

Analyzing the Impact of Social Media Marketing Activities on Brand Loyalty in the Apparel Industry and Unveiling the Role of Brand Awareness

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<https://doi.org/10.62345/jads.2023.12.3.2>

Abstract

This quantitative study examines the inspiration of social media marketing activities (SMMA), including advertisements (ADV), trendiness (TRE), customization (CUS), and personalization (PER), on brand awareness (BA) and brand loyalty (BL) within the environment of the apparel industry in Pakistan. This research confirms all the study hypotheses through a comprehensive investigation of survey information collected from a diverse sample of consumers. The discoveries reveal that SMMA play a pivotal role in strengthening BA, with consumers being more exposed to brands through targeted ADV, trendy content, and personalized interactions. Consequently, heightened BA positively correlates with increased BL, as consumers display stronger affinity and preference for the promoted brands. These consequences emphasize the prominence of effective SMMA in nurturing and sustaining BL in the competitive apparel market of Pakistan. Businesses are encouraged to capitalize on the potential of SMMA to engage with their target audience actively, raise BA, and foster lasting BL.

Keywords: Social Media Marketing, Advertisement, Trendiness, Customization, Personalization, Brand Awareness, Brand Loyalty

Introduction

While much study has focused on how particular social media marketing strategies impact consumer behavior, very little has looked at the mechanisms through which these strategies may affect customers' ultimate purchasing choices. In a few research papers, brand trust has been shown to moderate the linkage between brand equity and social media brand-building actions (Ebrahim, 2020; Hafez, 2021). Several researchers have verified the affiliation between brand trust and BL in SMM (Tatar and Eren, 2016; Yazdanian et al., 2019, Riaz et al., 2023). According to several types of research, the link between the various ADV elements and the customer's inclination to purchase is mediated by brand trust (BT) (Moslehpour et al., 2020, 2021). The function of BT as a mediator between diverse aspects has been investigated in several researches. The empirical analysis of whether BT mediates the connections between SMMA and customer behavior is still unclear.

The discipline of marketing has revolutionized thanks to the internet's incredible development. One of the newest components of online advertising is social media marketing (SMM).

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According to Albanna et al. (2022), Carlson et al. (2021), Chatterjee & Kar (2020), and Garg et al. (2020), SMM is the process of connecting with various stakeholders by connecting brand-associated data via social networking sites (SNS) like Facebook, LinkedIn, Instagram, YouTube, Twitter, MySpace, and We Chat. Adikari et al. (2021) Dubbelink et al. (2021); Ibrahim (2022); Reveilhac and Blanchard (2022); Sharma et al. (2022); Shaheb et al. (2021); Greco and Greco, (2021; 2022). Customers can share their good or bad experiences using social media (Beig and Khan, 2018; Aswani et al., 2019; Gómez et al., 2019; Chen et al., 2021; Kushawa et al., 2022; Tandon et al., 2022). Additionally, the widespread use of smartphones has encouraged brands to express their customer experiences on SM pages rather than outdated media platforms (Kumar et al., 2017; Cloicev et al., 2018; Chu et al., 2020; Kar and Kushawa, 2021; Chatterjee et al. 2022). These advantages have contributed to the tremendous development in the utilization of SM platforms for distributing information related to brands to motivate customer buying plans (Ceyhan, 2019; Harrigan et al., 2020; Hu et al., 2020; Moslepour et al., 2021; Park et al., 2021; Hanaysha, 2022; Grover et al., 2022). Since there were more than 4.74 billion internet consumers globally in October 2022, according to figures, advertisers have been pushed to adopt SM as a channel for ADV communication during the earlier decade (Yadav & Rahman, 2018, Arshad et al., 2022).

Usually, businesses can continue to thrive by developing favorable brand interactions with current and prospective customers, which assist in developing BA, BL, and supposed superiority (Ismail, 2017; Cheung et al., 2019; Zollo et al., 2020; Yu et al., 2021; Hollebeek et al., 2021; Gkikas et al., 2022; Ali and Alqudah, 2022). According to many investigations (Kim and Ko, 2012; Sullivan and Koh, 2019; Wang et al., 2021; Yang et al., 2021; Martillo et al., 2021; Tran et al., 2022; Kumar & Khan, 2023), SM user involvement is a potent tool for developing brand value. Learning how to create and maintain BA and BL is essential for ongoing achievement to give your company a competitive edge over others (Shaalan et al., 2022; Votto et al., 2021, Faisal & Iqbal, 2023). Past research (Bilgin, 2018; Cheung et al., 2019; Koay et al., 2020; Hafez, 2021, 2022, Hayat et al., 2022) has documented the value of SMM in building brands and its particular effect on BL.

The purpose of the present investigation is to find the importance of SMMAs in the development of brand awareness and brand loyalty and evaluate the role of brand awareness on brand loyalty in the apparel sector. The established model includes ADV, TRE, CUS, PER, BA, and BL based on how these were utilized to gain brand loyalty. Yet, limitations and future investigation directions are enclosed.

Literature Review

The relationship between SMMAs and BA

Brands and their target customers may develop deep relationships via social media (Vukasovic, 2013). Businesses today increasingly accept the value of social media in connecting with customers and giving them more power to influence the development of brands (So et al., 2017). A reinforcing effect between the brand and the customer will be created through participatory advertising methods that employ Facebook and Twitter linkages, claim Hartzel et al. (2011). Brand awareness and conversation may spread swiftly because of its spreading tendency in social media (Sharma and Verma, 2018). According to Tsimonis and Dimitriadis' (2014) study, one of the main consequences estimated from a company's social media marketing initiatives is an increase in brand recognition. Conferring to Fanion's (2011) research, social media is a helpful technique for raising brand recognition. According to research by Seo and Park (2018), SMM actions in the aviation business increase brand exposure and perception.

More and more consumers are basing their purchases on what they read on online review sites due to the emergence of SM (Mangold and Foulds, 2009; Wu and Wang, 2011). According to

a recent study, EWOM increases consumers' evaluations of goods and assistance on SM since they see this kind of information as reliable (Kudeshia and Kumar, 2017; Hayyat et al., 2023). Buyers look for and assess brand facts by reviewing EWOM published by SM participants or specialists due to their credibility with these sources (Severi et al., 2014). Beneficial EWOM on social networking sites stimulates customers to read the EWOM accessible on the company's pages by improving the attraction of brand postings (De Vries et al., 2012), which then impacts Customer capacity to remember and identify companies (Hutter et al., 2013). Moreover, according to Kudeshia and Kumar (2017) and, De Vries et al. (2012), Brodie et al. (2013), Chae et al. (2015), the growth and spread of EWOM among consumers are essential for influencing consumers' positive perceptions of product benefits and attributes.

Customers are inclined to return often and remember brand sites on social media when they have timely and relevant material (Ko and Megehee, 2012; Iqbal et al., 2023). To keep current information on brand news and related developments, customers must check fashionable reports concerning businesses on social media platforms (Gallaughner and Ransbotham, 2010). When exposed to fashionable communications, customers' brand knowledge and recall increase (Keller, 2016). If a firm regularly updates its material on its official website and social media accounts to satisfy customer demands, customers are more inclined to trust the organization (Gallaughner and Ransbotham, 2010, Kouser & Shafiq, 2023). Additionally, since consumers are more conscious of a brand's impact on their lives, they put a more excellent value on fashionable brands (Schivinski and Dabrowski, 2016; Mastoi, 2022).

Due to the amusing experience and valuable information, they provide, videos and photographs shared on SM sites like Facebook and Instagram are excellent examples of entertaining ads that may capture consumers' attention (Mathieu et al., 2014; Merrilees, 2016; Nosheen & Danya, 2022). It has been claimed (Ismail, 2017) that customers are exposed to amusing brand material, including movies, photos, and narratives, which may help increase brand recognition and identification. If customers have interacted with a company via entertaining material, they are aware of its SM profiles; they will probably understand it better (Keller, 2013). Consumers are more inclined to enjoy a company's products if the business's official website includes interactive components, including contests, occurrences, challenges, promotions, shifting graphics, photos, and videos, according to Taylor et al. (2011). Therefore, SMM that includes fun is likely to increase customer awareness of the brand and may be considered a component in creating memorable, good consumer experiences related to the product.

Advertisers use social media to target specific audiences with brand-related content (Rohm et al., 2013). Schulze et al. (2015) discovered that SM operators prefer personalized information over transmission. To meet the demands of their target audience, businesses employ SMs to deliver details concerning their business names and goods, such as pricing, features, and qualities (Ismail, 2017). Additionally, several earlier studies (Wang and Yang, 2010; Lee et al., 2017; Ramzan et al., 2023) have shown that BA may be impacted by a business's current advertising strategy, including its commercials and marketing activities. According to Kim and Ko (2012), this particular information effectively draws in customers, which has a favorable impact on the utility of brand fan pages and enhances how customers see the company (Schulze et al., 2015; Roshana et al., 2023). Genuine brand pages' perceived value may increase and, therefore, consumers' faith in the brand may be bolstered when they provide customers with individualized data determined by their tastes and demands from the brand page (Ko and Megehee, 2012; Dehghani and Tumer, 2015; Ali & Asim, 2023). Users are more inclined to remember brands they like, such as those promoted via tailored SMM (Kim and Ko, 2012; Shafiq et al., 2023).

Relationship between SMMA and BL

Web 2.0, characterized by interactivity, is where social media started (Kaplan & Haenlein, 2010). The emphasis on push messaging has given way to more interactive but still vertically distributed digital marketing platforms in marketing communication tools. The interruption-disruption paradigm is the foundation of conventional marketing and traditional, digital offspring. Pull messaging, often referred to as attraction orientation, is the primary emphasis of social media platforms (Tuten & Solomon, 2017). Despite what many people think, print and broadcast media are still crucial for marketing communication (Tuten & Solomon, 2017; Muhammad Aqib et al., 2023). Social media advertising does not take its place. Customers are turning away from conventional media because social networks give them more flexibility and freedom to voice their ideas (Bruhn et al., 2012). They use these platforms to learn more about the company, interact with other customers who have used the product, and discuss their experiences (Wojnicki et al., 2010).

Thus, social media's advantages boost a business's effectiveness and competitiveness (Chan & Guillet, 2011). How successful these efforts have been may be judged by how customers react to a company's SM content (Pentina et al., 2013). ADV and social media are closely connected since they aim to create long-lasting client ties (Chahal and Rani, 2017; Knoblich et al., 2017). This idea suggests SMM campaigns as a communication instrument to increase brand value and customer action. Businesses employ a range of customer interaction channels in conventional advertising to attempt to influence customers' opinions about their products. Businesses may increase the value of their brand by using social media to develop their clientele, improve public perception of their company, and increase BA (Godey et al., 2016). According to Pham and Gammoh (2015), it is thought that the various SMMA have a consequence on the various components of consumer-based brand equity. According to several studies (Godey et al., 2016; Kim and Ko, 2012; Seo and Park, 2018; Yadav and Rahman, 2017), SMM may increase client loyalty. Businesses value customer connection building, and social media marketing is successful (Choi et al., 2016; Ismail, 2017).

Furthermore, by fostering certainty and removing ambiguity, these links will encourage consumer engagement and facilitate digital transactions (Khadim et al., 2018; Chahal & Rani, 2017). Users see social media platforms as trustworthy sources of information that may be effectively integrated into marketing campaigns. The 2016 research by Tatar and Eren Erdogmus confirmed the beneficial impacts of SMM traits on brand trust. Businesses connect, interact, and communicate with consumers on social media to encourage positive behavioral reactions to the brand. Customers' confidence could rise if they think favorably of the marketing techniques utilized in a digital space. Research indicates that SMM initiatives boost brand loyalty (Ismail, 2017 is one example). Laroche et al. (2012) contend that companies' online activities may affect consumers' preferences, intents, and loyalty to strengthen the bond between customers and brands and change how customers see those brands.

According to Tsimonis and Dimitriadis (2014), the ultimate objective of SMM is to grow a business's client base via earned media, paid media, and word-of-mouth. Social media interactions occur on an opportunity where the restrictions are arbitrary, and there are few chances for business engagement, contrary to the conventional advertising approach (successive efforts and managing messaging to steer the brand) (Kohli et al., 2015). Since these relationships arise spontaneously and independently of the company, customers have more faith in the brand. Interaction and content created by users influence other customers' purchase decisions, despite the risks associated with sharing information about a product or company (Sashi, 2012). In their social media marketing strategies, businesses rely heavily on user-generated content and product information (So et al., 2017). A study by Hajli (2014) found that SM not only allows customers to participate simply but also makes it more likely that they would buy anything. Businesses may see a gain in income by cooperating with both present

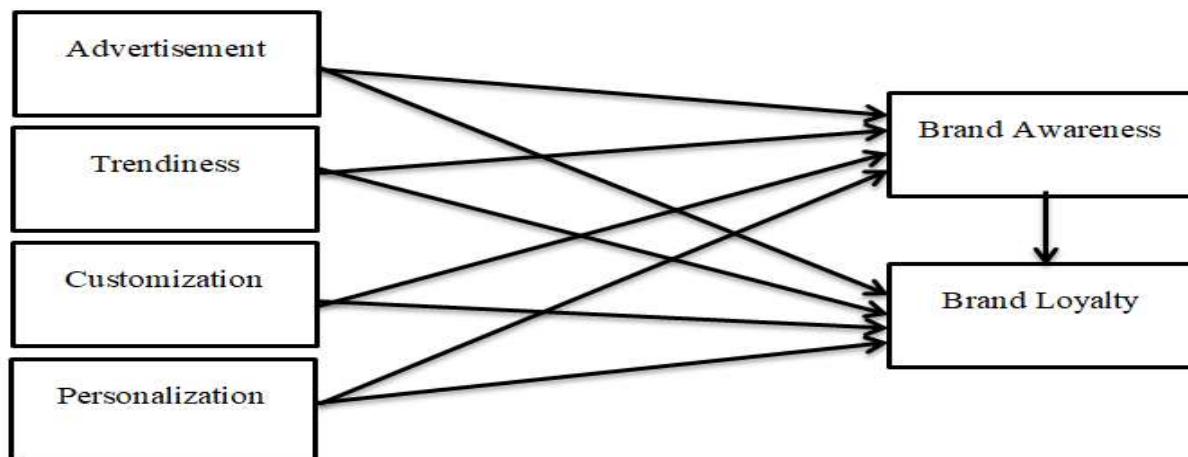
and probable consumers on social media (Halligan & Shah, 2009; Fortezza & Pencarelli, 2015). Duffett (2017) asserts that SMM messages significantly influence customers' perceptions. Conferring to Smail's (2017) study, SMM impacts brand recognition and loyalty. According to Kim and Ko's (2012) research, SMM boosts customers' tendency to make the following purchases. Tatar and Erdomuş (2016) assert that social media marketing campaigns in the hotel sector impact how consumers perceive companies, their propensity to purchase, and their level of brand loyalty.

Relationship between BA and BL

Even if the impacts of BA on the formation of BL are not entirely understood, brand awareness eventually has a straight power on the acquisition level. It is surprising to learn that there is a strong correlation involving the two (Tsang et al., 2011; Valavi, 2014). Other studies also discovered a possible correlation (Esch et al., 2006; Ramaseshan et al., 2013; Hyun & Kim, 2011; Liu et al., 2013). However, it was determined that this relationship was somewhat fragile. BA has a favorable influence on BL, agreeing with Bernardo et al. (2020), who studied the beverage store business in Indonesia's main cities. If a brand can make the most of its efforts to promote customer loyalty or brand loyalty, which will aid in the market's competitiveness, the option of that brand will probably rise. Han et al. (2018) claim that a company's capacity to foster consumer loyalty to its brand is crucial to its ability to grow in a lucrative and ecologically friendly manner.

Research Methodology

Convenience sampling was utilized because survey analysis requires proper sample techniques during data collection to ensure that the necessary number of responses may be gathered. This is because, particularly when the sample frame is unavailable, it is often regarded as the greatest way to collect consumer data at a low cost. Furthermore, convenience selection makes it easy for researchers to get in touch with participants and distribute surveys. This technique of selection has also been employed in several prior studies to collect data from customers across a variety of sectors (e.g. Shafiq et al. 2023; Aqib et al. 2023; Guan et al., 2021; Yadav & Pathak, 2016). Quantitative methods like descriptive statistics and analyses of reliability and correlation are used in this research. This statistical method utilizes SPSS 26 and PLS 4 for data analysis and route exploration. Data used in this investigation came from an online Likert scale questionnaire. In the present investigation, questionnaires containing characteristics selected by the investigator were given to respondents. To determine how respondents feel about each survey question, a Likert scale with seven points ranging from 1 (very opposed) to seven (completely agree) will be utilized.

Figure 1: Proposed Model

Hypothesis Development

H1: The Advertisement has an optimistic impression on BA.

H2: Trendiness has a helpful influence on BA.

H3: Customization has an encouraging association with Brand Awareness.

H4: The Personalization has positive inspiration on BA.

H5: The Advertisement has a constructive impact on BL.

H6: Trendiness has affirmative consequences on BL.

H7: Customization has a progressive association with Brand Loyalty.

H8: Personalization has an optimistic aspiration for Brand Loyalty.

H9: Brand Awareness has helpful inspiration for Brand Loyalty

Sample and Data Collection

Pakistani customers are mainly involved in picking brands but remain devoted to specific firms. The researchers picked a group of persons to collect data about who was extensively involved in purchasing via social networking sites. For the latest research, the researchers collected data from Pakistan's learners, government employees, private employees, and business people. In the newest research, size a sample of 350 was chosen. Of the 350 questionnaire responses obtained, 40 were excluded from data analysis due to excessive aberrant results.

Instrument Development

A survey was utilized to gather information for this experimental investigation. We employed a two-part survey, the first using a nominal scale and the second using a seven-point Likert scale. The initial section of the questionnaire obtained details regarding website customers' demographics, such as gender, age, education level, and city of residence. The components of SMMA, BA, and BL are incorporated in the second section of the survey. The variable items employed in this investigation were modified from earlier research (Chang and Thorson, 2013) to measure advertisement (4 items). Three items were established from the prior examination of Yadav and Rahman (2017b); and Kim and Ko (2012) to measure trendiness. Three items about customization have been quoted in an investigation by Seo and Park (2018). Three items that form personalization have been modified from the research that was done by Srinivasan et al. (2002), Kassim and Ismail (2009), and Kim and Ko (2012). Two items that form brand awareness have been adopted from the examination by Hutter et al. (2013). Three items were

developed from the previous investigation of Bennett & Rundle-Thiele (2002) to measure brand loyalty.

Data Analysis

Respondent's Profile

The data show the sampling frequency and gender breakdown of the population. 57.0% of 310 respondents were male, while 43.0% were female. Results show the respondents' ages. The sample is 39.3% 18–30 and 33.0% 31–45. 27.7% are 46–60. The statistics show that 33.8% of respondents have bachelor's or lower degrees, 32.5% have master's degrees, 25.1% have M.Phil. degrees, and 8.3 have PhDs. 30.5% of Individuals in the present study are from Dera Ghazi Khan, and Participants from Rajanpur District comprised 26.1% of the total sample. Participants from Lahore have a ratio of 20.6%. Respondents from Multan are 16.1% of the total sample. Participants from Bahawalpur District were 6.7% of the total sample.

Table 1: Demographics Analysis (N = 310)

Variable	(%)
Gender	
Male	57.0
Female	43.0
Ages	
18-30	39.3
31-45	33.0
46-60	27.7
Education Level	
Bachelors	33.8
Masters	32.5
MS/M.Phil.	25.1
PhD	8.6
District	
Dera Ghazi Khan	30.5
Rajanpur	26.1
Lahore	20.6
Multan	16.1
Bahawalpur	6.7

Reliability and Validity

Examine factor loadings to evaluate a reflecting measurement model. The construct should account for more than 50% of the gauge's changeability and offer measure dependability with loadings of 0.708 or above. Internal consistency dependability is assessed using Cronbach's Alpha and Composite dependability. This research used CR for accuracy and item weights (Werts, Rock, Linn, & Joreskog, 1978). AVE values of 0.50 or above indicated convergent validity (Werts et al., 1978). VIF values enhanced collinearity between formative factors. VIF values over 5 indicate substantial collinearity difficulties, while even values below 3 may raise concerns. VIF values below 3 reduce collinearity (Becker, Rai, Ringle, & Volckner, 2013). Table 2 shows good VIF values.

Table 2: Construct & Convergent Validity

Variable	No. of Items	Factor Loading	CronBach's Alpha	Composite Reliability	AVE	VIF
Advertisement	ADV1	0.873	0.846	0.855	0.523	2.23
	ADV2	0.853				2.55
	ADV3	0.848				1.87
	ADV4	0.800				1.99
Trendiness	TRE1	0.864	0.868	0.881	0.578	1.46
	TRE2	0.857				1.67
	TRE3	0.811				1.87
Customization	CUS1	0.795	0.810	0.822	0.511	1.34
	CUS2	0.844				1.54
	CUS3	0.856				1.76
Personalization	PER1	0.864	0.818	0.834	0.550	1.72
	PER2	0.806				1.88
	PER3	0.864				1.39
Brand Awareness	BA1	0.834	0.877	0.895	0.518	1.85
	BA2	0.866				1.51
Brand Loyalty	BL1	0.841	0.863	0.873	0.578	1.67
	BL2	0.884				1.93
	BL3	0.855				1.97

Structural Equation Modeling

The conceptually sophisticated concepts are evaluated and assessed in this part using a structural equation model (SEM). The greatest likelihood calculation was used in the SEM. According to Hu et al. (1999), the subsequent parameter estimates show good data fit: $\chi^2/df = 2.342$, SRMR = 3.198, and NFI = 0.945, the structural model's links demonstrate the validity for every of the major model predictions. The path coefficient (β), coefficient of determination (R^2), and effect size (f^2) were considered as per Hair et al.'s (2019) requirements for evaluating structural models. The hypothesis testing is shown in Table 3. SMMA significantly influence BA and loyalty, so H1, H2, H3, H4, H5, H6, H7, H8 were accepted ($\beta = 0.579$; $\beta = 0.595$; $\beta = 0.141$; $\beta = 0.611$; $\beta = 0.165$; $\beta = 0.615$; $\beta = 0.187$; $\beta = 0.706$). Brand awareness has a helpful aspiration on brand loyalty ($\beta = 0.504$), thus H8 was accepted. For the coefficient of determination, brand awareness was explained at the rate of 13% by SMMA ($R^2 = 0.133$), and purchase decision was explained at the rate of 38% by SMMA and brand awareness ($R^2 = 0.384$). According to Hair et al. (2020), indicate minimal, modest, and considerable impacts. when evaluating f^2 , values of 0.02 (= insignificant), 0.15 (= moderate), and 0.35 (= substantial), these significant impacts are shown by the f^2 values of 0.21 for advertisement, f^2 values of 0.27 for the trendiness, f^2 values of 0.18 for the customization, f^2 values of 0.23 for the personalization, f^2 values of 0.17 for the brand awareness, f^2 values of 0.27 for the brand loyalty.

Figure 2: Structural Model

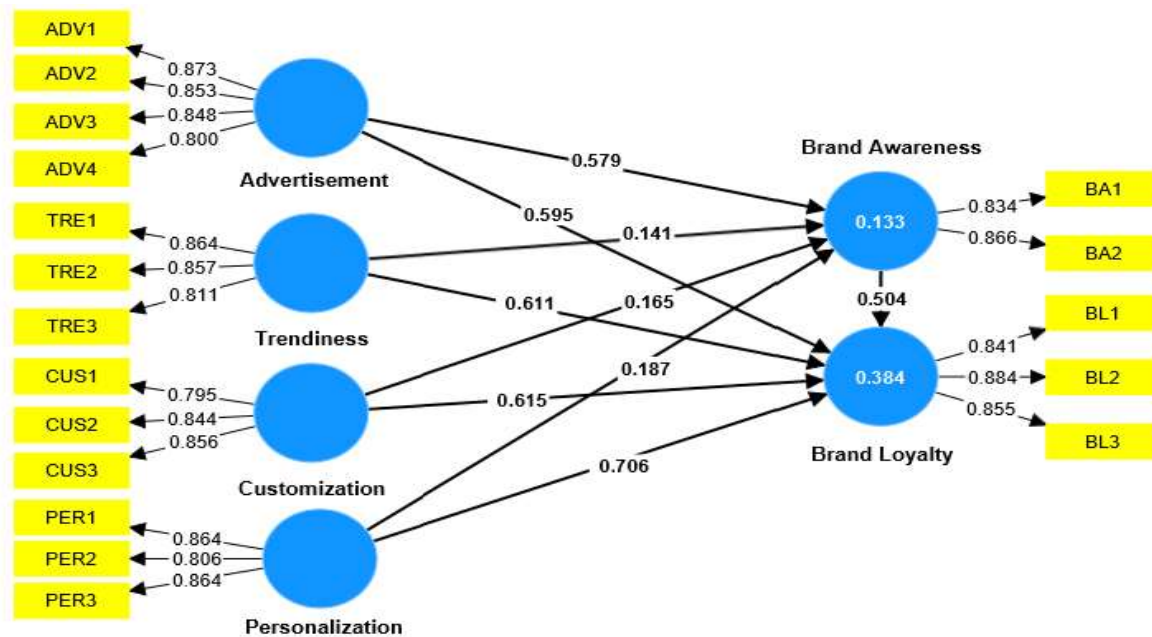


Table 3: Summary of Direct Hypotheses

Relationship	Mean	SD	Beta	T	P	F2	Outcome
Advertisement =>BA	0.350	0.045	0.579	2.134	0.000	0.21	Accepted
Trendiness =>BA	0.377	0.047	0.141	4.323	0.047	0.27	Accepted
Customization =>BA	0.347	0.063	0.165	11.234	0.021	0.18	Accepted
Personalization =>BA	0.367	0.084	0.187	9.543	0.000	0.23	Accepted
Advertisement =>Brand Loyalty	0.411	0.075	0.595	8.483	0.000	0.21	Accepted
Trendiness => Brand Loyalty	0.320	0.047	0.611	11.563	0.003	0.27	Accepted
Customization => Brand Loyalty	0.436	0.063	0.615	14.633	0.000	0.18	Accepted
Personalization => Brand Loyalty	0.421	0.054	0.706	10.181	0.000	0.23	Accepted
BA => BL	0.397	0.076	0.504	12.345	0.000	0.17	Accepted
BL						0.27	

Discussions

SEM investigation demonstrated that advertisement boosts brand awareness, supported by prior studies like Khan et al. (2016) and Mahapatra and Supatra (2021), which demonstrated that advertisement expressively increases brand awareness. H1 is thus acceptable. The outcomes of the SEM investigation showed that trendiness had positive and significant impacts on brand awareness, and these findings were corroborated by previous research by Bilgin (2018), who found that trendiness affects brand awareness powerfully and effectively. H2 gets approved as a result. The outcomes of the SEM analysis disclosed that customization had an essential and positive inspiration on brand awareness, which was also proved in prior exploration by Rimadias et al. (2021). H3 is thus acceptable. The findings of the SEM analysis showed that personalization has an essential and beneficial effect on brand awareness. This

finding has been verified in earlier examination by Tran et al. (2020), and Ali and Alqudah (2022). Therefore, H4 is accepted. The outcomes of the SEM study corroborated in an earlier inquiry by Muangmee (2021), show that ADV has a favorable influence on BL. H5 is thus approved. The affiliation between trendiness and brand loyalty was positive and major by SEM. According to Ebrahim (2020), trendiness has a substantial and favorable effect on BL. H6 is thus approved. Customization had positive and significant impacts on brand loyalty, and these findings were verified by an earlier investigation by Sohail et al. (2020), who found that trendiness affects brand awareness powerfully and effectively. H7 is thus approved. Personalization had positive and vital impacts on brand loyalty, and these findings were corroborated by previous research by Shanahan et al. (2019) and Indrabrata & Balqiah (2020), who found that personalization, affects brand loyalty powerfully and effectively. H8 gets approved as a result. Brand awareness significantly increases brand loyalty; these results were supported by earlier investigations like Zia et al. (2021) and Putra et al. (2023). H9 is thus acceptable.

Conclusion

This quantitative study provides convincing proof that SMMAAs have a constructive impression on both BA and BL in the setting of the Pakistani apparel industry. The discoveries of the investigation support the hypotheses that many aspects of social media marketing, including advertising, trendiness, customization, and personalization, are crucial to building brand awareness. Consumers who exhibit greater attachment to and desire for the brands that were advertised as a consequence of the enhanced brand awareness show higher BL as a consequence of this increased BA. These findings show how crucial it is to use social media strategies in Pakistan's fiercely competitive garment market to shape and sustain a loyal consumer base. Utilizing the ability of social media is crucial for businesses if they want to engage with their target market, raise brand awareness, and ultimately foster strong brand loyalty.

Practical Implications

- Businesses should allocate resources strategically to create impactful advertising campaigns. A well-designed and targeted advertising strategy can significantly boost brand awareness, indirectly impacting brand loyalty through the mediating role of heightened brand recognition.
- Staying informed about market trends is crucial for maintaining a competitive edge. Regularly monitoring trends and aligning products or services with them can practically enhance brand visibility and attract trend-savvy consumers, positively affecting both awareness and loyalty.
- Brands should focus on practical customization efforts that cater to specific consumer preferences. Gathering data on customer preferences and adapting products or services accordingly can lead to a more personalized experience, strengthening brand awareness and loyalty.
- Leveraging data-driven personalization technologies is practical for enhancing brand awareness and loyalty. Implementing personalized product recommendations, content, and communication-based on consumer behavior and preferences can create more meaningful brand interactions.
- Implement practical metrics to regularly monitor brand awareness levels. This includes tracking brand mentions, social media engagement, website traffic, and brand recall surveys. By quantifying awareness, brands can assess the effectiveness of their strategies and adjust them as needed.

- Practically, businesses should focus on building emotional connections with their audience. Brands that evoke positive emotions are more likely to be remembered and trusted. Implement storytelling and authentic messaging to foster emotional connections that amplify brand awareness and loyalty.
- Maintain consistency across all marketing channels and touchpoints. A uniform brand identity and message help reinforce brand awareness. Practical consistency ensures consumers recognize and remember the brand across different interactions.
- Encourage customer feedback and engagement through practical means. Actively listen to consumer opinions and adapt strategies accordingly. This not only demonstrates a commitment to customization but also builds trust and loyalty.
- Develop educational content to inform consumers about the brand's unique values and offerings. Practical storytelling can help consumers connect with the brand's narrative, thereby boosting brand awareness and loyalty through an emotional bond.
- Internally, organizations can provide practical training to employees about the importance of brand awareness. Engaged and knowledgeable staff can serve as brand advocates, contributing to consistent brand messaging and increased customer loyalty.

Limitations & Future Research Directions

This investigation has many shortcomings, which reduce the applicability of its results but suggest some interesting new avenues for further investigation. Even though the sample size was rather significant, there weren't enough of them to accurately represent all of the demographic categories that were important internationally. Another problem regarding this study is the minimal quantity of participants. The survey now has 310 people who have responded to it. On the other hand, future research findings may be more accurate if the samples used are more extensive and picked at random. In addition, the suggested experiments could need to consider other variables, regardless of whether the variables in question are factors, causes, or outcomes. In addition, although this research only applies to Pakistan, it should still help establish whether or not the findings apply to other countries. Researchers opted to adopt a random sampling technique. In subsequent research, qualitative research methods, such as interviews and observations, should be used to collect more accurate and trustworthy data, and more complex sampling strategies should be utilized to improve the general precision of the study.

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