

Brand Awareness and Customer Purchase Intention in Skin Care Limited Ikeja, Lagos State

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Abstract

Research Objectives: The study determined the effect of brand awareness on customer purchase intention of users of skin care products.

Methodology: One hundred and sixty (160) questionnaires administered to users of skin care products in Ikeja and Agege local government areas, one hundred and twenty-five (125) of them were correctly attended to. In analyzing the questionnaire, descriptive statistics of frequency and simple percentage were used in classifying data, (the demographic information of the respondents) while inferential statistics of Simple Linear Regression was used in testing of the three (3) hypotheses.

Findings: The study discovered that brand image, brand attachment and brand equity have positive and significant effects on customers' purchase intention. The study concluded that brand awareness has a positive and significant effect on customers' purchase intention.

Recommendations: The management of skin care products companies should intensify efforts to improve the brand awareness creation for their products to support customers' repurchase intention. It also recommended that the companies should not compromise the quality of their products as it is one of the critical determinants for brand attachment. Lastly, the study recommended that the marketing units of the companies need to continuously and constantly integrate their brands into their supporting marketing programs.

Key words: Brand, brand awareness, consumer behavior, customer, purchase intention.

1.0 INTRODUCTION

Euromonitor International (2022), reported in an article (How to Crack Nigeria's \$1.2 Billion Beauty Market), which was published in Business of Fashion, that the retail value of Nigeria's cosmetics and beauty industry is about \$1.256 billion at present. According to Statistics

published on Statista by Aaron O'Neil (2023), there are about 101.67 million women in Nigeria, making the nation a massive market for beauty and cosmetics products. This indicated that Nigerian women still put a high value on skin care products despite the country's challenging economic climate. One definition of brand awareness is "consumer recognition or recall of a brand name or logo in a variety of contexts" (Oh, 2016). There were two measures used to describe familiarity with a brand: visibility and identification. These characteristics explain consumer behavior and show that consumers remember certain goods associated with a brand when they hear that brand's name. When customers are familiar with a brand, they are more likely to remember it the next time they go shopping or need that product (Yeboah et al (2017). The brand name is the most important factor in the brand awareness model. The term "brand" refers to the process through which a product is purchased. Brand image, brand attachment, and brand equity are three important factors that impact consumers' propensity to make a purchase.

Brand attachment describes the feelings that customers have towards certain brands.

Finally, brand equity quantifies the financial benefit an organization reaps from superior brand awareness against known-name competitors. What makes a brand valuable is how consumers feel about it, what actions follow from that feeling, and how much money that it makes.

Previous studies have been carried out which revealed that none of the products has been seen to lack some form of good brand style as a result of the challenges in managing brands and their benefits. But this identified gap shall be filled by this study through the objective below:

“To what extent does brand awareness impact customer purchase intention”? To answer the question, the current study sought to examine the impact of brand image, brand attachment and brand equity on customer purchase intention.

Statement of The Research Problem

The problem viewed in the study is the fact that none of the products has been seen to lack some form of good brand style as a result of the challenges in managing brands and their benefits. Although the industry is making waves, the question is “does brand awareness of skincare products contribute to the growth in the industry”? On that note, the research brought into focus a critical evaluation of brand awareness and its role or impact on the purchase decision-making process of consumers.

2.0 LITERATURE REVIEW

Concept of Branding

Branding is defined as the process of establishing a company by means of a name, symbol, design, slogan, or other easily recognized identifier (Kotler & Armstrong, 2016). Differentiating a product or service from the competition and presenting it in a manner that makes it stand out from the crowd is essential. As a result, branding supports prospective

customers in making decisions regarding items and services (Gielen's & Steenkamp, 2019) in addition to just developing an identity for products and services. However, the primary goal of branding is to keep customers coming back for more of a certain product or service once they've tried it once (Kotler & Arm-strong, 2016).

Swaminathan et al (2020), posited that branding is an essential part of the product planning process for every company. It includes everything a company does to choose, create, launch, and promote its own distinctive brand of goods and services. According to research by Kasapi and Cala (2017), customers' impressions of a brand's name might be indicative of the product's or service's success. In this analysis, branding is understood to be the procedure of associating an item with brand components for the goal of identification, followed by the creation and maintenance of a unique bond between the brand and its customers.

The American Marketing Association (AMA) defines it as "any distinctive sign or combination of signs that is used to identify the products of one firm and to differentiate them from competitive products." Customers rely mostly on brands to make informed purchases. As a result, branding supports the purchase intention of customers.

Concept of Brand Awareness

Two measures were used to describe familiarity with a brand: visibility and identification. These characteristics explain consumer behavior and show that consumers remember certain goods or products associated with a brand when they hear that brand's name. When customers are familiar with a brand, they are more likely to remember it the next time they go shopping or need that product (Yeboah, Tenakwah, & Adnteng-Sakyi, 2017). As a result, brand awareness constitutes a catalyst that develops customer purchase intention.

Concept of Brand Image

Despite a company's best efforts to convey the brand's identity, customers still construct their own impressions of the product, as noted by Jordan and Quest (2018). In this sense, the customer's perception of the brand is the brand's image. The term "branding" refers to the process through which a company or organisation sells its products. Kuoksa (2017) added that a consumer's impression of a brand may have less to do with its technical or practical merits, and more to do with how the brand makes them feel. Brand image also is a determinant for customer purchase intention.

Concept of Brand Attachment

Kaufmann, et al. (2016), consumers who have a strong emotional connection to a brand are more likely to purchase that brand in the future. Cognitive and emotional connections are what Ku and Lin (2018) believe hold a brand together with its consumers. According to Khan, Panditharathna and Bamber (2020), customers' positive brand experiences might influence their propensity to make repeat purchases. Brand loyalty has been connected to a variety of consumer outcomes. For instance, according to Dwivedi (2018), consumers'

judgements of a brand's reliability, trustworthiness, and quality all improve when they develop an emotional connection to that brand and in turn influences the customer purchase intention,

Concept of Brand Equity

Value equity is determined by how customers feel about the concrete benefits a company provides. As a result, consumers will associate a higher value with the brand. There are three main functions of a brand. One, it serves as a magnet to pull in brand new customers. Second, it has a tendency to help customers remember the company's offerings. Then thirdly, it has the potential to develop an emotional connection for customers with the company (Suki & Saamita, 2015). Many definitions of brand equity expand its scope to cover a wide variety of factors that have a role in consumers' final decisions.

Concept of Customer Purchase Intention

According to Young and Lian (2019), the term "consumer purchase intention" refers to a shopper's purpose to make a purchase. The intention to buy is a useful indicator of what to expect throughout the buying process. The possibility that a consumer would make a subsequent purchase of a product or service is directly related to the consumer's attitude and preference, as agreed upon by Alnsour et al. (2018). According to Garcia, et al (2020), the buyer and seller are in a "purchase intention" scenario if and only if the buyer is ready to accept the seller's offer. According to Garcia, et al (2020), when a consumer expresses an intention to purchase a product or service, he or she is demonstrating an intent to seek out a certain advantage of this item and assess whether or not the thing fits his expectation or satisfies his requirements.

Theoretical Review

Three theories underpin the current study. First the Consumer behavior theory, the theory of planned behavior, and Brand Resonance Model. This study is however anchored on Consumer Behavior Theory by John A Howard in 1989. It classified the elements that impact customers' intentions to make environmentally friendly purchases into three categories: cognitive factors, individual consumer traits, and societal factors (Zhuang, et al. (2021). The theory will aid the understanding of the study area of this research work since it shares the same contextual perspective which is customer purchase intention. Personal characteristics like interests, attitudes, and ways of living, as well as societal factors like family, peer group, and socioeconomic status, all have a role in shaping consumer behavior. Buyers' psyches, personalities, and social networks all play a role in the choices they make at the store, according to the theory of consumer behavior as reviewed by (Engel, et al (1995). According to their study, four stages are involved in determining consumer behavior. They are; information input stage, information processing stage, decision process stage and variables influencing decision process stage.

Empirical Review

Switala, et al. (2018) investigated the influence of brand identity and brand recognition on brand equity by looking at the relationship between brand equity and brand awareness. The study focused on secondary and primary data sources. 100 firms ordering logistics were the focus of the main study. This method of data collection made the data acceptable for statistical analysis using structural equation modelling (SEM). Based on the results of the pathways in the structural equation model, it was determined that brand identity, brand recognition, and brand recognition all have a positive but tenuous relationship to one another. Even though the results of the simulations used to establish confidence intervals indicated that differences in the strength of this impact are not very significant. However, the impacts vary depending on the demographics (such as gender, marital status, and level of education) of the customers.

Shabbir et al. (2010) looked at how consumers' perceptions of a company's brand influenced its value. Azad Kashmir was chosen as a case study in the Mirpur telecommunications industry, and brand equity was employed as a mediator element. The study found that brand loyalty and brand image had a positive association with brand recognition using the structural equation model and a sample of 200 consumers. According to these findings, brand awareness acts as a mediator between brand loyalty and brand image and their impact on brand equity.

Phong (2019) looked at how familiarity with a brand affects repeat business in the e-commerce sector. Customers of online businesses in the North, Central, and South (8 main cities in Vietnam) were given 380 questions through Likert Scale to fill out and return. The Scale Test, exploratory component research, corroborative component examination, and underlying condition presentation were employed to show statistically significant relationships between fluctuations and get variables. According to the results, consumer loyalty increases when consumers feel connected to a brand. When these factors are taken into account, brand affiliation can be a tremendous boon to the growth of businesses that place a premium on consumer loyalty.

Kegoro and Justus (2020) investigated the impact of writing on brand value and customer loyalty on a worldwide scale. It is evident from this focal point that there is a decent correlation between brand value and client unwaveringness, despite competing belief systems and the ever-changing character of brand worth, which depends on mental features of customers like perspectives and discernments. The authors here argue that companies with strong customer ties and long-term viability are those with high brand value.

Onifade T.A et al, in Sustainable Brand Personality and Consumer Loyalty: Sustainability of Apple Products, the study investigated how brand personality traits—specifically brand image, trust, and awareness—affect consumer loyalty towards Apple products. The research which was presented at the 2nd International Conference of the College of Management Sciences, Bells University of Technology concluded through its findings that all three brand personality dimensions have a significant positive influence on consumer loyalty.

Conceptual Framework

In order to easily understand the suggested link and show its relevance, a conceptual framework is a hypothesized model that depicts the relationship between variables diagrammatically (Mugenda, 2008).

Independent Variable

Dependent variable

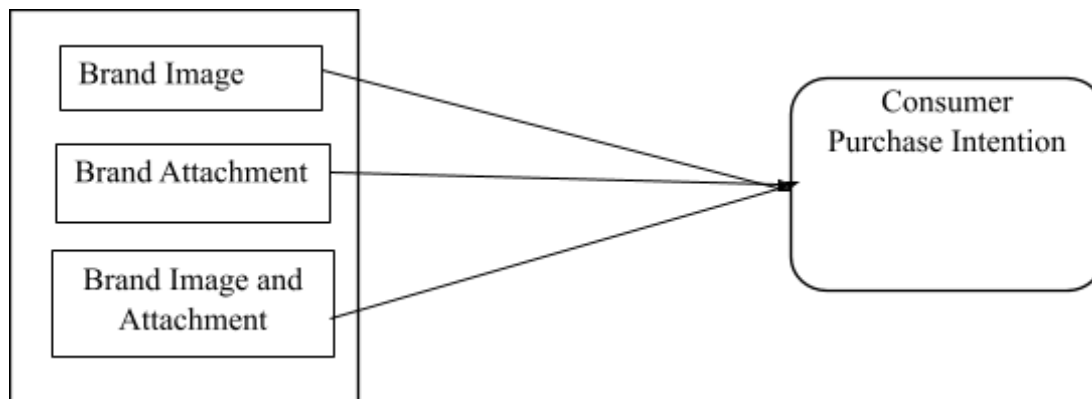


Figure 3 Conceptual Framework *Adapted from Alqaysi and Zahari (2022)*

The first on the framework is brand image which refers to how customers perceive a brand and how they feel about their experience with it.

Brand attachment is the emotional connection between customers and brands. The factors that motivate or stimulate brand attachment are basically the messages that are built around the brand image such as the logo design, the colors, quality of brand and the international marketing impressions etc. being created to stimulate patronage from customers.

3.0 METHODOLOGY

The research instrument used was a structured questionnaire and a quantitative research design was employed for this study of which a small number of 160 questionnaires were distributed to 160 users of the skin care products out to examine the effect of brand awareness on customer purchase intention of Skin Care Products users in Ikeja and Agege areas of Lagos state.

A 78% retrieval rate was achieved with the retrieval of 125 questionnaires while 35 were unretrieved, representing a 22% difference. Population 160 participants consisting of the users of skincare products in Ikeja and Agege local government areas of Lagos State. The two local government areas are very close to Skin Care Limited and seem highly populated, which suggests that enough customers can be contacted. The sample of 125 participants was depicted from the population and purposive sampling techniques was adopted. This sampling technique only includes those that have knowledge of the phenomena of study that can provide the required information. Data gathered was presented and analyzed using descriptive statistics of frequency and simple percentage were used in classifying data, (the

demographic information of the respondents) while inferential statistics of Simple Linear Regression was used in testing of the three (3) hypotheses. Additionally, the questionnaire was classified using 5 points Likert Scale scoring keys. Strongly Agree (SA) - 5 points, agree (A) - 4 points, Undecided (U) - 3 points, disagree (D) - 2 points, Strongly Disagree (SD) - 1 point.

On that note, the sample size of 125 participants was adopted thus, the questionnaire distribution is shown below;

Table 1: Questionnaire Distribution Table

Sn	Staff Status	Population
1.	Ikeja Area customers	80
2.	Agege Area customers	80
	Total	160

Source: Field Survey (2025)

The research instrument used was a structured questionnaire. Additionally, the questionnaire was classified using 5 points Likert Scale scoring keys. Strongly Agree (SA) - 5 points, Agree (A) - 4 points, Undecided (U) - 3 points, Disagree (D) - 2 points, Strongly Disagree (SD) - 1 point. To ensure the dependability of the research instrument, the internal consistency and reliability of the multiple-item scales for the study's instrument was assessed using Cronbach's alpha coefficient.

4.0 RESULTS AND INTERPRETATION

Gender Distribution

Table 2: Distribution of the Respondents by Gender

Gender	Frequency (f)	Percentage (%)
Female	77	62
Male	48	38
Total	125	100

Source: Survey (2025)

Table 2 depicts the gender distribution of the respondents indicating that out of the 100% of the participants in the study, 62% (77 participants) were female and 38% (48 participants) of them were male. By intuition, skincare products are mostly used by the female gender. However, there are some skincare products for men as well.

Table 3: Distribution of the Respondents by Age

Age	Frequency (f)	Percentage (%)
18 -25years	20	16
26 -35years	37	30
36 – 45years	35	28
46 -55years	23	18
56years and above	10	08
Total	125	100

Source:
Survey
(2025)

From Table
3 above, it
depicts that
16% (20
participants)

of them are within the age group 18 – 25 years, and 30% (37 participants) of them are within the age group 26 -35 years. Also, 28% (35 participants) of them are within the age group 36 -45 years; 18% of them (23 participants) are within the age group 46 – 55 years and 8% (10 participants) are 56 years and above. The majority of the respondents are within the age group 26 – 35 years.

Table 4: Descriptive Analysis of Brand Image and Customers' purchase intention

Statements	N	Mean	Std. Dev
The product gets good word-of-mouth publicity	125	3.8	1.28
The product provides self-esteem to you	125	4.3	1.16
The product aligns with the value of the people	125	3.6	1.30
Grand Mean and Std. Dev		3.90	1.25

Source: Field Survey (2023)

Decision Rule: If the mean < 3.0; the respondents Disagree; if $3.5 \leq \text{Mean} \leq 3.0$ the respondents are undecided; and if the Mean ≥ 3.5 ; the respondent Agree.

Table 4 depicts the respondents' responses on the effect of brand image on customers' purchase intention. The response to the statement "the product gets good word-of- publicity" has a mean value of 3.8 and a corresponding standard deviation of 1.28. This implies that the respondents agreed that the product gets good word-of-mouth publicity. In addition, the responses to the statement "the product provides self-esteem to you", has a value of 4.3 with a corresponding standard deviation of 1.16. By implication, it indicates that the respondents agreed with the statement. Furthermore, the statement "the product aligns with the value of the people" has a value of 3.6 with a standard deviation of 1.30. This informed that the respondents agreed with the statement. Using the grand mean of 3.90 and the standard

deviation of 1.25 as the benchmark for the research question, it can be inferred that brand image has an effect on customers' purchase intention.

Table 5: Descriptive Analysis of Brand Attachment and Customers' purchase intention

Statements	N	Mean	Std. Dev
I consider Skincare products as the best choice for my cosmetics	125	4.37	.74
I am very attached to the skincare products	125	3.91	1.25
No other products can take the place of skincare products	125	3.86	1.56
Grand Mean and Std. Dev		4.05	1.18

Source: Field Survey (2025)

Table 5 above shows the mean value of 4.37 and the standard deviation of .74, depicting that the respondents agreed on the statement that "I consider Skincare products as the best choice for my cosmetics". In addition, the statement "I am very attached to the skincare products" has a mean value of 3.91 and a standard deviation of 1.25, indicating that the respondents agreed that they are very attached to the skincare products. Further, the mean value of 3.86 with a standard deviation of 1.56 implied that the respondents established that "No other products can take the place of skincare products". In sum, the mean value of 4.05 with a standard deviation of 1.18 depicts that the respondents agreed that brand attachment affects customers' intentions.

Table 6: Descriptive Analysis of Brand Equity and Customers' purchase intention

Statements	N	Mean	Std. Dev
Awareness regarding Skin care products guides my purchase decision	125	4.52	.50
The brand image of Skin care products guides my purchase decision	125	3.21	1.65
Skincare products advertisement enhances my purchase decision	125	4.35	1.14
Grand Mean and Std. Dev		4.03	1.09

Source: Field Survey (2025)

Table 6 above, shows that the mean value of 4.52 with a standard deviation of .50 revealed that respondents agreed with the statement that "awareness regarding Skin care products

guides my purchase decision”. Also, the mean value of 3.21 and the standard deviation of 1.65 established that respondents agree with the statement that “the brand image of Skin care products guides my purchase decision”. In addition, the mean value of 4.35 with a standard deviation of 1.14 revealed that the respondents agree with the statement that “Skincare products advertisement enhances my purchase decision”. Using the grand mean value of 4.03 with a corresponding standard deviation of 1.09, it can be established that the respondents agreed that brand equity has an effect on customers’ purchase intention in the study area.

Table 7: Regression output for Hypothesis I

Parameters	Value of the Parameters
β_1	0.017
R^2	27%
t – test	3.109
t (Probability Value)	0.002
F -test	9.664
F (Probability Value)	0.002

Source: Adapted from Regression Output I (Appendix I) (SPSS Vs 23)

The regression output for the effect of brand image on customers’ purchase intention above showed that the coefficient value of 0.017 implies that brand image has a positive effect on customers’ purchase intention. The corresponding t-value of the coefficient has a value of 3.109 with a P- value of 0.002. With a p-value of less than 5% level of significance, it can be suggested that brand image has a positive and significant effect on customers’ purchase intention. The value of the $R^2 = .270$ and it depicts that 27% variation in the customer purchase intention is explained by the variation in the brand image and the remaining 73% variation is explained by other factors outside the model. The ANOVA table is the F – test, which posits that there is no linear relationship between the dependent variable (customers’ purchase intention) and the independent variable (brand image). With the value of $F = 9.664$ and a corresponding P value of 0.002, it is evident that the null hypothesis that brand image has no significant effect on customers’ purchase intention could not be accepted. By rejecting the null hypothesis and accepting the alternative hypothesis, it implies that brand image has a significant effect on customers’ purchase intention.

From the regression output (Beta =. 0.017; $R^2 = .27\%$; $F = 9.664$; t -value = 3.109; $P = .002$), the null hypothesis that brand image has no significant effect on customers’ purchase intention could not be accepted. By rejecting the null hypothesis and accepting the alternate hypothesis,

The study findings revealed that brand image has a positive and significant effect on customers' purchase intention at a 5% level of significance.

Table 8: Regression output for Hypothesis II

Parameters	Value of the Parameters
β_1	0.013
R^2	27.4
t – test	3.156
t (Probability Value)	0.002
F -test	9.663
F (Probability Value)	0.002

Source: Adapted from Regression Output II (SPSS Vs 23)

The table 8 above indicates that the coefficient value of 0.013 revealed that brand attachment has a positive effect on customers' purchase intention. In addition, the t-value of 3.156 with a P- the value of 0.002 which is less than 5% level of significance indicated that brand attachment has a significant effect on customers' purchase intention. The value of the $R^2 = .274$ and it depicts that 27.4% variation in the customer purchase intention is explained by the variation in the brand attachment and the remaining 72.6% variation is explained by other factors outside the model. The ANOVA table is the F – test, which posits that there is no linear relationship between the dependent variable (customers' purchase intention) and the independent variable (brand attachment). With the value of $F = 9.663$ and a corresponding P value of 0.002, it is evident that the null hypothesis that brand attachment has no significant effect on customers' purchase intention could not be accepted. By rejecting the null hypothesis and accepting the alternative hypothesis, it can be concluded that brand attachment has a significant effect on customers' purchase intention in Nigeria. From the regression output (Beta = 0.013; $R^2 = 27.4$; $F = 9.663$, t -value = 3.156; $P = .002$), the null hypothesis that brand attachment has no significant effect on customers' purchase intention could not be accepted. By rejecting the null hypothesis and accepting the alternative hypothesis, it can be established that brand attachment has a positive and significant effect on customers' purchase intention at a 5% level of significance.

Parameters	Value of the Parameters
β_1	0.08
R^2	11.2%

t – test	3.948
t (Probability Value)	0.000
F -test	15.590
F (Probability Value)	0.000

Table 9:

Regression output for Hypothesis III

Source: Adapted from Regression Output I (SPSS Vs 23)

The regression output has a coefficient value of 0.08 which implies that brand equity has a positive effect on customers' purchase intention. Similarly, the t-value of 3.948 with a P-value of 0.000 which is less than 5% level of significance depicted that brand equity has a significant effect on customers' purchase intention. The value of the $R^2 = .112$ depicts that 11.2 % variation in the customer purchase intention is explained by the variation in the brand equity and the remaining 88.8% variation is explained by other factors outside the model.

In the ANOVA table, the value of $F = 15.590$ and a corresponding P value of 0.000, implies that the null hypothesis that brand equity has no significant effect on customers' purchase intention could not be accepted. By rejecting the null hypothesis and accepting the alternative hypothesis, it can be concluded that brand equity has a significant effect on customers' purchase intention. From the regression output ($\text{Beta} = 0.08$; $R^2 = .112$; $F = 15.590$; t -value = 3.948; $P = .000$), the null hypothesis that brand equity has no significant effect on customers' purchase intention could not be accepted. By rejecting the null hypothesis and accepting the alternative hypothesis, the findings revealed that brand equity has a positive and significant effect on customers' purchase intention at a 5% level of significance.

Discussion of Findings

The study examined the effect of brand awareness (brand image, brand attachment, brand equity) on customers' purchase intention in Ikeja and Agege, Lagos State.

The study was able to reveal that brand image has a positive and significant effect on customers' purchase intention. The findings supported the previous studies by Mobrezi and Khoshtinat (2016) and Badar (2018), which revealed that brand image has a positive influence on purchasing intention.

The study also revealed that brand attachment has a positive and significant effect on customers' purchase intention. The study supported Arash, et.al. (2020), and Javad, et.al (2016) who indicated that brand attachment had a significant positive effect on service loyalty and purchase intention.

Lastly, the study was able to establish that brand equity has a positive and significant effect on customers' purchase intention. The finding supported the previous findings by Sari, Chan, and Abd-Ghani (2022); and Koliby and Rahman (2018) who posited that brand equity

measured by brand association, perceived quality, and brand loyalty have a positive effect on purchase intention.

5.0 CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study, found out that brand image, brand attachment and brand equity have influenced the customers' purchase intention positively. This informed that, the customers as well as the buyers of Skin Care products are positively inclined toward the brand image of the products. The finding here is supported by Mobrezi and Khoshtinat (2016) and Badar (2018), Arash, et.al. (2020) and Koliby and Rahman (2018). The result also indicates that brand image, brand attachment and brand equity are pivotal in determining the purchase intention of a customer.

In line with the findings above, the study recommended that the management of organisations should intensify efforts to improve the brand image, should not compromise its product quality and that the marketing department of the company should further improve the way the brand is integrated into its supporting marketing program.

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