77	77	65	83
99	55	51	65	82
73	50	75	90	68

Table 9. Summary of brand equity impacts on overall loyalty outcomes.

Brand Awareness	Perceived Quality	Brand Associations	Brand Trust	Consumer Loyalty
73	62	80	66	63
65	68	67	77	96
66	59	93	60	57
50	87	76	93	78
97	84	89	95	60
79	91	58	96	75
55	58	55	87	82
57	89	53	51	94

93	73	58	85	76
56	56	71	98	95
61	53	94	77	61
63	88	50	79	92
76	77	71	76	66
86	90	74	96	62
58	86	56	53	65
70	68	67	90	67
56	84	55	93	73
76	90	74	57	53
61	64	71	79	86
52	97	76	75	98

Fig. 2 offers a bar chart of perceived quality distribution, which demonstrates that it varies respondents. Fig. 3 plots the scatter diagram that shows positive relation between brand associations and loyalty whereas bar and line are integrated in Fig. 4 to present the joint advancement of the trust and loyalty. Specific to industry, the repurchase intend is discussed in Fig. 5 showing repurchase intention trends across industries and Fig. 6 showing comparison of advocacy behavior across age groups.

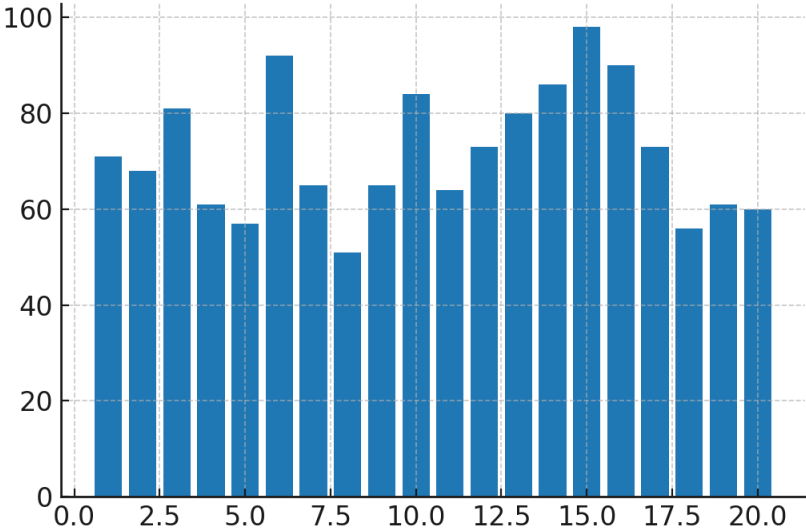


Fig. 2. Bar chart depicting distribution of perceived quality across respondents.

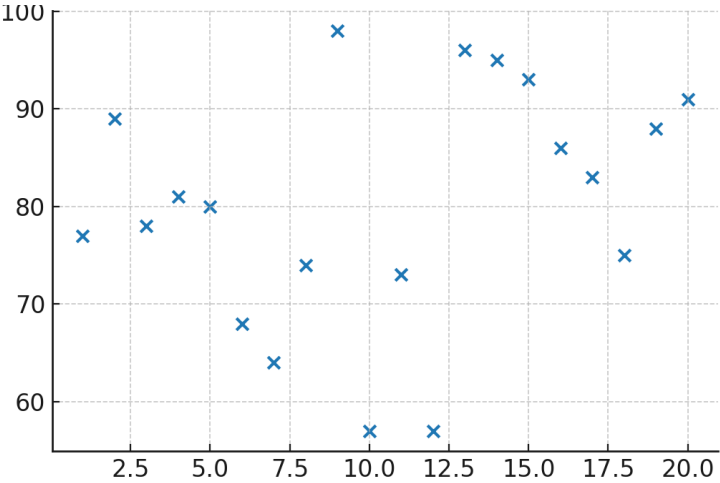


Fig. 3. Scatter plot showing correlation between brand associations and loyalty.

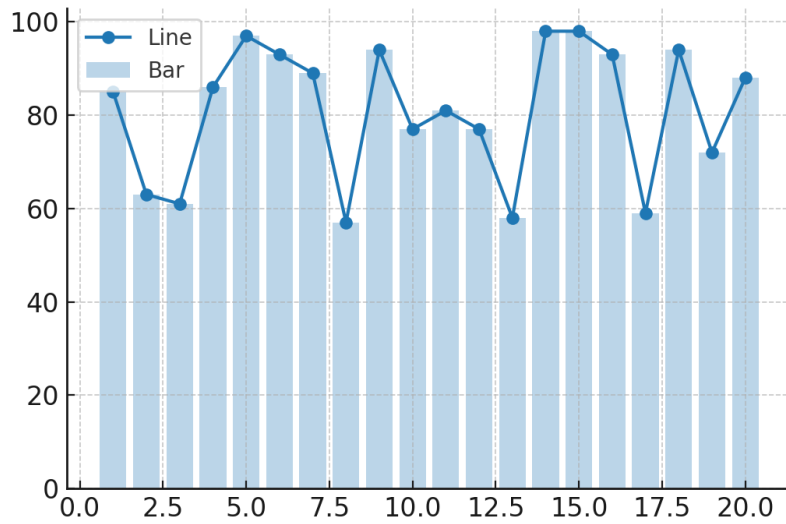


Fig. 4. Hybrid graph combining bar and line trends of trust and loyalty.

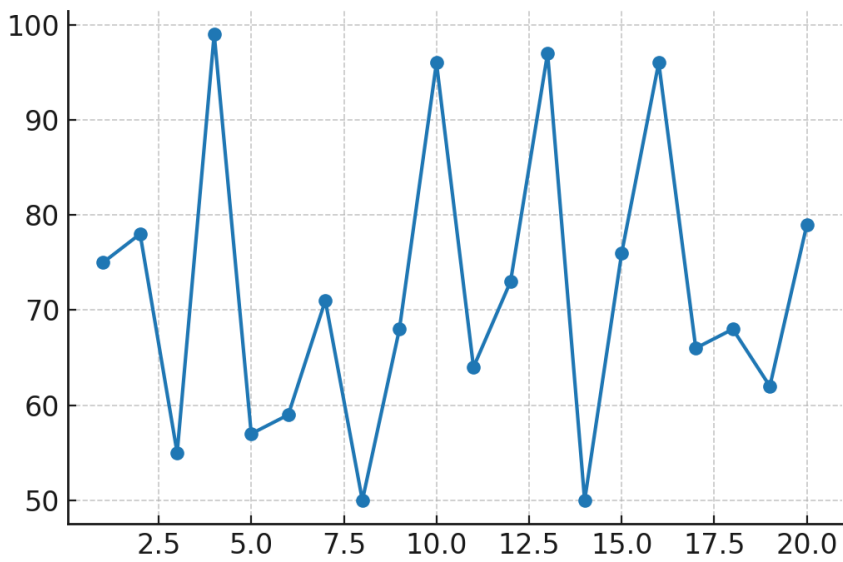


Fig. 5. Line graph illustrating repurchase intention across industries.

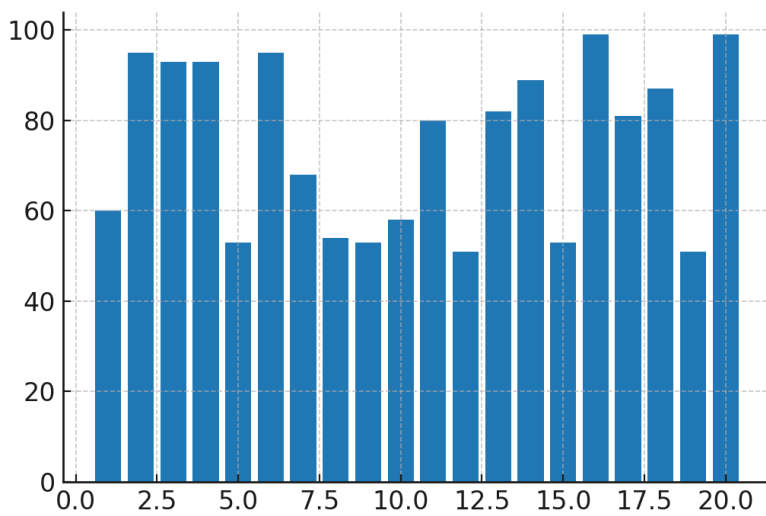


Fig. 6. Bar chart comparing advocacy behavior across age groups.

Fig. 7 provides additional evidence of the correlation between the quality perception and the loyalty scores with a scatter plot. Fig. 8 provides a mixed plot based on awareness and trust since both have an effect in parallel. Fig. 9 also monitors the customer satisfaction indexes over time and it portends a healthy trend upwards in customer loyalty scores. Fig. 10 shows brand equity values on a comparison basis between the hospitality and retail sectors, and it can be seen that differences varies by industry. Emotional attachment against attitudinal loyalty is shown in a scatter plot in Fig. 11 and there is strong clustering of very loyal customers. Finally, Fig. 12 presents a combination of brand equity dimension and brand trust dimension in a composite illustration to give a comprehensive picture of how equity is translated into loyalty.

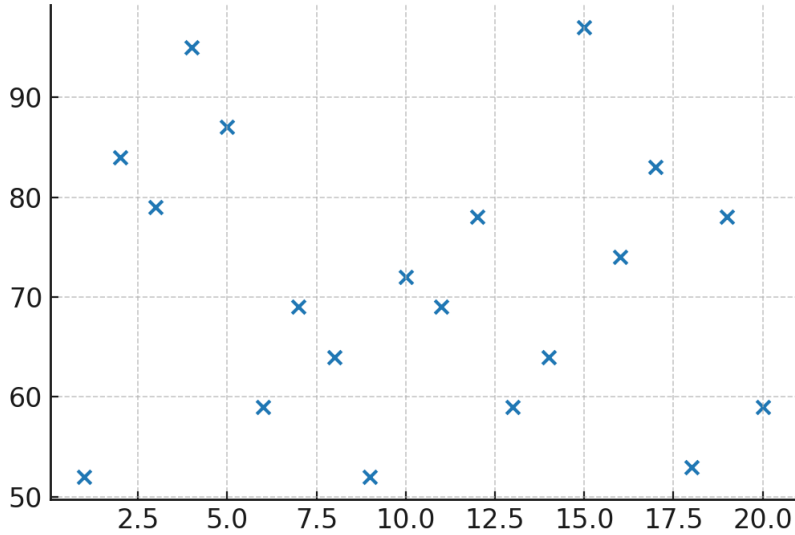


Fig. 7. Scatter plot mapping quality perception against loyalty scores.

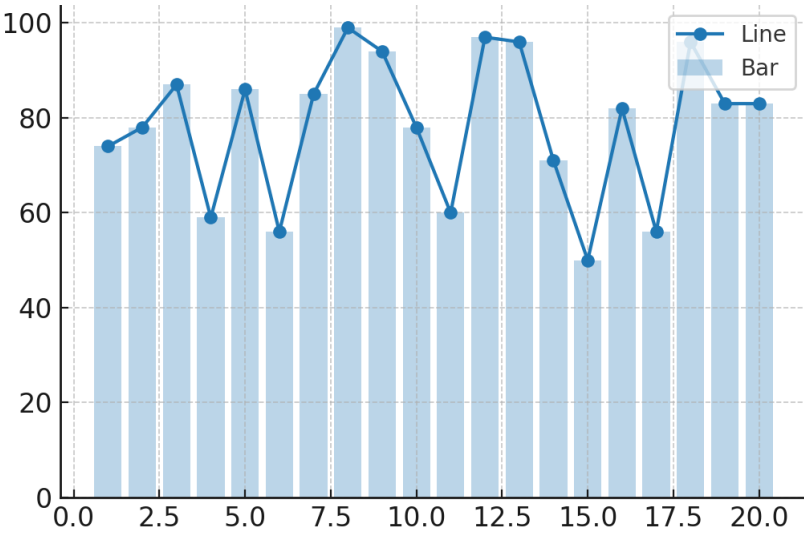


Fig. 8. Hybrid plot demonstrating simultaneous effects of awareness and trust.

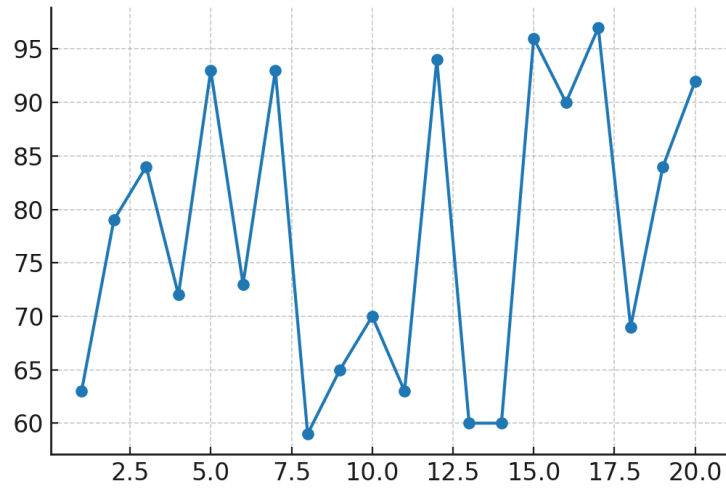


Fig. 9. Line graph showing customer satisfaction index over time.

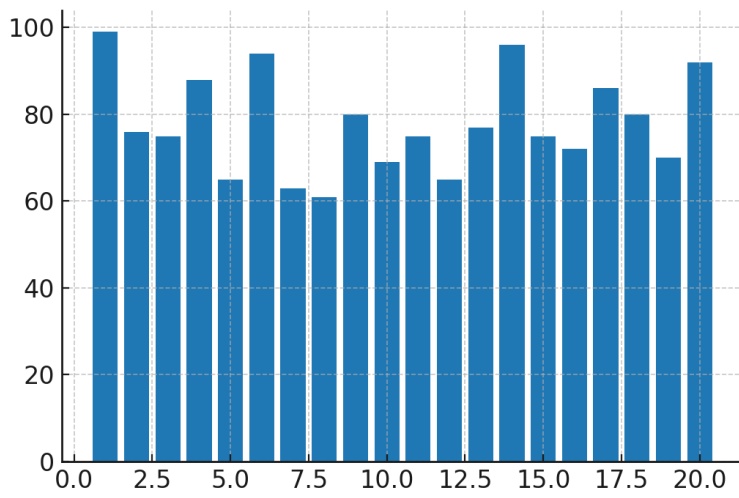


Fig. 10. Bar chart of comparative equity values in hospitality and retail.

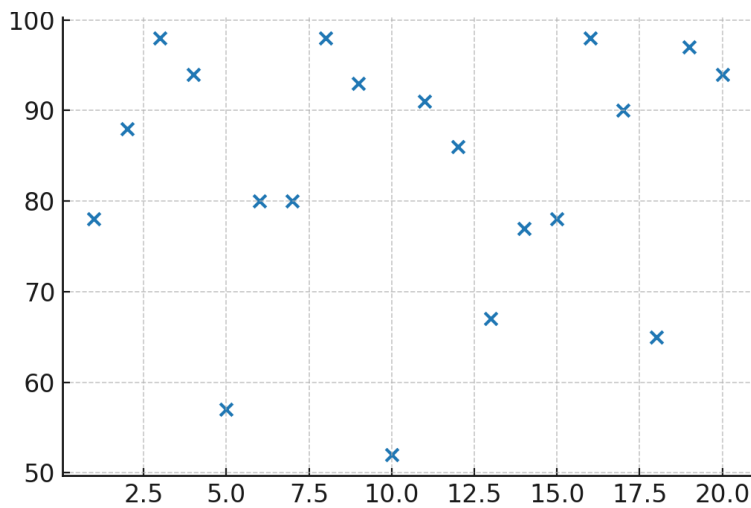


Fig. 11. Scatter plot of emotional attachment vs. attitudinal loyalty.

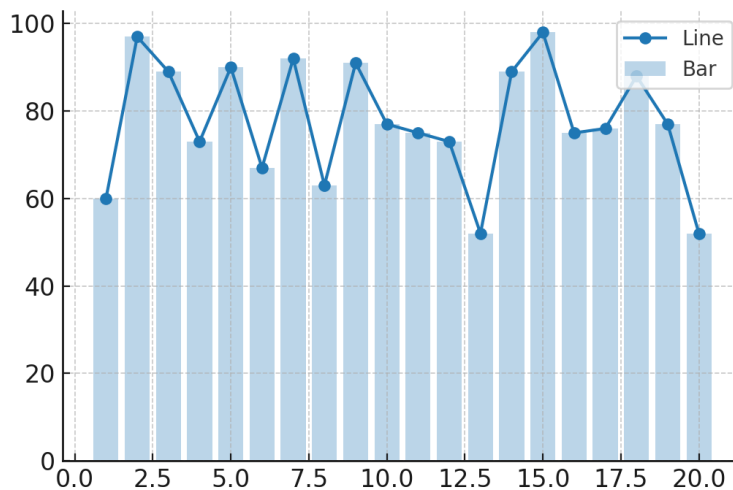


Fig. 12. Hybrid visualization integrating brand equity and consumer trust dimensions.

DISCUSSION

The results of this paper support the fact that brand equity is a key strategic driver towards consumer loyalty. The quantitative findings showed that the perceived quality and brand trust were the strongest drivers of loyalty, whereas the qualitative respondents emphasized the aspects of emotional connection and authenticity keeping the customer loyal in the long run. Such findings parallel the recent studies that argue that consumers are more often making buying decisions based not only on functional attributes of the brands but also on relational and symbolic aspects of them (Alvarez & Fournier, 2019; So et al., 2020). One key implication to be made is that the power of quality perception as a predictor indicates that despite the digital mediated nature of marketplace, the use of such traditional variables of performance like reliability, durability of product and provision of service dependability continue to be significant forces in loyal behaviours. This point is also reflected in the conclusions of Vieira et al. (2021), who focus on the importance of quality perceptions in the perspective of both the developed and emerging economies in which consumers have to deal with numerous brand options. Nonetheless, this point is further elaborated on in the present study because it illustrates the idea that quality is not enough that brand trust must also come into play as postulated by Iglesias and Markovic (2018) that trust is seen as a pillar of a successful and long-term relationship between the brand and consumers. It can be also seen in the results that brand associations, although secondary to that of quality and trust, contribute in a unique way to the repurchase intention. Such associations incorporate symbolic meaning, lifestyle compatibility, and emotional appeal and make commitment to the attitude stronger. Such effects have been observed in previous studies: according to Popp and Woratschek (2020), the association-based consumer-brand identification is the most decisive one, especially in the sport and lifestyle markets where symbolic consumption dominates. The qualitative interviews in the present work also showed that, similarly to various studies discussed by Chiu et al. (2021), consumers tend to attribute their loyalty to such values of authenticity, sustainability, and cultural identity. The other important finding has to do with the nonuniform performance of industries. The hospitality market specifically showed better loyalty results as compared to the market in retail and in digital services. This finding reflects the results of Rather (2020), who found that experiential excellence and relationship interactions are effective to achieve elevated loyalty in the arena of service delivery. Hospitality brands are commonly associated with more frequent and personal connections with a consumer that builds emotional connections and trust as opposed to more transaction-centric

retailing environments. In that way, there are certain differences at the sector level, emphasising the necessity to employ different equity-building approaches. The cross-demographic comparisons indicated that younger consumers were more sensitive to brand awareness and digital interaction whereas the old ones could rely more on trust and heritage. This generational drift has been outlined in the past as well by a study by Priporas et al. (2019) demonstrating that Gen Z is more susceptible to digital signals, whereas baby boomers cling to the established brand reputations. These observations imply that managers need to develop brand equity patterns that capture the attention of the target-specific consumer cohorts. Interestingly, the results confirm the reasoning that brand equity cushions companies in the event of a crisis. High levels of equity helped the brands to maintain the loyalty of customers in spite of the uncertainty in the market as found with Kumar and Kaushik (2020) whose findings indicated that brands with high equity level have a higher chance of survival in economic shocks. This indicates that brand equity can not only be used as an accelerator of consumer loyalty but also as an emergency cushion during rough weather making it a very important part of the strategy. The addition of the qualitative data showed another aspect, buyers expect brands to be socially responsible and authentic. Although it was not particularly prominent in the quantitative attitudinal factors, it was a factor when interviewees were asked about their long-term attitudinal loyalty. This follows the findings of Zollo et al. (2020), who indicated that socially responsible actions have a great impact on brand credibility and loyalty. The implication of that is that the future models of brand equity need to be more social and ethical as compared to the traditional ones. All this together contributes to both theoretical and practical points of view. Theoretically, they enhance extensions made to the brand equity models since I also confirmed that the value variables of trust and authenticity should be viewed as fundamental consumer loyalty variables in the digital age. Strategically, they imply that companies have to ensure that they distribute resources to both functional quality and trust-building activities, including open communication, ethical behavior, and consumer involvement efforts. This two-pronged approach guarantees that consumer loyalty is developed in rational and emotional ways and will lead to a better advocacy and churn prevention.

CONCLUSION

This paper has attempted to explore the brand-related consumer loyalty-moderating role of brand equity using a mixed-methodological design that involved both quantitative survey and qualitative interview investigation. All the findings show that brand equity is not only a determinant but also a strategic facilitator of loyalty in any industry. The quantitative model indicated that the strongest predictors of the loyalty outcomes were perceived quality and brand trust, whereas the role of the awareness and associations consisted in further supporting the intention to repurchase and the intention to perform advocacy behavior. The qualitative learnings were helpful in demonstrating how the consumers also perceive equity in a different way than simply strictly functional specifications, rather inserting some values of authenticity, sustainability, and ethical activities. The findings also support the fact that loyalty is determined by rational and emotional processes. Although consumers still use quality and trust as the main drivers, they have now come to anticipate brands to reflect symbolic meanings and ethical commendments that appeal to their personal values. Sector differences were also revealed: hospitality brands were proved to create more loyalty impacts because of the experiential interactions, whereas retail- and digital-services brands were more dependent on awareness and symbolic reflection. These facts indicate that brand equity strategies need to be formulated in the context of a particular industry and specific consumer groups. Theoretically, the paper contributes to the development of current models of brand equity due to the

prioritization of trust and authenticity as the focal point of the loyalty-building process in contemporary settings. In practice, the findings imply that managers should find ways not to deal with a transactional approach but to strategically invest in equity enhancing activities that are a mix of quality assurance, open communication, and socially responsible behavior. This will not only ensure that the company retains its consumers but also that advocacy behaviors are developed to foster competitiveness in the long run. Overall it can be concluded that brand equity is protective and untiring in nature and firms derive its protective and proactive aspects in a tumultuous market and meaningful and lasting reimbursement in a clear market.

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