

Brand Equity and Mediating Role of Brand Reputation in Hospitality Industry of Pakistan.

Sikander Ali Qalati¹, Li Wenyuan², Ali Bux Jamali³, Gyamfi Yeboah Kwabena⁴, Daria Erusalkina⁵

¹School of Management, Department of Marketing, Jiangsu University, 301 Xuefu Road, Jingkou District, Zhenjiang, Jiangsu, P.R. China. E-mail: 5103180243@stmail.ujs.edu.cn

²School of Management, Department of Marketing, Jiangsu University, 301 Xuefu Road, Jingkou District, Zhenjiang, Jiangsu, P.R. China. E-mail: Liwenyan8@ujs.edu.cn

³Sukkur IBA University, Airport Road Sukkur, Sindh, Pakistan. E-mail: ali.bux@iba-suk.edu.pk

⁴School of Management, Department of Marketing, Jiangsu University, 301 Xuefu Road, Jingkou District, Zhenjiang, Jiangsu, P.R. China. E-mail: kwaben93@yahoo.co.uk

⁵School of Finance, Department of Finance, Jiangsu University, 301 Xuefu Road, Jingkou District, Zhenjiang, Jiangsu, P.R. China. Email: darii94@yandex.ru

Abstract- Globally, the hospitality industry positions as one of the utmost modest commercial sectors, with hostile firms trusting on a mix of approaches, for instance, customer relationship marketing to stopover significant, entice and preserve customers. This article investigates how brand equity of the local and international fast-food restaurants effects brand reputation (BR) and brand trust (BT). The data collection questionnaire was employed to 369 randomly selected respondents at major cities of the country. The data analysis used structural equation modeling to ensure the statistical significance of the relationship that exists among dimensions of brand equity, brand reputation, and brand trust. The findings exhibits, a positive and significant association between brand awareness (BA), brand association (BAS), brand reputation, and brand trust. This study also reflects the full mediation. This implies that customer-based brand equity dimension and brand reputation are vital for brand trust. The outcomes of the scholarship will aid, to advance indulgent of the multifaceted psychosomatic procedures tangled in purchaser selection standards for fast-food restaurants and hospitality industry.

Keywords: Brand Equity, Brand Reputation, Brand Awareness, Brand Trust, and Brand Association.

1. Introduction

The extremely modest business milieu militaries organizations to distinguish themselves amongst their contestants in order to confirm their enduring existence and victory. Consequently, constructing a tough brand has become the main concern for several prosperous enterprises [1]. Unquestionably, nowadays, in the era of rapidity in the field of information technology, product similarity, and propagation, in the use of social media and access to unrestrained information around the globe, globalization, and increase in the level of education and more informed customers, firms are estimated to give more solid rationalization to customers. Indeed, they have no stress-free way left, without

businesses modernly generate value via a brand trust (BT). On the whole, it is a conviction of customers that the brand will satisfy/perform the main functions and offers core benefits [2]. In fact, it is one of the signs mean that firms utilize to stimulate end-user attitude towards the brand. Additionally, it is a promise of the organization or its brand to spectacle its distinctive personality to customers, so that customers comprehend that the central values of the firms are customer-centered. If a brand or an enterprise needs to advance the trust of users, it initially must consider whether it can be “psychologically” acknowledged by users. [3]. According to [4], executives necessitate building brand trust with the motive to enjoy finance and modest benefits of customer-based brand equity (CBBE). This would necessitate an undertaking attitude for brand administration. Executives should consequently devote belligerently in satisfaction of customers’ activities, moan handling, and communication strategies. While employing executives should work thoroughly for nurturing limpidity and sincerity in the mind of their end-users. Both of such facets custom the base of constructing customer trust.

Interestingly, in today's world of ingestion, where it is progressively stress-free for customers to exhibit exciting piety and contempt toward brands by means of distinctive channels, for this reason, it is significant for marketing managers to cognize the factors of behaviors focused toward brands trust [5]. Admittedly, by using marketing mix elements brand awareness (BA) should be increased in order to facilitate the information related to the brand, it will also increase the trust of the customer [6]. Brand equity (BE) is the mean of adding value linked with specific offerings via the consumer's beliefs, confrontations, and engagements. CBBE is employed with the status quo where consumers have well-intentioned, trustworthy and a distinctive association of brand in memory. Clearly, though, offerings with a great extent of BE will absolutely have a smaller amount of value without having a brand name [7]. CBBE is real illustrative of customer relationship marketing [8]. To [9], brand association (BAS), brand awareness, perceived quality, and brand loyalty are the antecedents of brand equity.

In fact, keeping an eye on specifically fast-food restaurants, of the hospitality industry. Globally, there is increasing competition in the industry, related to satisfying current customers, retaining them and generating dominant brands. Consequently, the main influences that aid to generate a potent brand is an investment and the refining reputation of brands and creating trust by means of the marketing mix [10]. Furthermore, around the globe habits of eating patterns such as fast food choices, preparation, and way of eating or consumption substantially, changed [11]. Besides, vicissitudes in customers, routines have directed to an upsurge in the plea for diverse eating experiences and to the fast advancements in the fast-food restaurant hospitality industry [12]. [13] Proposes that liberated cafes and restaurants putting effort as because the customers are varied to local restaurants. In general, Pakistan fast food industry ranked 8th world largest market for food and related businesses (Khan 2019). Correspondingly, ranked 2nd largest in the country indeed accounted for 27% of value-added production and 16% of total employment in manufacturing sector. 53.09% contribution to GDP comes from the service sector of the country. Most recent hospitality-based studies include [14, 15, 16, 17].

This study contributes to the research in the following ways. First, [18], suggested that examining the influence of the dynamic the advancement of fast food restaurant brands is significant for developing economies. Additionally, preceding studies have evaluated the association amongst BR and BT [13], yet no scholarship, to the finest of our knowledge, studied the influence of brand reputation on the association amongst customers based fast food

restaurants brand equity and trust on the brand in the hospitality industry of Pakistan. Second, the least amount of support witnessed with esteem to the mediating role of brand reputation [19]. Third, In fact, previously, most of the scholars used brand trust as an antecedent to measure its effects on brand equity [20, 21]. Instead, few of the scholars investigated the effects of brand equity dimensions on brand trust [22]. That is, why this study based to analyze the direct and indirect effects of brand equity dimensions on brand trust. Interestingly, [19], investigated the impact of brand reputation as a mediator between brand extensions and perceived quality. Similarly, this study examined the mediating role of brand reputation instead, between brand equity dimension and brand trust.

2. Literature Review

2.1 Conceptual Model

A substantial extent of inquiry is rapt towards classifying the measurements of BE and forming a conjoint basis for an additional scholarship [23, 24]. [25], categorized four measurements of BE, specifically, brand loyalty, brand awareness, perceived quality and brand association. Keeping in view the distinctive qualities of services, scholars have investigated accustomed dimensions of service BE. Similarly, [26], classified four dimensions of brand equity (e.g. Brand awareness, brand image, quality, and loyalty). Whereas in this article, we utilized two measures of their studies brand association and brand awareness.

Indeed, to determine further association with other branding features, the present education further includes brand trust and brand reputation. In general, in the hospitality sector, it was proved that increased brand trust, lessen the customers' supposed risk when they make a choice for service [27]. On the whole, researchers have confirmed that a decent reputation is seeming as a signal of trustworthiness [28] and acts as a forerunner to trust. For this reason, the present work employed brand reputation as a mediating variable among dimensions of brand equity and brand trust. Fig.1 represents the conceptual framework of the study and hypotheses administered.

2.2 Hypothesis Development

2.2.1 The impact of brand association on brand reputation

[29], defined brand association as a “nodes refer to concepts in a semantic network”. The knots comprise particularly facts of goods and services, such as logos, labeling, price, and advertisement of the particular brand, furthermore, positive or negative toward-of-mouth and the customers' past experience [30]. Additionally, from the viewpoint of signaling theory, most of the individuals' utilize their practice and understanding of the firm's reputation as a signal as they are often inept to discern a firm well [31]. Generally, brand associations are considered as one of the most critical drivers in building a brand image [32]. Moreover, [33], notified that a resilient memory impact strengthens a brand image which indirectly increases brand reputation.

Also, [17], conducted a study of a sample of 918 hotel guests in Turkey, found a positive relationship between CBBE and trust. As well as, [34], also found the significant association between a brand association and brand reputation, a study conducted in the UK's hotel industry. Furthermore, investigated a study of a sample of 274 restaurant customer in the context of Pakistan, found a positive relationship between the brand association and brand

reputation [35]. As a result, a customer who is devoted to a brand often associate with a progressive reputation [36]. Hence, the present study hypothesizes that:

H₁: the Brand association has a positive and statistically significant impact on brand reputation.

2.2.2 The impact of brand awareness on brand reputation

Brand awareness is considered one of the key components of brand equity and having greater worth in the CBBE model [37]. Indeed, as an important element of CBBE, strong brand awareness, as a result, it leads to greater chances of brand preferences and buying intention [17]. [26], defined brand awareness as a “strength of the brand node in the minds of consumers”. Nonetheless, [38], conclude that brand awareness “represents the consumer’s ability to recognize or remember the name of a brand with or without external support”. Yet, it is considered one of the key concepts in consumer behavior and marketing [39]. More importantly, few scholar’s highpoints the vitality of brand awareness in the context of the hospitality industry [40, 41].

To repeat, [42], notifies that brand awareness donates to construct sincerity, the result of, which generates trustworthiness intensions. Generally, researchers have confirmed that brand awareness is associated with a brand reputation [43]. Also, [31], investigated a study of a sample of 867 South Korean consumers, found a positive relationship between corporate reputation and corporate brand equity. In addition, [34], conducted a study of a sample of 379 hotel customers in the UK, found a positive relationship between brand awareness and brand reputation. In fact, both dimensions of brand equity are reflected to be the core elements of reputation [44]. For this reason, following the hypothesis constructed.

H₂: Brand awareness has a significant impact on brand trust.

2.2.3 The impact of brand reputation on brand trust

[45], specified that when the individuals fully satisfied with offerings and their benefits they will become intrinsically loyal. Usually, a well reputable brand is one of the key factors of firms’ which lead towards an increase in the profitability and market share. Apart from this, it’s grounded in the quality of offerings and their value-added services. [46], suggests that an optimistic reputation articulates a low level of risk and stimulates purchasing decisions. In general, in the hospitality sector, trust is considered to be the most critical factor in the consumer buying decision [47]. In most cases, when customers trust a brand, they trust that the “food is of high quality, reducing uncertainties like lack of hygiene and freshness.” Consequently, in preserving an optimistic association amongst customers and earners, the researchers reflect trust as a vital element [48, 49].

Brand reputation has the capability to decrease doubt and generate trust [50]. In the context of a hospitality industry such as fast food and chain restaurants, reputation is considered more influential due to the services’ vagueness [51]. Investigators have confirmed that brand reputation has an optimistic consequence of brand trust [52]. [53], also found a positive relationship between brand reputation and brand trust. So, the current study hypothesizes that:

H₃: Brand reputation has a significant impact on brand trust.

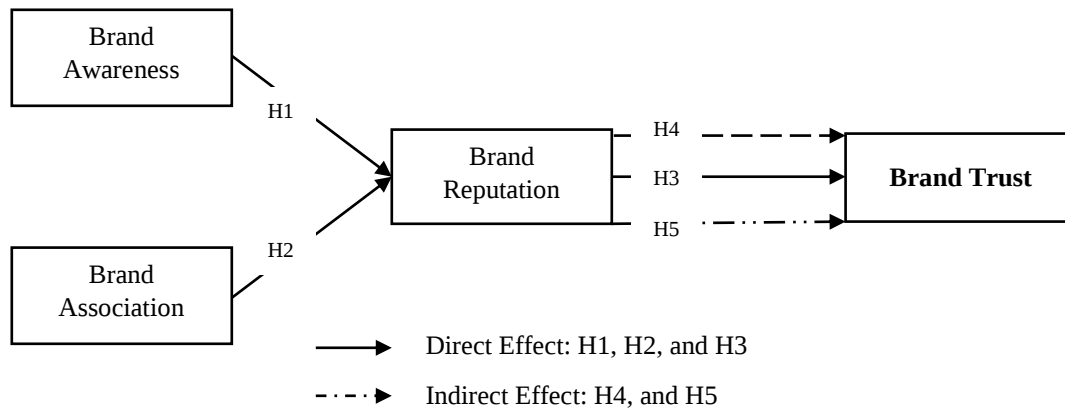


Figure 1

2.2.4 The mediating role of brand reputation

This study tests the direct impact of brand equity dimensions on brand trust as well as explore mediation effects of brand reputation on the association among dimensions of brand equity and brand trust. In general, previous scholars have investigated the significant association among brand trust and CBBE [54, 55]. For example, [56], states that humanizing qualities of services are surely connected to refining brand trust. Moreover, [57], found the positive effects of service quality on brand trust in the fast-food industry in South Korea. However, there is a contentious improvement in food safety standards, quality of food, and the services offered in the restaurant, the trust of customers increase if they will realize it [58].

[42], found that brand association is the dominant factor of brand trust in service brands. Indeed, few scholars used the brand reputation as the mediator between dimensions of brand equity and brand trust and found the positive outcomes [53]. Author's notified, the positive partial mediation between brand awareness and brand trust, in contrast, few of them also found the full mediation between a brand association and brand trust [53]. Most recent studies related to the mediating role of brand reputation involve [19, 59]. Thus, the present study hypothesizes that:

H₄: The relationship between the brand association and brand trust significantly mediated by brand reputation.

H₅: The relationship between brand awareness and brand trust is significantly mediated by brand reputation.

3. Methodology

3.1 The sample and data collection

A pilot study was conducted, before the administration of the main survey. The main survey, led in the major cities of the country (e.g. Islamabad, Lahore, Karachi, and Hyderabad). Before proceeding towards filling the questionnaire, respondents were asked do they have any experience of fast-food restaurants and brands. The technique of field survey adopted a convenient sampling method used to select respondents. Sample of (N = 369) represents the population of Pakistan.

Demographically, 46.5% of respondents were males, while the rest of 53.5% were females. 31.0% of the respondents fall within the age of 16 – 25 years. 21.5% between 26 – 35, 39.0% in the range of 36 – 45 and the rest

of 8.5% were above 46 years. From cleaning and hygiene perspective 71.8% of respondents preferred to international brands for dine-in while resting 28.2% to local brands. In contrast, from the taste point of view, 67.2% prefer the local brands.

3.2 Measurements

This study adopted a well-established scale. To assess the constructs (variables), a 7 point-Likert scale used, which range from 1 – strongly disagree to 7 – strongly agree. Brand awareness measured by using 3 items. Brand association measured by using 3 items. Brand reputation assessed by using 4 items. Construct of brand trust evaluated by using 5 items. The items were adopted from previous studies [19, 52, 59].

4. Findings

The table – 1: show the results related to the assessment of the constructs. As per the rule of thumb set by [60], the coefficient value of CA should be higher than **0.7**. Reliability will be excellent if it falls in between 0.7 to 0.9 it will be named high reliability. If in between 0.5 to 0.7 it will become moderate. And if it will be < 0.5 it will categorize low. All of the constructs results (BA = 0.742, BAS = 0.775, BR = 0.886, and BT = 0.841) fall in the range of 0.7 to 0.9 called excellent reliability. In addition, related to the loading, [61], proposed that loadings should have a value greater than 0.5. Furthermore, [62], stated that the value of AVE should be greater than 0.5. And According to [63], composite reliability should be greater than 0.7. Hence, keeping in view all the rules of thumbs related to reliability and validity standards, the results of the study founded satisfactory and meet the basic criteria developed by the previous scholars.

Table 1. Measurement model evolution

Constructs	Items	Loadings	¹ CA	² CR	³ AVE
Brand	BA1	0.825	0.742	0.853	0.66
Awareness (BA)	BA2	0.762			
	BA3	0.847			
Brand	BAS1	0.868	0.775	0.861	0.676
Association (BAS)	BAS2	0.887			
	BAS3	0.698			
Brand	BR1	0.894	0.886	0.921	0.745
Reputation (BR)	BR2	0.824			
	BR3	0.874			
	BR4	0.861			
Brand Trust (BT)	BT1	0.825	0.841	0.887	0.613
	BT2	0.639			
	BT3	0.763			
	BT4	0.85			
	BT5	0.819			

Note: ¹CA – Cronbach alpha, ² CR- Composite reliability, and ³AVE- Average variance extracted.

Table 2 depicts that there was no multicollinearity within the responses and data used in the study. The criterion of Heterotrait – Monotrait ratio is the most acceptable technique of partial least squares modeling to check the multicollinearity within the data. According to [64, 65], HTMT ratio value of any variable should not be greater than 0.9. The results were found in the range of (0.465 to 0.824) as reflected in the table below. Hence, it was proved that the study meets the rule of thumbs.

Table 2. Heterotrait-Monotrait ratio

	Brand Association	Brand Awareness	Brand Reputation	Brand Trust
Brand Association				
Brand Awareness	0.824			
Brand Reputation	0.465	0.567		
Brand Trust	0.503	0.496	0.63	

Table 3. Path coefficients and hypothesis testing

Hypothesis	Relationship	Beta	Mean	SD	t-value	p-value	Decision
Direct Effect							
H1	BAS -> BR	0.217	0.225	0.059	3.688**	0.000***	Supported
H2	BA -> BR	0.324	0.32	0.066	4.938**	0.000***	Supported
H3	BR -> BT	0.554	0.556	0.039	14.132**	0.000***	Supported
Indirect Effect							
H4	BAS-> BR -> BT	0.12	0.126	0.035	3.40**	0.001***	Supported
H5	BA -> BR -> BT	0.179	0.178	0.039	4.59**	0.000***	Supported

Note: ** t-value > 2, and ***p-value < 0.05 (one-tailed).

5. Discussion

The present study adds to the growing literature on brand equity, brand trust, and brand reputation. Initially article, put emphasis on the brand trust used as dependent variable later on CBBE and its dimensions, and then to brand reputation used as a mediator. The study proved that those constructs are vital for the hospitality industry and tourism (Royal Taj, Sindhri, Pizza Max, Marriot, Hayat Residency, KFC, Pizza Hut, and McDonald's). This article states that both dimensions of CBBE brand association and brand awareness are considered to be the crucial elements [55, 66] Correspondingly, previous scholars have well-played, with brand equity [67, 68, 69, 70]. Notwithstanding, this work is particularly based in the emerging country like the Pakistan, where there is need to validate the previous work [71], and suggestion to study the relationship between brand reputation and brand trust [35].

Interestingly, [72], argued that when you have a greater level of supply the opportunities of reputation will be increased, thus supported is needed. Unquestionably, CBBE dimensions used to increase the level of reputation as mentioned literature review section of the article. Therefore, as reflected in table 3. Hypotheses 1 and 2 supported with positive (beta coefficient = 0.217 and 0.324; t-value 3.688 and 4.938; and both p-value 0.000). The result of both hypotheses consistent with [73, 74, 75]. In fact, if firms improve customers goodwill towards their brand, in

turn, it will improve brand trust [3]. In general, most of the respondents prefer to have dine-in multinational franchise restaurants like KFC, Pizza Hut. It is the result of higher brand reputation which leads to the higher trust of respondents, it is confirmed with the frequency of their visit. Therefore, hypothesis 3 supported with positive (beta coefficient = 0.554, t-value 14.132, and p-value 0.000). The results of the hypothesis consistent with [3]. Additionally, hypotheses – 4 & 5: established in support of the mediating effect of brand reputation to brand trust. Indeed, the full mediation was founded into the analysis. The results founded significant as t-value 3.40 and 4.59 > 2 and p-value 0.001 and 0.000 < 0.05. The results are consistent with previous studies [52, 53].

6. Research Implications

It is indispensable to understand the drive of stopover and advance brand equity dimensions grounded on the aims of the visit in the hospitality industry to improve the reputation and trust of service providing organizations. To repeat, marketing heads and local brand owners are required to do advertisement of their brands via giving gifts to customers, social media campaign, discount offers on doing online survey's and make ensure that they are satisfied. The level of satisfaction can be ensured by asking eaters' and making phone calls to customers' who make daily delivery orders. In addition, operational teams of the restaurants either local or international are responsible to improve the trust level. The customers directly visit the restaurants, the behavior of staffs, and interior play vital role for a brand image as well as the reputation of the brand at large scale.

Marketing heads required to focus on the qualities of the foods and services, ambiance, staff grooming and use of languages as it's prone to the establishment of trust and reputation of the brand and restaurant [76, 77, 78]. Apart from this, marketing executives and restaurant managers should contemplate how to arouse customers sensitive attitudes based on their demographics (e.g. age, gender, and education) and other drivers like trust, goals and an environment. For instance, the atmosphere of service providing companies (e.g. lighting, color, layouts, and music) needs to be considered as per customers symbolic necessities.

7. Limitation And Future Direction

This study was conducted in Pakistan. In addition, it focused only on foremost local (Pizza Max, Sindhri, and Royal Taj) and international brands (McDonald's, KFC, and Pizza Hut). The technique of field survey adopted. Only four cities of the country covered. Furthermore, only two dimensions of brand equity considered. As a result, future studies necessary to involve other dimensions of the brand equity (e.g. brand affect, self-congruence, food and service quality). Furthermore, this study needs to be applied to other industry/sectors. This study can carry forward the effects of brand equity dimension on brand performance, brand loyalty, firm performance. Indeed, the interaction effect of social media needed to be explored between brand reputation and brand trust.

ACKNOWLEDGMENT

This material has not been published, and not under consideration for publication elsewhere. In addition, this work is not supported by any funding.

Conflict of Interest

The study was conducted without any personal benefits, commercial or financial conflicts and declare the absence of conflicting interests.

References

- [1]. Hanaysha, J. R., & Pech, R. J. (2018). Brand Prestige and the Mediating Role of Word of Mouth in the Fast Food Industry. *Global Business Review*, 19(6), 1494-1514.
- [2]. Amoako, G. K., Kutu-Adu, S. G., Caesar, L. D., & Neequaye, E. (2019). Relationship Marketing and Repurchase Intention in Ghana's Hospitality Industry: An Empirical Examination of Trust and Commitment. *Journal of Relationship Marketing*, 18(2), 77-107.
- [3]. Dai, Y.-Y., Qin, Q., & Ma, S. (2019). Influence of Travel Enterprise Public Welfare Marketing and Brand Attitude on Brand Trust.
- [4]. Sharma, R., & Jain, V. (2019). CSR, Trust, Brand Loyalty and Brand Equity: Empirical Evidences from Sportswear Industry in the NCR Region of India. *Metamorphosis*, 18(1), 57-67.
- [5]. Lou, C., & Yuan, S. (2019). Influencer marketing: How to message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
- [6]. Rajavi, K., Kushwaha, T., & Steenkamp, J.-B. E. (2019). In Brands We Trust? A Multi-Category, Multi-Country Investigation of Sensitivity of Consumers' Trust in Brands to Marketing-Mix Activities. *Journal of Consumer Research*.
- [7]. Chrisjtmiko, K. (2019). Antecedent and Consequences of Brand Equity: Perspective Fast-food Restaurant Customers. *Review of Integrative Business and Economics Research*, 8, 134.
- [8]. Nawaz, Z., Ahmad, M., Piracha, S., & Raza, M. (2017). Customer equity of Pakistani fast food restaurant: A study of attitudinal customer equity. *Management Science Letters*, 7(2), 87-96.
- [9]. Hassan, M. (2018). The Antecedents of Brand Equity: A Study from the Telecommunication Industry of Pakistan. *Journal of Independent Studies & Research: Management & Social Sciences & Economics*, 16(2).
- [10]. Esmaeilpour, M., Mohamadi, Z., & Rajabi, A. (2016). Effect of dimensions of service quality on brand equity in the fast-food industry. *Studies in Business and Economics*, 11(3), 30-46.
- [11]. Ghoochani, O. M., Torabi, R., Hojjati, M., Ghanian, M., & Kitterlin, M. (2018). Factors influencing Iranian consumers' attitudes toward fast-food consumption. *British Food Journal*, 120(2), 409-423.
- [12]. Rana, M., Lodhi, R., Butt, G., & Dar, W. (2017). How Determinants of Customer Satisfaction are Affecting the Brand Image and Behavioral Intention in Fast Food Industry of Pakistan. *J Tourism Hospit*, 6(316), 2167-0269.1000316.
- [13]. Park, J., Lee, H., & Kim, C. (2014). Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers' perspectives. *Journal of Business Research*, 67(3), 295-302.
- [14]. Moro, S., & Rita, P. (2018). Brand strategies in social media in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 30(1), 343-364.
- [15]. Šerić, M., Mikulić, J., & Gil-Saura, I. (2018). Exploring relationships between customer-based brand equity and its drivers and consequences in the hotel context. An impact-asymmetry assessment. *Current Issues in Tourism*, 21(14), 1621-1643.
- [16]. Sijoria, C., Mukherjee, S., & Datta, B. (2019). Impact of the antecedents of electronic word of mouth on consumer-based brand equity: a study on the hotel industry. *Journal of Hospitality Marketing & Management*, 28(1), 1-27.
- [17]. Sürücü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40, 114-124.
- [18]. Wingrove, C. A., & Urban, B. (2017). Franchised fast food brands: An empirical study of factors influencing growth. *Acta Commercii*, 17(1), 1-8.
- [19]. Joshi, R., & Yadav, R. (2018). Exploring the Mediating Effect of Parent Brand Reputation on Brand Equity. *Paradigm*, 22(2), 125-142.
- [20]. Loureiro, S. M. C. (2013). The effect of perceived benefits, trust, quality, brand awareness/associations and brand loyalty on internet banking brand equity. *International Journal of Electronic Commerce Studies*(2), 139-158.
- [21]. Šerić, M., Gil-Saura, I., & Mikulić, J. (2017). Customer-based brand equity building: Empirical evidence from Croatian upscale hotels. *Journal of Vacation Marketing*, 23(2), 133-144.

- [22]. El Nagggar, R. A. A., & Bendary, N. (2017). The Impact of Experience and Brand trust on Brand loyalty, while considering the mediating effect of brand Equity dimensions, an empirical study on mobile operator subscribers in Egypt. *The Business & Management Review*, 9(2), 16-25.
- [23]. Buil, I., de Chernatony, L., & Martinez, E. (2008). A cross-national validation of the consumer-based brand equity scale. *Journal of Product & Brand Management*, 17(6), 384-392.
- [24]. Shekhar Kumar, R., Dash, S., & Chandra Purwar, P. (2013). The nature and antecedents of brand equity and its dimensions. *Marketing Intelligence & Planning*, 31(2), 141-159.
- [25]. Aaker, D. A., & Equity, M. B. (1991). Capitalizing on the Value of a Brand Name. *New York*, 28, 35-37.
- [26]. San Martín, H., Herrero, A., & García de Los Salmones, M. d. M. (2018). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 1-22.
- [27]. Fandos Herrera, C., & Flavián Blanco, C. (2011). Consequences of consumer trust in PDO food products: the role of familiarity. *Journal of Product & Brand Management*, 20(4), 282-296.
- [28]. Suh, T., & Houston, M. B. (2010). Distinguishing supplier reputation from trust in buyer-supplier relationships. *Industrial marketing management*, 39(5), 744-751.
- [29]. Vriens, M., Chen, S., & Schomaker, J. (2019). The evaluation of a brand association density metric. *Journal of Product & Brand Management*, 28(1), 104-116.
- [30]. John, D. R., Loken, B., Kim, K., & Monga, A. B. (2006). Brand concept maps: A methodology for identifying brand association networks. *Journal of marketing research*, 43(4), 549-563.
- [31]. Hur, W.-M., Kim, H., & Woo, J. (2014). How CSR leads to corporate brand equity: Mediating mechanisms of corporate brand credibility and reputation. *Journal of Business Ethics*, 125(1), 75-86.
- [32]. Keller, K. L., Parameswaran, M., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*: Pearson Education India.
- [33]. Romaniuk, J., & Nenycz-Thiel, M. (2013). Behavioral brand loyalty and consumer brand associations. *Journal of Business Research*, 66(1), 67-72.
- [34]. Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on the hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271-285.
- [35]. Ramzan, I. A., N. (2018). Factors of Restaurant Brand Equity and Their Impact on Brand Reputation. *Journal of Marketing and Consumer Research*, 46, 33-41.
- [36]. Roberts, P. W., & Dowling, G. R. (2002). Corporate reputation and sustained superior financial performance. *Strategic management journal*, 23(12), 1077-1093.
- [37]. Saeed, M., & Shafique, I. (2019). Customer-based brand equity and destination visit behavior in the tourism industry: the contingent role of social media. *Quality & Quantity*, 1-22.
- [38]. Franzen, G. (1999). *Brands & advertising: How advertising effectiveness influences brand equity*: Admap.
- [39]. Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in online social networks. *Computers in human behavior*, 50, 600-609.
- [40]. Han, H., Nguyen, H. N., Song, H., Chua, B.-L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. *International Journal of Hospitality Management*, 72, 86-97.
- [41]. Martínez, P., & Nishiyama, N. (2017). Enhancing customer-based brand equity through CSR in the hospitality sector. *International Journal of Hospitality & Tourism Administration*, 1-25.
- [42]. Mathew, V., Thirunelvelikaran Mohammed Ali, R., & Thomas, S. (2014). Loyalty intentions: does the effect of commitment, credibility and awareness vary across consumers with low and high involvement? *Journal of Indian Business Research*, 6(3), 213-230.
- [43]. Maltz, E. (1991). *Managing brand equity: conference summary*: Marketing Science Institute.
- [44]. Mishra, A. S. (2019). Antecedents of consumers' engagement with brand-related content on social media. *Marketing Intelligence & Planning*.
- [45]. Mahmood, T. Q., S; Ali, Q.M; Ali, H.F; Humayon, A.A; Gohar, A. (2018). The Impact of Brand Identification, Brand Equity, Brand Reputation on Brand Loyalty: Mediating Role of Brand Affect in Pakistan *Business and Management Research*, 7(4), 46-52. DOI:10.5430/bmr.v7n4p46
- [46]. Son, J., & Jin, B. E. (2019). When do high prices lead to purchase intention? Testing two layers of moderation effects. *Asia Pacific Journal of Marketing and Logistics*.
- [47]. Liao, S.-H., Chung, Y.-C., & Chang, W.-J. (2019). Interactivity, engagement, trust, purchase intention and word-of-mouth: a moderated mediation study. *International Journal of Services Technology and Management*, 25(2), 116-137.
- [48]. Shakil, S., & Majeed, S. (2018). Brand Purchase Intention And Brand Purchase Behavior In Halal Meat Brand. *Journal of Marketing*, 152.

- [49]. Shoenberger, H., & Kim, E. (2019). Product placement as leveraged marketing communications: the role of wishful identification, brand trust, and brand buying behaviors. *International Journal of Advertising*, 38(1), 50-66.
- [50]. Yahia, I. B., Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support, and the platform perceived usage. *Journal of Retailing and Consumer Services*, 41, 11-19.
- [51]. Odoom, R., & Mensah, P. (2019). Brand orientation and brand performance in SMEs: The moderating effects of social media and innovation capabilities. *Management Research Review*, 42(1), 155-171.
- [52]. Beck, S., & Prügl, R. (2018). Family firm reputation and humanization: Consumers and the trust advantage of family firms under different conditions of brand familiarity. *Family Business Review*, 31(4), 460-482.
- [53]. Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management*, 50, 84-93.
- [54]. Chekalina, T., Fuchs, M., & Lexhagen, M. (2018). Customer-based destination brand equity modeling: The role of destination resources, value for money, and value in use. *Journal of travel research*, 57(1), 31-51.
- [55]. Raji, R. A., Mohd Rashid, S., & Mohd Ishak, S. (2019). Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry. *Journal of Marketing Communications*, 25(5), 511-534.
- [56]. Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions—the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136-1159.
- [57]. Kim, H.-S., & Shim, J.-H. (2019). The effects of quality factors on customer satisfaction, trust and behavioral intention in chicken restaurants. *Journal of Industrial Distribution & Business Vol*, 10(4), 43-56.
- [58]. Carranza, R., Díaz, E., & Martín-Consuegra, D. (2018). The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. *Journal of Hospitality and Tourism Technology*, 9(3), 380-396.
- [59]. Zulganef, Z., & Yudhi, J. (2017). The mediating role of brand reputation: the analysis of the discrepancy between theory and fact. *Scientific papers of the University of Pardubice. Series D, Faculty of Economics and Administration*. 41/2017.
- [60]. Nunnally, J. C. (1978). *Psychometric Theory: 2d Ed*: McGraw-Hill.
- [61]. Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-336.
- [62]. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16(1), 74-94.
- [63]. Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the association for information systems*, 4(1), 7.
- [64]. Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of management information systems*, 18(1), 185-214.
- [65]. Teo, T. S., Srivastava, S. C., & Jiang, L. (2008). Trust and electronic government success: An empirical study. *Journal of management information systems*, 25(3), 99-132.
- [66]. Yan, X., Shah, A. M., Zhai, L., Khan, S., & Shah, S. A. A. (2018). *Impact of Mobile Electronic Word of Mouth (EWOM) on Consumers Purchases Intentions in the Fast-Causal Restaurant Industry in Indonesia*. Paper presented at the Proceedings of the 51st Hawaii International Conference on System Sciences.
- [67]. Alnawas, I., & Hemsley-Brown, J. (2019). Examining the key dimensions of customer experience quality in the hotel industry. *Journal of Hospitality Marketing & Management*, 1-29.
- [68]. Mokhtar, R., Othman, Z., Arsath, A., & Ariffin, H. F. (2018). Dimensions of Brand Equity in the Food Truck Business.
- [69]. Sohail, M. S. (2017). Green marketing strategies: how do they influence consumer-based brand equity? *Journal for Global Business Advancement*, 10(3), 229-243.
- [70]. Tasci, A. D., & Guillet, B. D. (2016). Hospitality cobranding: An experimental investigation of enhancement and erosion in consumer-based brand equity. *International Journal of Hospitality & Tourism Administration*, 17(4), 397-428.
- [71]. Zameer, H., Wang, Y., Yasmeen, H., & Ahmed, W. (2019). Modeling the Role of Service Quality, Customer Satisfaction and Customer Loyalty in Building Service Brand Equity. *International Journal of Asian Business and Information Management (IJABIM)*, 10(2), 55-72.

- [72]. Nobar, H. B. K., & Rostamzadeh, R. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: empirical evidence from the hotel industry. *Journal of Business Economics and Management*, 19(2), 417-430.
- [73]. Hsu, K.-T. (2012). The advertising effects of corporate social responsibility on corporate reputation and brand equity: Evidence from the life insurance industry in Taiwan. *Journal of business ethics*, 109(2), 189-201.
- [74]. Majdoub, N. (2018). *Employee training and development strategy for Akroma plaza hotel*. Ashesi University,
- [75]. Mazurek, M. (2019). Brand Reputation and its Influence on Consumers' Behavior. In *Contemporary Issues in Behavioral Finance* (pp. 45-52): Emerald Publishing Limited.
- [76]. Erkmen, E. (2019). Managing Restaurant Attributes for Destination Satisfaction: What Goes beyond Food? *Administrative Sciences*, 9(1), 19.
- [77]. Nguyen, C., Nguyen, D., & Do, T. (2019). The Determinants of Customer Satisfaction in the Fast Food Industry. *Humanities and Social Science Research*, 2(2), p1-p1.
- [78]. Zhang, S., Salehan, M., Leung, A., Cabral, I., & Aghakhani, N. (2018). A Recommender System for Cultural Restaurants Based on Review Factors and Review Sentiment.