NEAR EAST UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

THE IMPACT OF SUSTAINABLE BRAND IMAGE ON CUSTOMER LOYALTY AND SATISFACTION

MBA THESIS

KALUNKELER YONNIE ZAYEE

Nicosia

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Supervisor

Prof. Dr. SERIFE EYUPOGLU
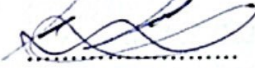
Nicosia

February, 2023

Approval

We certify that we have read the thesis submitted by **Kalunkeler Yonnie Zayee** titled **"The Impact of Sustainable Brand Image on Customer Loyalty and Satisfaction"** and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Business Administration.

Examining Committee   Name-Surname   Signature

Assc.
Head of the Committee: Prof. Dr. NESRIN MENEMENCI   ....

Committee Member: Dr. LAITH TASHTOUSH   ....

Supervisor: Prof. Dr. SERIFE EYUPOGLU

Approved by the Head of the Department

28/09/2023

Prof. Dr. SERIFE EYUPOGLU

Approved by the Institute of Graduate Studies

...../2023

Prof. Dr. KEMAL HUSNU CAN BASER
Head of the Institute

Declaration

I hereby declare that all information, documents, analysis, and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of the Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

KALUNKELER YONNIE ZAYEE

…../…../2023

Day/Month/Year

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Kalunkeler Yonnie Zayee

Abstract

The Impact of Sustainable Brand Image on Customer Loyalty and Satisfaction

Zayee, Kalunkeler Yonnie

Supervisor, Prof. Dr. Serife Eyupoglu

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This study goal is to examine how brand image influence customers satisfaction and loyalty. Coca-Cola Company Liberia is the soft drink giant in the country, Their brand is not something that goes unnoticed, However, they need to improve its marketing strategies, The aim of this study is to investigate the ways in which a coco cola's brand image might affect not only the loyalty of its customers but also the level of happiness they feel toward the products and services offered.

The study's primary data was gathered. A cross-sectional analysis was administered among a purposive sample of 410 respondents in Monrovia Montserrado the capital city of Liberia, A sample size was determined using the calculator to extract the accurate sample size, A self-administered questionnaire was distributed with a five-point Likert scale was used to collect data. Data collected were tested for reliability and validity using SPSS version 22 and Microsoft Excel to analyze the data. In the functionality of SPSS, the researcher used the descriptive design to calculate the frequency of the data. Two hypotheses were found to be statistically tested, these were, and Brand Image positively affects customer loyalty. Brand Image positively affects customer satisfaction. Based on the findings of the survey, the researcher recommends the following: 1) Coca-Cola must extend its image branding in other regions of Liberia other than being situated in Central and Greater Monrovia. 2) That the Management of Coca-Cola must negotiate with the Government of Liberia to promote and preserve quality control in market to prevent competitors from emulating Coca-Cola goods. 3) That Coca-Cola Management must secure its business secrets relative to image brand so that customers will be attracted to the corporation and its products. 4) Customers be mindful to check for the right image brand before purchasing any drink that looks similar to Coca-Cola products.

Keywords: brand image, customer satisfaction, customer loyalty, brand trust, brand awareness

ÖZET

Sürdürülebilir Marka İmajının Müşteri Bağlılığı ve Memnuniyeti Üzerindeki Etkisi

Zayee, Kalunkeler Yonnie

Danışman, Prof. Dr.. Serife Eyupoglu

MBA, İşletme Bölümü

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Bu çalışmanın amacı, marka imajının müşteri memnuniyetini ve sadakatini nasıl etkilediğini incelemektir. Coca-Cola Company Liberya ülkedeki meşrubat devi, Markaları gözden kaçan bir şey değil, Ancak pazarlama stratejilerini geliştirmeleri gerekiyor, Bu çalışmanın amacı bir coco cola'nın marka imajını nasıl etkilediğini araştırmaktır. sadece müşterilerinin sadakatini değil, sunduğu ürün ve hizmetlerden duydukları mutluluk düzeyini de etkileyebilir.

Çalışmanın birincil verileri toplandı. Liberya'nın başkenti Monrovia Montserrado'da 410 katılımcıdan oluşan amaca yönelik bir örneklem arasında enine kesitsel bir analiz uygulandı. Veri toplamak için likert ölçeği kullanılmıştır. Toplanan veriler, verileri analiz etmek için SPSS sürüm 22 ve Microsoft Excel kullanılarak güvenilirlik ve geçerlilik açısından test edildi. SPSS işlevselliğinde, araştırmacı verilerin frekansını hesaplamak için betimsel deseni kullanmıştır. İstatistiksel olarak test edilen iki hipotez bulundu, bunlar Marka İmajının müşteri sadakatini olumlu yönde etkilediği idi. Marka İmajı, müşteri memnuniyetini olumlu yönde etkiler. Anketin bulgularına dayanarak, araştırmacı şunları önermektedir: 1) Coca-Cola, Orta ve Büyük Monrovia'da bulunanlar dışında Liberya'nın diğer bölgelerinde imaj markasını genişletmelidir. 2) Coca-Cola Yönetiminin, rakiplerin Coca-Cola ürünleri üretmesini önlemek için pazarda kalite kontrolünü teşvik etmek ve sürdürmek için Liberya Hükümeti ile müzakere etmesi gerektiği. 3) Coca-Cola Yönetiminin, müşterilerin şirkete ve onun ürünlerine ilgi duymasını sağlamak için marka imajıyla ilgili iş sırlarını saklaması gerektiği. 4) Müşteriler, Coca-Cola ürünlerine benzeyen herhangi bir içecek satın almadan önce doğru imaj markasını kontrol etmeye dikkat etmelidir.

Anahtar Kelimeler: marka imajı, müşteri memnuniyeti, müşteri sadakati, marka güveni, marka farkındalığı

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List of Abbreviations

BI..Brand Image

CS...Customer Satisfaction

BA ....Brand Awareness

CL...Customer Loyalty

BT...Brand Trust

CHAPTER I

Introduction

This chapter discusses the Introduction, statement of the problem, study objective of the study, Research questions, significance, Limitations, and Definition of key terms.

Background of the Study

Customers are becoming more interested in loyalty programs, and brands are experimenting with new approaches to entice them to participate. Coca-Cola, often known as Coke in various parts of the world, is a carbonated soft drink produced by the Coca-Cola Company.

After its creation as a patent remedy by John Stith Pemberton of Atlanta, Georgia, in the late 19th century, the product was first marketed as a temperance beverage. The Coca-Cola Company held a sixth place on the list of the most valuable brands in the world. As of 2013, Coca-Cola shipped products created in its facilities to more than 200 different nations all over the globe. A total of over 1.8 billion servings of the company's drinks were eaten by clients every single day. For over 20 years, Coca-Cola Company- Liberia has been on the lookout for new and innovative ways to deliver services in order to remain competitive and maintain customer loyalty Schudson (1984). In 2005, the Coca-Cola Company stressed the importance of brand image as both a useful tool for consumers and a way for customers who want to save money to do so (Elliot 2012)

Coca-Cola Company Liberia has immensely assisted Liberia by creating business opportunities for Liberian women, and they have helped boost the country's economy through this initiative.

When a company is branding itself, it takes into consideration the impressions that its customers have of the company's overall image. These images combine evaluative, though not necessarily conscious, judgments about a brand's relative strengths and flaws in order to create a composite image of that brand, which can be used to promote the brand. The cumulative experiences of customers with a brand over time, as well as the marketing materials and advertising efforts of the corporation

behind the brand, all contribute to the development and refinement of the brand's overall image and reputation. This is because people's tastes and attitudes change so quickly. This makes the brand image ephemeral and changeable all the time.

For a long time, the value of creating and maintaining customer connections has been recognized in both the service and product marketing fields (Ford, Gary T., et al., 1990). From 2000 to 2020, there was a change in the marketing approach, with a greater emphasis placed on brand image and consumer satisfaction (Morgan and Hunt, 1994). In order for a marketer to be successful, one of the most important objectives is to provide the ideal product to the perfect person at the perfect time and at the best possible price. In addition, follow-up with the customer is also critical in order to ensure that they are receiving the best possible service and thus retain their loyalty to the company. As a result, it has become important for marketers to show off their research because of these points of view.

Moreover, one of the objectives of researcher's plan is to investigate the relationship between brand image and customer loyalty, among other things. Institutions are increasingly looking for strategies that will encourage customers to make use of their brand images, which they can then use to their financial advantage. Maintaining a competitive advantage in the financial services industry has always required research on the correlation between brand perception and customer retention. One way I will take to finding a solution is by looking at the correlation between consumers' impressions of a company's brand and their loyalty to that brand. To wrap things up, the examiner will recognize the value of a brand image in terms of customer loyalty and satisfaction and establish a unique selling proposition. Even though this advice will help both business theory and practice, it is also important to note that it will be useful to other industries as well.

Statement of the Problem

A positive brand image can improve customer loyalty and satisfaction, thereby increasing the likelihood of a customer making a long-term commitment. However, the importance of brand image to achieving success in market offering and organization is becoming increasingly recognized. According to the information currently available,

there has been a limited amount of study done on the impacts of brand image on critical aspects of marketing and organization, such as the effects of brand image on the loyalty and commitment of customers. As a result, the objective of this research is to investigate the ways in which a coco cola's brand image might affect not only the loyalty of its customers but also the level of happiness they feel toward the products and services offered.

Purpose of the Study

Despite customers' increased awareness of how important brand image is to a market product and an organization's success, there is evidence that a favorable brand image may increase customer experience and satisfaction in the long run. According to the available data, more research needs to be undertaken on how brand image influences consumer loyalty and commitment. The study examines how a brand's image influences consumers' loyalty, satisfaction, and commitment to market offerings.

Research Questions

1. Can brand image have a positive impact on customer satisfaction and loyalty? I omitted this research question from the work.
2. Is there a relationship between customer satisfaction and brand image?
3. What connection exist between customer loyalty and brand image?

Significance of the Study

The result of this study will have a greater impact on researchers, especially Coca-Cola- Liberia, Businesses, and the world at large, for they will know the impact of sustainable brand image on customer loyalty and satisfaction.

Definition of Key Terms

Brand image: How consumers feel about a firm after interacting with a brand is known as "brand image." It may shift over time and is only sometimes linked to a client making a purchase.

Customer Satisfaction: One that measures how happy a company's consumers are with the quality of its products and services. Foretelling client loyalty and future

purchases ranks among the most critical factors. Therefore, it helps forecast future income and expansion of businesses.

Customer Loyalty: Customer loyalty is an ongoing emotional bond between you and your customers that is demonstrated by their level of engagement. Marketing loyalty is developing a plan for acquiring, maintaining, and rewarding existing clients as required.

Customer Commitment: A customer commitment is a strategy for retaining customers that emphasizes establishing connections and delivering on the brand's value proposition consistently to keep customers loyal.

Brand Awareness: is the degree to which consumers can remember or recognize a brand under various circumstances.

Brand Trust: the degree to which consumers believe that your brand can fulfill its promises. Customers develop a greater level of trust in a brand as long as it consistently lives up to the standards they have set for it.

Brand Association: is the association that a customer has in their mind between your brand and a notion, representation, feeling, event, individual, interest, or activity.

Behavioral Loyalty: when a customer continues to purchase or use a specific product, service, or brand.

CHAPTER II

Literature Review and Hypothesis Development

Introduction

This chapter discusses the literature review, Theoretical frame, and summary of the literature review.

Related Literature

Brand image is frequently regarded as a crucial aspect. When consumers are creating their feelings about quality, they are influenced by brand image. In other words, it relates to consumers' feelings regarding a company or a product. Van Thi Lien and Ngo Hai Quynh (2022) researched the influence of customer happiness and brand image on customer loyalty in the Vietnamese coffee industry. They concluded that customer satisfaction has a significant impact on customer loyalty. Customers pleased with their purchase are more likely to return and form a relationship with the company. Brand Image, Customer Experience, Product Quality, and Customer Satisfaction all favor customers' loyalty, according to the study's results. Customers are more likely to remain loyal to a business if they perceive it to have a positive image, and a positive brand image encourages customers to remember the business and remain loyal to it. According to the results of Yunika E. (2022), when he studied the effect of customer satisfaction and brand image on customer loyalty, he discovered that a brand's image positively and substantially influences customer loyalty via customer engagement as mediation. He continues by claiming that involvement on the part of customers has a beneficial impact on brand image, which in turn has a favorable effect on customer loyalty. In other words, engagement on the part of customers is a positive feedback loop. One of the many tactics that may be utilized to promote customer loyalty and retention is cultivating a favorable image for the company in question (Randal, 2001). Fransisca thinks that "Building a strong and good brand image will make consumers assume that the products and services given will be superior to rivals" in the context of the fast food sector (Fransisca et al., 2013). The inquiry that Fransisca and her colleagues conducted in 2013 revealed this to be the correct assessment of the situation.

Moreover, a good public perception of a company's brand does more than assist businesses in staying competitive; it also motivates customers to make repeat purchases (Porter & Claycomb, 1997). When customers have a more positive attitude toward a product or brand, they have a more extraordinary perceived image of the product's quality, value, satisfaction, and loyalty (Johnson, Andreessen, Lervik, & Cha, 2001). According to Kotler and Keller (2012), the sensation of pleasure or disappointment that an individual has as a consequence of comparing a product's performance (or outcome) with expectations is referred to as satisfaction. Therefore, Rina Rahmawati et al. (2021) may use a consumer satisfaction survey to assess customer satisfaction. This survey should include questions about complaints and comments, hidden buyers, and conversion analysis of customers. Moreover, he remarked, "A delighted consumer helps to create loyalty." Consumers who feel delighted or very content throughout the purchasing process tend to repurchase the items or suggest the product to others. Additionally, when customers feel satisfied several times, they have created loyalty to the brand at stake.

In marketing, brand recognition is crucial. Therefore, different perspectives are considered while establishing branding and market proposals (Burleigh and Sidney, 1955; Dobni and Zinkhan, 1990; Martinez and Pina, 2003). The consensus is that a brand's image is the public's mental representation of the brand as recalled from past interactions with the company (Herzog, 1963; Keller, 1993). According to Keller (1993), these associations might originate from the customer's personal experiences, familiarity with relevant market offerings, or prior interactions with the company in question.

When we talk about "brand image," we are talking about the mental picture or impression that customers have of a brand and the perception that consumers have of a branded product or service. Consumers' interpretations of a product's qualities as a result of their experiences with the product and the firm selling it are a crucial part of this concept (Dobni & Zinkhan, 1990; Padgett & Allen, 1997; Aperia & Back, 2004). Therefore, when people use the term "brand image," they are referring to "the rational or emotional impressions customers attach to specific brands," as defined by Low and Lamb (2000). (Aaker, 1994; Garcia Rodriguez and Bergantinos, 2001). It is a collection

of beliefs that customers have about a particular brand. These beliefs are based on specific internal and external features of a good or service that, when combined, lead to an impression of high quality and high levels of customer satisfaction.

When describing how satisfied a customer is with a product or service, it is helpful to think of it in terms of how happy or unhappy they are as a consequence of an experience or the process of assessing the product's perceived performance or outcome considering their expectations (Zeithaml, 1988; Aaker, 1991; Keller and Davey, 2001).

Customer satisfaction is a measure of how content or discontented people are with a business, its offerings, or some aspect of those offerings. Purchasers' hopefulness may be accounted for by the discrepancy between their expectations and the product's performance. Fornell et al. (2006) created a model called the Customer Satisfaction Index to consider the reality those elements like perceived quality and brand image may contribute to consumers' feelings of satisfaction to encourage firms to adopt a market-facing perspective. According to Fornell et al.'s (2006) research, brand image influences consumer perceptions of quality and satisfaction, with a significant level of satisfaction potentially leading to customer loyalty.

There is considerable discussion about customer loyalty despite the generally favorable relationship between happy customers and repeat business. Different people may have different ways of defining and quantifying loyalty. As a result, academics typically study the concept from various perspectives. Customer loyalty has been defined in several ways; for example, Ehrenberg (1988) and Jacoby (1971) use the term "repeat purchase" as their operative definition; this might be interpreted to mean that customers are only loyal when they make a second purchase of a market item. There is a connection between repeat business and customer loyalty since it is reasonable to believe that a customer who constantly purchases a product on the market is loyal. It is vital to note that this view needs to provide a solid grounding in the concept since a customer may make a repeat purchase for reasons other than satisfaction or honest brand loyalty.

However, this might be because of an urgent need for a product or service, in which case "loyalty" to a product or brand on the market could not be assumed.

According to some experts (such as Hess and Story, 2005), commitment and preference are the two primary components of loyalty. Although demonstrating favoritism may be seen as a sign of loyalty, it may be contentious to define loyalty in the same way as a commitment due to the similarities and differences between the two concepts. In fact, according to specific schools of thought, commitment includes being loyal. For example, Oliver (1999) categorized loyalty as a behavioral or customer loyalty component. Faithful adherence to a brand or collection of brands notwithstanding environmental factors and promotional efforts that may cause a shift in preference is what he meant by "loyalty." Brand loyalty was defined here as an element of consumer loyalty based on their actions.

Brand Image

One definition of an *image* is the sum of one's mental representations of a specific entity (a product, brand, corporation, or person). The term "brand image" refers to the overall impression created in customers' minds through any channel. It has been shown to evoke many emotional responses from buyers. From these connections, they create identities for their brands. The customers' impressions of the brand are formed based on their subjective evaluations of the brand's association package. The corporate persona is the essence of the brand. The result is that people from outside the firm are brought in for interviews and observations. Its purpose is to disseminate information about an organization's goals and objectives. Organizational logos, taglines that sum up what they do in a few words, and brand identifiers that back up core values are the mainstays of every successful firm's visual identity.

A brand is the total of the customer's experiences across all touch points. A strong brand is a well-known product, service, person, or place that has been improved so that consumers associate it with unique features and benefits that align with their wants and needs. Core and extended identities make up brand identity, a unique set of brand associations that hint at a promise to buyers. The fundamental identity of a brand is its timeless, unchanging essence, which remains even when it enters new markets and product categories. User profiles, retail atmosphere, product performance, and product features are the primary concerns of core identity. Extended identity

emphasizes brand personality, connections, and powerful symbol associations. It's built on a foundation of distinctive brand identifiers organized into functional categories to provide depth and texture to the brand. A brand's identity must connect with consumers, set itself apart from other brands, and accurately reflect the organization's capabilities over time.

According to Hsieh et al. (2004), a positive brand image clarifies for consumers the demands that the company fills and the manner in which it differentiates itself from the competitors. Because of this, more people are likely to acquire a brand. Undoubtedly, a company or its products would achieve better market success and maintain a longer-term competitive edge (Park, Jaworski, & MacInnis, 1986). It has been established that a positive image (of a brand, store, or retail) increases consumer loyalty, brand equity (Faircloth, Capella, & Alford, 2001), brand preference (Biel, 1992; Aaker, 1991; Keller, 1993), and purchasing behavior (Hsieh et al., 2004). (Roth, 1995).

According to Reynolds (1965), a buyer's opinion of a brand is formed based on the few perceptions that stick out from the crowd. The creative process that results in this mental image includes refining, augmenting, and arranging the feelings chosen. According to Kotler, a person's mental picture of something is made up of various ideas and assumptions about it (2001). According to Keller (1993), customers' views of a brand are a sum of their unique encounters with the brand through time. According to Keller and Aaker (1991), an organization's brand is a logically connected set of elements.

To boost brand recognition, numerous tactics have been created and applied (Reynolds & Gutman, 1984; Faircloth et al., 2001). To quantify this idea, attributes (Koo, 2003; Kandampully & Suhartanto, 2000), brand benefits/values (Hsieh et al., 2004; Roth, 1995; Bhat & Reddy, 1998), and Malhotra's (1981) brand image scale have all been employed (i.e., Faircloth et al., 2001). Marketers can learn more about their brand's strengths and weaknesses and consumers' opinions of their products by using the aforementioned image-gauging elements.

According to Keller's 1993 definition, a brand image is an emotional response a consumer has to a product due to their affiliation with that brand. "Brand associations"

are defined by him as the sum of a consumer's impressions of a product, its attributes, and attitudes towards the brand. According to Keller (1993), the qualities of a product are the features and benefits that buyers associate with the purchase and usage of the product. Product-related or non-product-related attributes can exist (i.e., price, packaging or product appearance information, user and usage imagery). Non-product-related characteristics have nothing to do with the product being sold. Product-related features, however, are required for the product or service to function correctly.

In this scenario, the brand inspires the product's logo, sign, and name. The term "brand" may conjure up mental pictures of a particular name, logo, or combination thereof (Kun,2012). The brand is a valuable intangible asset since it is difficult to reproduce and adds to the company's long-term success (Chao, 2011).

A brand's image is the consumer's mental depiction of the product or service. A product can be defined by function, application, and aesthetics. The way a product is packaged, the qualities it touts, and what it claims to do for consumers all contribute to the overall impression the product leaves in their minds. Its effectiveness, as well as the emotional impact it has on users, has been demonstrated (Tsai, Yuan, & Chang, 2013). What consumers believe about a specific product, brand, organization, or people is intricately linked to their worldview.

Imagery may be valuable because it aids in information processing, establishes brand identity, generates purchase motivation, elicits positive feelings, and provides a springboard for future expansions (Aaker, 1991). A company's marketing plan and branding strategy should include developing and sustaining the brand's image (Keller, 1993; Aaker, 1991). Understanding the evolution of image construction and its effects, such as loyalty and satisfaction, is crucial. Several researchers believe a brand image has been more critical in recent years (Lee & Lim, 2020; Sousa et al., 2019; Park & Park, 2019). Furthermore, a firm's brand reputation is an effective advertising tool that sets the company apart from rivals (Park & Park, 2019). Mental pictures are a "symbolic process" based on memories associated with specific objects and events that have been preserved in associative memory. As a "mental representation of meaning," the image serves this purpose (Paivio 1969). According to Biel (1992), brand image is sometimes thought of as the total of all brand connections, or more specifically, as the

consumer's perceptions of the "tangible and intangible associations" of the brand (Engel, Blackwell, and Miniard 1993). The buyer "constructs an image through a synthesis of all the signals emitted by the brand," according to Kapferer (1992). According to Roth (1994), the marketing mix operations of the company contribute to the consumer's perception of the brand. According to Kapferer, a consumer's interpretation, extraction, and decoding of brand signals results in the formation of a brand image (read associations).

When evaluating services, brand image is frequently seen as a crucial aspect (Bitner, 1991). Consumers are influenced by a brand image when establishing opinions regarding service quality. Additionally, public perception of a company's brand may significantly affect sales. Loyalty as an attitude is created through the brand image, say Johnson et al. (2001). Evidence from the past suggests that a company's brand image favors client loyalty (Hung, 2008; Wu et al., 2011).

(Anselmsson & Bondesson, 2013; Davcik & Rundquist, 2012). Stated that brand image can be used to pinpoint a brand's position within the marketplace. When people purchase things, they are thinking about the brand image (Roy & Banerjee, 2007). Maintaining a good reputation for your company means exceeding customer expectations (Bormann et al., 2008). Furthermore, it improves the company's brand's value and reputation (Bloemer & Schroder, 2002; Kristensen et al., 2000; Leite et al., 2005; Loughlin & Coendures, 2002). The corporation has to generate individual representations that may meet customers' psychological requirements and attach them to values like prestige and high social standing for the brand to have a favorable brand image. The usage of symbols is one strategy for addressing brand image and having an influence on attempts to acquire and retain customers. In today's rapidly evolving marketplace, businesses must inspire in their customers a willingness to adapt to change and a lifestyle-oriented mentality, with the implication that they may subsequently use the brand to represent themselves. By doing this, they will identify with the brand and foster loyalty at the same time. In today's materialistic society, brands have become an influential factor in consumers' decisions to purchase a product or service. Organizations take a variety of steps to improve and elevate the image of their brand in the hopes of increasing consumer loyalty. For example, one of the

fundamental aspects on which a company should concentrate on establishing a brand image is the brand name. It all began with a name. Having a suitable product or service name is a gift that a company should have. A company's brand identity can be developed from its name. According to branding theory, brand names lead to consumer loyalty. In order to suit the psychological and social demands of the consumer, it was suggested that the brand image that a company tries to project should be comparable to that of the consumer. Consumers look for particular qualities in a brand, like wealth, class, success, and elegance (Shehzad & Zehra, 2013) The overall perception that consumers have of the product is how Mohajerani and Miremadi (2012) define the brand image. According to Fung So et al. (2013), a positive brand reputation boosts a brand's reputation, financial results, utilization rate, market pricing, revenue, and profitability.

Brand image has been a key term in the study of consumer behavior because it influences consumers' subjective impressions, senses of value and satisfaction, and subsequent behavior (Cretu & Brodie, 2007; Dobni & Zinkhan, 1990; Pavesic, 1989; Verhoef et al., 2009). There isn't much agreement on a definition of "brand image" because it is so complex. According to Dobni and Zinkhan (1990), it is "a subjective and perceptual reality that is generated through consumer interpretation, whether reasoned or emotional" Further, Keller (1993) defined brand image as a collection of consumer beliefs that are represented in brand associations. Regardless of the conceptual differences, it is undeniable that marketing activities, contextual variables, and the characteristics of each client all affect and form brand image (Dobni & Zinkhan, 1990). How to preserve or even improve brand image has become a crucial success indicator for businesses in this fiercely competitive and continuously evolving service sector (Zeitham et al., 1996). Additionally, having a well-respected brand has helped consumers recognize its value and differentiate it from rivals. As a result, the likelihood of consumers buying the brand has improved (Hsieh et al., 2004). If consumers have a positive impression of a company or a product, that company or product will have longer-lasting success in the marketplace (C. W. Park et al., 1986; Sondoh Jr et al., 2007).

Shahin et al. (2015) define a brand image as the "signal" a business sends to its consumers' thoughts via the concepts associated with that firm's brand. It helps consumers establish an opinion of the brand in light of the products the business has made. It is characterized by a company's claim of originality in relation to a product or service (Almaamari, 2017). According to Auka et al. (2013), brand image work is a collection of associations created by a company that is valuable to consumers. Scholar Saleem et al. (2014), argues that consumers tend to place a greater value and quality judgment on a company's goods and services when they give it a better mark for their perception of the company's brand.

In addition, the main function of a brand is to set a product apart from competitors on the basis of quality or service. A symbol may be referred to in numerous ways, such as a logo, depending on its simplicity or trademark. In addition to giving them competitive advantages, it fosters trust between the customer and the manufacturer. (Kapferer JN 2004) claims that a product's "brand" is its identity. A brand can be viewed from the customer's point of view from a variety of viewpoints, including their complete experience from the buying process to using it. As a result, when consumers have a positive overall experience with the business, a brand image develops.

The sum of consumer perceptions, interactions, and attitudes toward a business or organization and its brand in comparison to rivals makes up the brand image. In order to attain a long-term competitive advantage, a brand concept should According to authors like (De Chernatony Malcolm 1998), it is crucial for businesses to closely study customers' demands, and their observations must be pertinent to what the client genuinely wants and whether your product satisfies that need. The identity of your product is highlighted by the brand image study, according to (Aaker JL 2016), (Rahi, and Ghani 2016). The product will draw customers and develop a positive brand image if it has distinctive attributes. Therefore, consistency in quality and services is crucial to maintaining the brand identity. The best instruments to create a positive impression in customers' eyes, according to our research, are our company service and quality.

(Yu –Te Tu & Yu –Ye Chang 2014) argues that, company reputation has a significant role in determining client loyalty. Positive corporate brand perception helps

businesses accomplish performance targets, such as better sales, however, negative corporate brand perception can be devastating because it can result in business losses. A powerful brand with high equity will have plenty of loyal customers, many of whom will contact and communicate with the brand owner's business frequently and on a regular basis and be seen as a long-term investment that is built and cultivated. Businesses fight to educate consumers well about their wares so they may develop a positive impression of their brand in the eyes of consumers. If consumers have a favorable impression of a company because of the quality of its goods and services, the company's brand will benefit. A consumer's perception of a brand is critical to the latter's success since it influences their preferences, purchases, willingness to pay more, and word-of-mouth advertising. So, brand image is the mental image or perception of a brand, branded product, or service. It includes the symbolic meanings that customers associate with certain parts of a product or service (Dobni & Zinkhan, 1990; Padgett & Allen, 1997; Aperia & Back, 2004). Customers' opinions about a brand are based on both the brand's features and the market offerings, leading to the perception of quality and customer satisfaction. Brand image refers to "the rational or intuitive impressions customers attach to certain brands" (Low & Lamb, 2000, p. 352). Several studies (Aaker, 1994; Garcia Rodriguez, and Bergantinos, 2001) support this theory. When a product or service's perceived quality is meant, it relates to how the customer feels about how well-made or superior it is compared to alternatives for achieving the intended goal (Zeithaml, 1988; Aaker, 1991; Keller and Davey, 2001). Brand image, according to Lahap et al. (2015), is essentially what enters buyers' minds when the brand is presented to them. In other terms, it implies that when consumers regard brand names, they automatically consider a brand's attributes. A brand's image is how consumers perceive it and how they remember their interactions with it (Ferrina Dewi, 2008). In essence, brand image describes how consumers feel and think about a product or service (Roy and Banerjee, 2007). In other terms, a brand's image is the overall perception that customers have of a company and how distinctive it is from other companies (Faircloth, 2005). Consumer knowledge and beliefs about the brand's variety of products and non-product attributes make up the brand image. All of the defining and assessing information about a brand is contained in the brand image,

which symbolizes the individual symbolism that customers identify with the brand (Iversen and Hem, 2008). Customers are more receptive to a company's communications when they already have a favorable impression of that brand (Hsieh & Li, 2008). As a result, consumer decisions are heavily impacted by how they perceive a company's brand to be (Burmann et al., 2008). Brand image is significant in the B2B sector as well. This is particularly true given that it can be challenging to discern between products and services based just on their tangible characteristics (Mudambi et al., 1997).

Brand Awareness

Brand awareness is a major determinant of brand image. It denotes potential buyers' capacity to recognize and recall the brand, as well as relate the brand to its equivalent product class. It is critical for customers to understand the brand value of a product so that they may make an informed purchasing decision. As a result, products must first reach the awareness set before entering the consideration set (Blackwell et al., 2001) and increasing brand awareness leads to a better probability of entering the consideration set (Nedungadi, 1990). As a result, a brand with great awareness may be more likely to be purchased (Yasin et al., 2007).

One might assume that a consumer is acquainted with a brand if he or she has seen or heard anything related to that brand (Brewer & Zhao, 2010). In addition, the name of the brand itself is the most crucial factor. Therefore, the consumer has an advantage in buying due to familiarity with the brand. When consumers were familiar with and aware of a brand, they were more likely to purchase it. In addition, media such as the internet, newspapers, and radio all bring a company's name to consumers' attention.

The risk of making the wrong purchase decision is mitigated when consumers are well-informed on the features and limitations of the products they are considering. A consumer's desire to own a brand is facilitated by familiarity with it (Pouromid & Iranzadeh, 2012). Consuming the brand's products is the best way to increase customer awareness. The customer learns about the brand after encountering it through a new

kind of media advertising. He learns about the product's characteristics and how it works thanks to advertising.

The client chooses to buy a brand because he is familiar with the brand's qualities and thinks the brand can satisfy his requirements. Consumers' familiarity with a company's brand is essential in their ultimate purchasing decision (Tong & Hawley, 2009).

Brand Equity. A company's brand equity consists of its name and logo and any assets and liabilities associated with it, which may have an up or down effect on the values associated with the products or services the company provides (Yasin et al., 2007). Keller (2003) argues that a brand's equity may also be understood in terms of the unique marketing impacts that that brand requires. When clients are ready to pay more for the same quality because they find the symbol associated with the service or product to be attractive, brand equity is said to be working in their favor (Bello and Holbrook, 1995). However, poor management might completely destroy brand equity. Poor customer service or subpar products, for instance, may have an adverse effect on the brand's image and lower sales.

When it comes to the customer's perspective, brand equity may provide significant information about the brand that boosts their confidence when making a purchasing decision. A customer will undoubtedly repurchase a product from a brand if they have positive impressions of it. Additionally, brand equity may contribute to improved profits through the use of premium pricing and a reduction in the reliance on promotional activities (Aaker and Biel, 2013). Positive brand perception causes people to become less concerned with transient promotional offers and more concerned with the overall perception of a company

Brand Association. A brand association is a mental link between a product and a specific experience (Aakar, 1991). As Yasin et al. (2007) pointed out, brand equity, which affects the brand image, is heavily influenced by people's associations with the brand. According to Yoo et al. (2000), the concept of brand association is complicated since it necessitates piecing together various pieces of information to comprehend the brand's network. Intangible qualities such as uniqueness and creativity are typically associated with brand meanings.

Consumers connect a brand with one of three main types of attributes, according to Keller (2003): benefits, quality, and attitudes. It is possible that the benefits are purely symbolic or that they are just having fun. The functional benefits of a brand are those related to the product's functionality, the symbolic benefits are those related to the message the brand may send to customers, and the practical benefits are those related to the consumers' subjective experience with the brand. Consumers' previous brand experiences can influence their decision to repurchase that brand. Associating a favorable connotation with a firm's brand can help the company and its customers in various ways.

A person's engagement with a brand may also cause them to dwell on previous behaviors, thus cementing the brand in their mind (Kumar, 2009).

Brand Trust. Consumers who feel trusted tend to become devoted customers. Consumers' trust in brands has been cultivated via a respectful exchange of value and effective communication. Per Singh's (2016) research, brand trust is a key component of customer loyalty. Customers who trust a brand are willing to pay more for it because they think it can deliver qualities that its competitors cannot, including distinctiveness, functionality, and most crucially, quality. It demonstrated the importance of trust in developing a healthy and long-term relationship between a brand and its customers. Li and Chaipoopirutana (2016) discovered that brand trust is a good characteristic. It is believed that brand trust substantially influences client attitudes. No customer is willing to spend money on a brand that cannot deliver some level of quality that reflects its ability to service customers. It has been discovered that trust has a significant impact on brand commitment. Li and Chaipoopirutana (2016) say trust influences purchasing and loyalty. Consumer-set standards are what contribute to the development of brand trust. There are two ways to approach this idea. The first is the knowledge and feelings of the consumer about the good (Ramiz, Qasim, Rizwan, As-lam, & Khurshid, 2014). The second strategy is behavioral effects. It develops as a result of brand confidence. It indicates that they have faith in the reputation and integrity of the business and are confident that it will provide them with the goods or services they require. Compassion, competence, and honesty will build brand trust, becoming a crucial component and a link between the company and its target audience. Trust has been cited in numerous

studies and journals as a component of loyalty, and when it is established, customers are happy.

Brand Personality. A brand's personality comprises the feelings and attitudes it evokes in its target market (Aaker, 1997). According to Kotler et al. (2009), the "personality" of a brand comprises the traits that customers connect with a particular product or service. These two definitions show how two aspects interact to affect brand personality. The first is the traits that the business wants to assign to its brand's personality, and the second is how customers perceive a brand's personality. These two aren't really similar to one another. Three factors are: the relationship between the brand and consumers; the brand's mental image; and product attributes like price and distribution methods; these are used to describe the personality of a brand, (Lin 2010}

Because consumers frequently intend to choose a brand that is similar to them in terms of personality and reflects their personality, brand personality has provided executive marketing managers with a strategic tool for reinforcing the brand-consumer relationship (Achouri & Bouslama, 2010). (Park & John, 2011). As a result, there will be strong emotional connections between consumers and the brand, which will ultimately result in the consumer's dedication and devotion to that brand (Arora & Stoner, 2009). A brand without a distinct identity is like a ship that has lost its course (Aaker et al., 2004).

Human personality traits are categorized into five classes in McCrae's "five-factor model of personality" (2002). These groups include extraversion, congruence, conscientiousness, experience, and neuroticism. In his article "Brand Dimensions," Aaker (1997) offered a contemporary theoretical framework and cutting-edge approaches to the idea of brand personality. In this work, he investigated 114 qualities that may be used to explain 37 different brands and presented the "big five characteristics" model to describe brand personality. It has five dimensions and 42 characteristics.

Sincerity: It denotes the health, honesty, and friendliness of a brand.

Excitement: it contains a brand's morale and brevity.

Competence: Using this measure, a brand's dependability and success are developed.

Sophistication: This refers to a high degree of a brand's splendor.

Ruggedness is a sign of a brand's power.

Aaker (1997) concluded from his research on the dimensions of brand personality that consumers prefer to select and use brands that exhibit various brand personality traits depending on the environment. Additionally, he discovered that building long-lasting relationships with customers and the brand is connected to brand honesty and is more effective at influencing people's perceptions of the brand. Recent research by this researcher shows that brand personality traits have a direct impact on customers' relationships with businesses (Aaker et al., 2004)

Brand Benefit. Brand benefit is defined by Dölarslan (2012) as the subjective judgments that consumers make about a product's features. Deniz (2012) says that both functional and symbolic benefits result in a positive attitude toward the product and brand. Functional benefit and symbolic benefit are the two fundamental dimensions used to categorize brand benefits. According to Deniz (2012), functional benefit refers to brand-related functional attributes, whereas symbolic benefit is the aspect that encourages customers to feel good about brands. Mittal et al. (1990) say that symbolic benefit meets utilitarian incentives by taking into account the need to control a person's physical environment in a good way. Consumer demands are the primary factor determining the selection of a brand concept, according to Park et al. (1986). The three basic categories of brand benefit within this context are functional, experiential, and symbolic benefits. Brands are described by Aaker et al. (2001) as "consumption symbols" or "culture symbols," and they are said to have significance that goes beyond the aesthetic appeal and practical use of the items. According to Aaker et al. (2001), trademarks provide both practical and symbolic advantages. They also mentioned how utilities might reveal cultural differences. According to Aaker et al. (2001), it is surprising that there are such large cultural differences in how people perceive features that have a functional advantage (such as Levi's ability to make durable pants). But they have noticed that because customer needs and preferences change, the symbolic benefits tend to change more quickly. For example, Levi's means independence, authority, and masculinity.

Customer Satisfaction

Customer satisfaction is a crucial aspect of business practice that affects how well services are performed. There are a number of definitions of customer satisfaction that may be used in a variety of contexts and are consistently associated with both goods and services. According to Alan, Mary, and Dwayne (2012), customer satisfaction is defined as the customer's assessment of a good or service in terms of whether it met their requirements and expectations

Churchill and Surprenant (1982) defined customer satisfaction as a pre-purchase expectation and a post-purchase assessment of performance. Consumers are happy when the product exceeds their expectations (positive disconfirmation), disappointed when it falls short (negative disconfirmation), and indifferent when it meets their standards exactly (zero disconfirmation/confirmation), according to the expectancy disconfirmation paradigm (Oliver, 1980; Churchill & Surprenant, 1982; Oliver & Sarbo, 1988; Bearden & Teel, 1983).

Oliver (1980) defined pleasure and dissatisfaction in terms of customer expectation disconfirmation. A positive confirmation results in consumer satisfaction, while a negative confirmation results in customer discontent. Kumar, Kee, and Manshor (2009) investigated how good service quality might lead to increased customer satisfaction and loyalty. As a result, client happiness is the result of service excellence (Parasuraman, Zeithaml & Berry 1988, Naeem & Saif 2009).

According to psychologists, consumer happiness is derived from getting what consumers want and expect when they buy goods or services. It is a crucial tool for marketing. Customer satisfaction has assisted a business in succeeding and establishing competitive advantages that foster long-term relationships and support the organization's long-term success. According to Khristianto, Kertahadi, and Suyadi (2012), a comparison of a consumer's initial consumption expectations and their actual post-purchase experiences results in higher customer satisfaction. Implementing marketing concepts successfully requires both loyalty and satisfaction. Customer satisfaction is strongly correlated with their propensity to make another purchase. Finding the factors that affect customer satisfaction is crucial because it serves as a sign

of successful business operations performance and acts as a benchmark for future development.

Keeping customers happy requires going above and beyond their initial expectations. If a company consistently underdelivers, its customers will become dissatisfied. According to Kotler and Armstrong (2010), the consumer will be delighted by great performance. Quality and satisfaction are totally dependent on the company's ability to supply the goods or services (Perreault & McCarthy, 2010). Alabar (2011) came to the conclusion that a happy customer not only develops into a devoted one but also becomes a spokesperson for the business, boosting sales (Alabar, 2011).

Customer satisfaction is crucial to the success of services (Edvardsson et al., 2000). Researchers have made greater strides toward defining and comprehending customer satisfaction as a result of the growth of the service industry. According to Mc Kenna (1991), businesses should place more emphasis on adequate infrastructure than market analyses, advertising, and promotions if they want to attain happy customers by offering the right goods and services. Customer should be able to feel genuine happiness from the implied value and quality of the products they purchase (Kristen, 2008).

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Oliver (1997) characterized satisfaction as a gratified customer reaction. A product or service's quality, or the product or service itself, is evaluated based on the extent to which it has provided or continues to provide a gratifying degree of satisfaction associated with consumption. The bulk of prior research on customer satisfaction, according to Szymanski and Henard (2001), focused on the link between expectations, expectations being disappointed, performance, affect, and equity. Customer expectations are pre-trial product impressions that serve as benchmarks or comparisons for assessing the product's performance (Olson & Dover, 1979). (Oliver, 1980; Bearden & Teel, 1983). The expected outcome did not occur.

Several researchers have investigated various alternatives to expectations for comparison standards, such as experience-based norms (Woodruff, Cadotte, & Jenkins, 1983; Cadotte, Woodruff, & Jenkins, 1987); equity theory (Oliver & Swan, 1989; Tse & Wilton, 1988); desires (Spreng & Olshavsky, 1993); and ideal performance (Woodruff, Cadotte, & Jenkins, 1983). (Tse & Wilton, 1988). All of the aforementioned comparison criteria have undergone empirical testing in studies on consumer happiness and discontent.

Many people are debating how to make customer happiness a reality. In terms of whether it should be judged as a broad structure or as a set of distinct pieces. According to Danaher and Haddrell (1996) and Rust and Zahorik (1993), such single-item scores provide a narrow sense of shop satisfaction. They stated that "a single scale cannot offer required information about all aspects and is also unable to analyze the different dimensions separately, hence failing to accurately assess the complexity of customer satisfaction" (Danaher & Haddrell, 1996).

Exceeding buyers' expectations will result in customer pleasure. Consumers will get dissatisfied if an organization performs below their expectations. According to Kotler and Armstrong (2010), great performance will delight the consumer. Quality and satisfaction are totally dependent on the firm's products or services (Perreault & McCarthy, 2010). According to Alabar (2011), a satisfied client not only becomes a loyal customer but also becomes an agent of spreading the word about the business, resulting in increased sales (Alabar, 2011).

Customer satisfaction, which includes long-term gratitude, customer dependability, and customer maintenance, has developed into a substantial asset for enhancing a firm. Customer satisfaction has a major impact on consumers' expectations of future purchases, claim various academics (Cronin, Brady, and Hult, 2000). Additionally, satisfied customers generate new business, encourage positive informal interactions, and boost the economy over the long term. As a result, all businesses, including those in the public sector, will use customer happiness as a yardstick for success (Tirimba, Richard, Robert, Thomas, and Tom, 2013). Customer satisfaction research gives insight into how well a company is doing in terms of operations, product or service delivery. According to (Anderson et al., 1994), when a

product matches consumers' expectations, it promotes customer satisfaction, increasing profitability. However, this level of customer satisfaction is contingent on various factors and is only sometimes achievable with total quality management alone. In addition, Eugene W. et al. (1993) said that when items are straightforward to evaluate, people's expectations are often low. High levels of customer satisfaction may often be negative since it becomes required to sustain them consistently, and they also influence the likelihood that consumers will make more purchases.

Henning-Thurau et al. (1998) believe that, in some instances, customer satisfaction plays a vital role in a company's success and even provides a competitive advantage in this area. Customer satisfaction increases the customer's lifetime value by keeping them for a longer time via higher quality and more enjoyment. Moreover, according to (Cronin et al., 2000), service quality, service value, and customer satisfaction substantially affect consumer purchasing and behavioral phenomena. Value and customer satisfaction are two closely connected characteristics that substantially impact a consumer's choice to acquire a product. McDougall (1996) examined the notion that a *customer's overall perspective* toward a service or product provider is defined as contentment. According to Andreessen and Lindestad (1998), customer happiness is the conclusion of a consumer's purchase and consuming experiences. Yi (1990) discovered that consumer expectations and service performance experiences are two factors influencing customer satisfaction. According to Tjiptono (1997), a customer's reaction to a mismatch between expectations and the performance of a product or service is whether they are satisfied or dissatisfied. According to this notion, customers who are satisfied with a product or service will either feel joyful or disappointed. Customers' expectations and perceptions determine the quality of goods and services.

Customer satisfaction is the notion that a customer's requirements, desires, and expectations have been fulfilled or surpassed throughout the life cycle of a product or service, leading to repurchasing and delaying loyalty (Usta, Berezina, & Cobanoglu, 2014). *Customer satisfaction* is a business philosophy that results in the generation of value for customers, the anticipation and management of their expectations, and the display of capacity and accountability to satisfy their requirements (Dominici & Guzzo,

2010). Furthermore, Dominici and Guzzo (2010) added that since retaining current customers is less expensive than acquiring new ones, managers should concentrate on doing so by enhancing procedures and policies for handling customer satisfaction and loyalty. Customer satisfaction is the primary factor used to assess the quality of the services provided to customers through the products, services, and any ancillary services (Wai & Low, 2005).

Customer satisfaction is seen as a crucial and essential component in choosing to repurchase a good or use a service, particularly if it is intangible. Multiple definitions are offered by related studies. The most typical and thorough accounts, with many author vantage points, reflect the idea that satisfaction is a feeling arising from analyzing what has been gotten vs. what was expected, including the actual buying decision, needs, and wants to be involved with purchasing (Armstrong and Kotler, 1996). Customer satisfaction is a post-purchase phenomenon that measures how much customers like or dislike the service after using it. It is both a concept and a unique consumer attitude (Woodside et al., 1989).

Consumer Behavior

According to Solomon, consumer behavior is all about human responses in business. His thesis is that individuals purchase and consume items based on their wants, preferences, and buying power. These items may be industrial, long-lasting, specialized, or consumable, but they are all concerned with human responses. His thesis is that individuals purchase and consume items based on their wants, preferences, and buying power. These goods might be an industrial, durable, specialist, or consumable. For example, he demonstrates how our perceptions, self-concepts, social and cultural backgrounds, ages and family cycles, attitudes, beliefs, values, motivation, personalities, social classes, and many other internal and external factors influence what we buy, how we buy it, where and when we buy it, and how much we buy. When making a purchase, we also assess whether or not to buy and from which vendor or source to buy (Solomon, 2011).

According to Schiffman & Kanuk (2010), Hawkins, Best & Coney (2004), and Assael (2004), the consumer's decision to make a purchase is influenced by several

measurements, including (1) the measurement of culture, which has the most significant impact and pervasiveness on consumer behavior, so marketers must understand the influence of culture, sub-culture, and social class on consumers; and (2) social measurement, which should be considered when designing a marketing campaign.

Customers' Expectations. Prior to making a purchase of a good or service, customers have expectations (Hult et al., 2019). The degree to which customers are satisfied is significantly influenced by their expectations (Mollah, 2014; Khuong and Dai, 2016). According to Hamza (2014) and Khuong and Dai (2016), a consumer will be satisfied if the product's features match their expectations. Businesses that prioritize meeting customer expectations in their production of goods and services typically succeed in fulfilling the requirements and wishes of their customers (Karim and Chowdhury, 2014). The service provider should be able to deliver services that are at least as good as or significantly better than what the customer expects because this is how customer satisfaction is determined (Almsalam, 2014; Mollah, 2014; Al-Msallam, 2015).

Techniques to Customer Satisfaction. Customers' levels of satisfaction can be assessed using transaction-specific and cumulative satisfaction (Shode, 2017; Saroha and Diwan, 2017; Suchanek and kralova, 2018). A consumer's reaction to receiving a good or service is called a "transaction-specific evaluation," and it is evaluated in light of the particular purchase that would have taken place (Suchanek and Kralova, 2018).

Customer satisfaction for express transactions is solely evaluated based on the experiences and responses of the individuals involved in the transaction (Pham, 2015; Duong, 2016). Consumer post-evaluation done after purchasing of a good is known as "transaction-n m specific satisfaction" (Hamza, 2014). When a customer makes a single purchase from a business, it counts as a transaction-specific transaction (Mentz, 2014). While Shode (2017) holds the view that satisfaction experienced by first-time buyers of a good or service is transaction-specific,

A customer's overall contentment reflects their overall experience with a company (Pham, 2015; Duong, 2016). According to Shode (2017) and Suchanek and Kralova (2018), cumulative gratification happens when a customer recalls the

numerous instances in which he or she has used a product. According to Saroha and Diwan (2017), cumulative satisfaction allows researchers to track how satisfied people are over several months or years. Customer evaluations of their overall purchases, usage, and interactions with the service provider are considered cumulative satisfaction (Hamza, 2014). According to the studies mentioned above, cumulative satisfaction assesses satisfaction and consumer experiences from the past, present, and future.

According to Duong (2016), cumulative satisfaction has been used in many research studies since it measures satisfaction over time as opposed to a transaction-specific transaction, which gauges pleasure based on a single transaction. According to Hamza (2014), sectors that offer ongoing services, such as the health sector, financial services, and telecommunications, should prioritize cumulative satisfaction.

Causes of Customer Satisfaction. Almost every organization has customer satisfaction as a long-term goal, so understanding what makes customers happy and the repercussions of keeping them happy is critical (Kaura, 2013; Gill & Waqas, 2014; Al-Msallam, 2015). The contentment of present and potential clients is one of the most important notions in marketing (Al-Msallam, 2015). According to the findings of this study, in order to please customers, firms must first identify and address the variables that contribute to their satisfaction. Various things can impact consumer satisfaction (Sabir, Ghafoor, Hafeez, Akhtar, and Rehman, 2014). Several researchers have (Shode, 2017; Sanchez-Rebull, Rudchenko, and Martin, 2017; Sanchez-Rebull, Rudchenko, and Martin, 2017). Afthanorhan, Awang, Rashid, Foziah, and Liza (2019) investigated product quality, service quality, perceived value, pricing, convenience, and competitiveness, to name a few. Irfan, Shamsudin, and Hadi (2016) added dedication, service fairness, communication, and relational benefits to the list of qualities that make customers happy. Increase client satisfaction by concentrating on the following areas: core service, price, distribution, promotion, and customer service (Oghjafor, Ladipo, Ighomereho, and Odunewu, 2014). Afthanorhan et al. recognized perceived quality, value, and customer expectations as three additional factors that contributed to customer happiness in 2019. There is currently no agreement among studies on the causes and effects of consumer satisfaction (Sanchez-Rebull et al., 2017). A great deal

of thought was put into the positive and bad parts of the client experience. On this subject, there are numerous points of view.

Here, products, services, prices, and client expectations will all be assessed (Shode, 2017; Willys, 2018; Chun, Tham, and Azam, 2019). In the alcoholic beverage sector, service quality concerns, such as service features and competent management, have been shown to have the most significant impact on customer satisfaction (Gill & Waqas, 2014; Chakraborty & Segupta, 2014; Abdul, Salman, and Olota, 2014; Viriri & Phiri, 2017). In addition, numerous studies, such as those conducted by Abdul et al. (2014), Makanyeza et al. (2014), Hamza (2014), Karim and Choudhury (2014), and Ishard, Rahman, Khan, and Khan (2017), have shown that delighted consumers help businesses by improving profitability and repeat purchases.

Customer Loyalty

The word "loyalty" is associated with a strong attachment and affection. However, from a business standpoint, client loyalty means gaining customer trust in both the product and the services given. Customer loyalty is employed by all businesses to measure their performance indicators. It is used to retain customers and measure their willingness to repurchase the goods. Client loyalty requires more attention from marketers in order to boost customer retention, which might have a significant impact on profit margins. A committed consumer is one who believes that a company creates and delivers the correct product with exceptional quality. Whether they realize it or not, they will continue to buy that particular brand. Creating loyal customers has become a formidable challenge in today's business climate.To achieve consumer loyalty, the founder must develop a methodical marketing approach (Ong et al., 2016). It is apparent that when organizations strive to preserve and improve their customer loyalty by attaining their happiness, client loyalty will be a benefit for the firm (Aziz, 2017).

In addition, consumer loyalty may be seen as the outcome of a psychological and behavioral process. It is a combination of actions and attitudes. When customers repeat their purchases in the future, the company can gain customer loyalty, which can be shown in their decision to distribute favorable comments about the product to others. It also indicates the consumer's emotional relationship with and devotion to the brand. True customer loyalty happens when consumers repeatedly buy products from a single brand. In marketing and research, customer loyalty has been a hot topic of late (Huang & Cai, 2015).

According to Hameed (2013) and Parker (2012), brand and consumer loyalty are topics that may be studied from a variety of angles. When faced with situational effects or powerful marketing persuasion from competing brands that aim to induce switching behavior, a consumer with high customer loyalty may build a persistent commitment to repurchase. Brand loyalty serves as a surface-level component in the process of fostering customer loyalty to goods or services (Singh, 2016). The genuine competition in the sector has forced organizations to adapt. They must now pay attention to after-sales services in addition to marketing their goods or services to ensure that customers are satisfied and return for more (Doostar, Asil, & Behrang, 2013). Wel, Alam, and Nor (2013) argue that consumers' actions and perceptions are the only factors in whether or not they remain loyal to a particular brand. Customer loyalty cannot be demonstrated solely through repurchase. Researchers have stated that establishing client loyalty can minimize the cost of doing business. The company's profitability is then maximized. Consumers will generate free advertising by recommending other potential purchases. Unwittingly, brand advocates have been transformed into salespeople. They will tell all their friends and neighbors about it (Li & Chaipoopirutana, 2016). Ehsani (2015) argues that this shift has made customers an invaluable business resource.

According to Czepiel and Gilmore (1987), consumer loyalty can have many different meanings. Initially, brand loyalty was thought to constitute a distinct pattern of consumer behavior across time (Jacoby & Chesnut, 1978; Pritchard, 1991). Loyalty exists when a customer returns to the same seller or when the two parties' connection develops tighter. Day coined "loyalty" in 1969 to characterize returning to a firm for purchases based on natural desire. Buying something because you "need it" rather than because you like it was considered "false loyalty" in this case. Following that, research concentrated on two aspects of loyalty: behaviors and beliefs (Day, 1969; Dick & Basu, 1994). Several academics have examined the mental variant of loyalty (Dick & Basu, 1994; Dwyer et al., 1987). In other words, according to Dwyer et al., if a consumer is fully invested in the relationship exchange, they will not consider switching to another provider (1987). Customers that buy the same item frequently need to evaluate alternatives. According to the marketing literature, loyalty can be characterized as an activity, a mentality, or a value. Customer loyalty is "a strong intention to buy or use a favorite product or service again and again in the future." This means that a customer will keep buying the same brand or set of brands even if circumstances or marketing campaigns could make them switch. It was said that the loyal customer would stick with the product no matter what (Oliver, 1999). Research has shown that one good service experience with a service organization may be all it takes to keep a customer loyal (Solomon et al., 1985).

Customers are loyal to a business if they have a positive impression of it, plan to buy from it again, and speak favorably of it to others, as defined by research conducted by Pearson (1996). In order to conduct their research, the team relied on Pearson's (1996) definition. Customers who feel their needs have been met by a company's offerings are more likely to be brand loyal. Therefore, it is crucial to focus on customer retention. Several theoretical articles and practical studies support this idea, and Reichheld and Sasser (1990) came to the same conclusion. Profitability can be increased by 20–85%, according to research by Reichheld and Sasser (1990).

Repeat purchases are the most accurate sign of customer loyalty. According to conventional thinking, a company's success is directly related to the regularity with which its customers purchase from that company (Mascarenhas, Kesavan, & Bernacchi, 2006). According to Mascarenhas et al. (2006), these moments might occur through concrete engagement, emotional investment, or the transfer of value. Switching from a "satisfaction only" to a "loyalty" strategy will keep customers for much longer and lower marketing costs (Stan, Caemmerer, & Cattan-Jallet, 2013). In a Spanish case study, Camarero et al. (2005) discovered that loyal consumers boost a company's market and economic success. Customer loyalty is typically defined as the relationship between delighted customers, recurrent purchases, and financial success (Heskett et al., 2008). Several factors have been highlighted in past studies as contributors to consumer loyalty.

According to Yee, Yeung, and Cheng (2010), in the high-contact service industry, staff loyalty, service quality, and customer pleasure all positively impact customer loyalty. According to Oliver (1999), there are four basic methods for cultivating loyalty: intellectual, emotional, conatively, and practical. The first three stages, called "attitudinal loyalty," are characterized by how customers interact with organizations (overall satisfaction). You can utilize these three strategies to get the highest level of behavioral loyalty. This tendency was confirmed by Pan, Sheng, and Xie's 2012 meta-analysis of customer loyalty drivers. This study's authors performed a meta-analysis and discovered that customer happiness, trust, dedication, and participation in a loyalty program all positively impacted consumer loyalty. Customer loyalty is influenced by product quality, value, reputation, and switching costs. The author's goal in this study is to address the question, "Is there a link between customer loyalty, customer satisfaction, and service quality?" These are three critical relationship marketing principles, particularly in the service industry.

Customer loyalty is "dedication or affection for a company's people, products, or services" (T. O. Jones & Sasser, 1995). Marketers have historically used purchase frequency as a proxy for consumer loyalty. Although repeated purchases indicate that customers are content, some people are averse to using behavioral scales as the only gauge of customer loyalty (Jacoby, Chestnut, & Fisher 1978). Consider how service or product availability can influence customer loyalty-inducing behaviors (Dick & Basu, 1994). Under these conditions, behavioral assessments are unlikely to discern true and phony loyalty.

On the other hand, measures based on trust or emotional attachments to a person have been proposed (Baloglu, 2002). According to Ponnavolu (2000), assessing both behaviors and attitudes is necessary for a complete knowledge of consumer loyalty. It is because loyalty encompasses one's demeanor and worldview. The concept of consumer loyalty was examined, incorporating both behaviors and attitudes.

Antecedence of Customer Loyalty   Singh, Singh, and Vij (2017). Singh, Nayyar, and Das (2018), Yaqub and Halim (2018), Bhat, Darzi, and Parrey (2018), and Shamsudin, Esa, and Ali (2018) all agree on commitment, trust, satisfaction, and loyalty episodes as loyalty antecedents (2019). Furthermore, Quach et al. discovered that service quality, perceived switching costs, customer participation, and price all had a role in customer loyalty (2020). Customers are more likely to stick with a business firm if they continuously receive high-quality service (Rizomyliotis, Konstantouaki, Kaminakis, Giovanis, and Papastathopoulos, 2018). According to Hafez and Akther (2017), client loyalty can be directly influenced by loyalty programs such as membership cards or reward systems. Dedication is the determination to keep a fundamental relationship with the seller (Watson et al., 2015; Minh & Huu, 2016). Customers who feel appreciated and heard are more likely to return to a business with which they have previously done business, according to studies mentioned by Watson et al. (2015) and Quach et al. (2020). Customers who are happy are more likely to stay loyal. (Kumar, 2018; Kaur & Soch, 2018; Jere & Mukupa, 2018; Quach et al., 2020). However, according to Boohene and Agyapong (2011), quoted by Jere and Mukupa, pleased consumers are not required to repeat business (2018). So, more research needs to be done to assess customer pleasure and loyalty's relative value. The degree to which a client believes a provider will perform as promised reflects the client's level of trust in the commercial relationship (Watson et al., 2015). Knowing and comprehending consumer variables is critical for attracting and retaining customers, according to Jere and Mukupa (2019).

Effects of Customer Loyalty. Numerous authors have demonstrated that customer loyalty has a direct effect on how much money a company makes., competitive advantage, and performance (Stan et al., 2013; Kipkirong & Rabach, 2013; Liat, Mansori, and Huei, 2014; Kandampully et al., 2015; Tabaku & Cerri, 2015; Cengiz & Cengiz, 2016; Abdolavand et al., 2016; Lee, 2017). (2019). Loyal customers also help a company make more money since they buy more over time (Setiawan & Sayuti, 2017; Saroha & Diwan, 2017; Hassan & Shamsudin, 2018; Hassan et al., 2019; Cuong & Khoi, 2019; Lee, 2019). Hassan and Shamsudin, 2018; Hassan et al., 2019; Cuong and Khoi, 2019; Lee, 2019). Minh and Huu (2016) also stated that client loyalty

substantially impacts a company's success.According to Umar (2018), customer loyalty boosts an organization's success since it encourages repeat business from customers who spend more money on the company's goods, High profits are also generated for the company by devoted clients. Customer loyalty increases recurrent business and lowers brand switching by consumers (Sulibhavi and Shivashankar, 2017). According to certain academics (Abdolavand et al., 2016), devoted customers lower the organization's advertising expenses and boost earnings. Regular clients are typically eager to pay extra and to recommend a business to others (Hassan et al., 2019; Makudza, 2020). Client loyalty is also viewed as a strategy that supports customer retention, according to Liat et al. (2014), Kandampully et al. (2015), and Abdolavand et al. (2016). This is because it is more cost-effective to grow an existing base of lucrative customers than to acquire new ones. According to Abdolavand et al. (2016) and Umar (2018), devoted clients are willing to spend extra. Regular clients typically refer the business's goods and services to other potential customers (Jere and Mukupa, 2018: Lee, 2019)

Profitability. Positive customer interactions result in repeat business and improved earnings (Shode, 2017; Srivastava & Rai, 2018). According to Prayag et al. (2018), sales improve when customers are satisfied rather than furious. As a result, the company's revenue and profitability grew. Companies that care about their customers and seek to offer them a great experience, according to Prayag et al. (2018) and Mbango and Toerin (2019), are more likely to be successful in the long run.

Repurchase Intentions and Customer Loyalty. According to studies, those who are satisfied with a product are more likely to purchase it again and recommend it to others (Bowers, 2017; Shode, 2017; Willys, 2018; Srivastava & Rai, 2018; Mbango & Toerin, 2019). According to Willys (2018), satisfied consumers are a significant factor in the high volume of repeat purchases. According to Abdul et al. (2014) and Bowers (2017), the loyalty of a company's clientele is a vital factor in the company's financial success. Satisfied customers are likelier to buy from a company again and stick with a particular brand (Mannan, Chowdhury, Sarker, and Amir, 2017; Srivastava & Rai, 2018). It is more cost-effective to retain current customers than to seek new ones (Hamza, 2014; Karim, 2014; Mentz, 2014; Makanyeza et al., 2015; Irfan et al., 2016).

Karim. According to research by Amgebe and Osakwe (2017) and Sitorus and Yustisia (2018), customer loyalty significantly impacts revenue, and customer happiness is crucial in determining loyalty.

Willingness to Pay Premium Prices. Researchers discovered that brand-loyal customers are willing to spend more than brand switchers (Diaw & Asare, 2018; Makanyeza et al., 2015) because they believe they are getting a higher quality product for their money. Satisfied customers will continue to buy even if the price rises (Hamza, 2014).

Word of Mouth. Businesses increase in size and income as happy customers spread the word (Saroha, 2019). Customers spread the word about the quality of a company's products and services through word-of-mouth marketing through their networks (Lee, 2019). According to research referenced by Karim (2014) and Hamza (2014), word-of-mouth advertising can improve a company's client base and market share. Most consumers today say that word of mouth is the most influential element in their decision to purchase a product or service (Bowers, 2017; Inegbedion & Obadiaru, 2019).

Theoretical Framework

A theoretical framework is defined by Cresswell and Cresswell (2017) as "a set of interrelated theories, models, or conceptual frameworks that serve to verify the research's underlying assumptions." According to Imanda (2014), a theoretical framework is an approach to demonstrating the interconnectivity of multiple parts. The four-stage loyalty framework model established by Oliver (1999) and based on the traditional attitude structure is effective for this goal since brand image and these particular advantages affect consumer happiness, affecting their intention to remain loyal. The cognitive-affective-conative attitude paradigm is frequently used in consumer research Chiou et al., 2002. Numerous studies have shown that one's perception of an object affects one's emotional state, which determines one's intentions and behavior (e.g., Lavidge et al, 1977).

This study examines a brand image, customer satisfaction, and loyalty using the standard cognitive-affective-conative attitude model and the four-stage loyalty framework model. Brands that value their reputation put money into continual product and service improvement. Clients will be happier due to this (Kariuki, 2015). According to studies referenced by Nguyen et al. (2018) , brand image promotes consumer satisfaction (2019). Several studies have found a link between a company's brand image and customer satisfaction (Ishard et al., 2017; Wu, 2014; Sallam, 2016). Many studies have found that a company's success is strongly related to the level of happiness its customers have with its brand (Karyose et al., 2017; Setiwan & Sayuti, 2017). Customer satisfaction and brand reputation are commercially interwoven (Nguyen et al., 2018). Customers are happier when their brand's reputation improves (Onyancha, 2013).

According to Ishard et al. (2017), the visual appeal of a company's brand can have a major impact on consumers' brand loyalty. Hamid et al. (2020) believe that fostering customer brand loyalty can enhance a company's sales. According to Putra and Yasa, a product's visual presentation improves brand loyalty (2017). According to the study's conclusions, the public's opinion of a company's brand has a major impact on consumer loyalty. According to Iqbal (2019), a brand's reputation may improve brand loyalty. Putra and Yasa (2017), a firm's brand perception directly impacts how loyal its customers are to that company.

Researchers agree that brand image has a beneficial influence on consumer loyalty. Hayati, Shamsudin, and Mustapha all agree on this. According to Dimitriadis and Zilakaki (2019), consumer perceptions of a brand have a crucial impact on determining loyalty. According to the findings, a company's reputation influences recruiting new clients, retaining existing ones, and even converting them into lifelong brand supporters. Consumer loyalty and brand image are closely associated, and brand image also plays a vital role in determining customer loyalty (Iqbal et al., 2017). Customers are more likely to stick with a company if they like it if they like the brand and the products or services it provides (Kipkirong & Rabach, 2013). First impressions shape customer perceptions of a company. Customers' loyalty to a company grows when they receive favorable treatment (Ashraf et al., 2018). According to experts,

clients will remember a company's thoughtful gestures and will be likelier to continue doing business with that company. A corporation's brand image substantially impacts customer loyalty (Karyose et al., 2017). Customers are more loyal to a firm if they believe its brand image has improved (Clemes, Shu, and Gan, 2014). The organization's visual presentation influences both customer brand loyalty and the frequency with which they make repeat purchases.

A loyal consumer base is a sure sign of a successful branding campaign. According to Sasmita and Suki (2015), a strong success of a business depends on its brand identity. A firm or product in the marketplace. The level of brand and product loyalty of a client can predict their attitude and behavior towards a company's service providers (Leckie et al., 2016). As a result, a brand's perception is significantly tied to customer loyalty (Nyadzayo & Khajehzadeh, 2016).

When people like a business, they are more likely to stick with it. Most would agree that keeping loyal customers is critical to the reputation of a successful brand. As a result, a company's brand image is critical if it wants to keep a consistent stream of repeat customers and maximize earnings (Hess & Story, 2005). On the other hand, social incentives and customer contacts have a detrimental impact on customer loyalty (Bloemer et al., 1998). When we analyze the commitment of businesses and their customers to one another, there is a strong link between brand perception and consumer loyalty.

A brand impression is more essential than overall customer pleasure. Zins identified no link between loyalty and satisfaction in 2001. Kandampully and Suhartanto (2000), on the other hand, discovered a positive relationship between a brand's image and consumer loyalty. According to the survey respondents, there is a link between happy consumers, positive brand perceptions, and successful enterprises. According to Andreassen and Lindestad's research, consumers who have a favorable image of a brand are more inclined to stick with that brand (1998). Client pleasure and other factors have minimal influence on customer loyalty (Gommans et al., 2001). According to Cretu and Brodie (2007) and Gommans et al., people and businesses adapted to the rapid development of technology (2001). As a result of the development of high-growth technology, many new opportunities have been accessible to

businesses. Consumers of these things are forsaking tried-and-true techniques for retaining loyal clients in favor of more inventive ways.

On the other hand, maintaining a positive brand image is a complicated process that can make or break a company's ability to keep loyal customers. This is because people are so thinking processes are notoriously complex and obscure. According to studies and polls, individuals always continue changing, regardless of how successfully they execute their jobs. As a result, creating a brand that people would appreciate when it is part of a wider image that reflects them as individuals is difficult. People enjoy it when others can see that they are committed to a specific brand or product. Research shows that customers are more loyal to a brand if they believe it represents them.

A customer can identify with a brand in one of two ways: they internalize the company's principles and culture or use the products they buy to define their social position. The reputation of a luxury brand affects buyers' willingness to spend money and the likelihood of future purchases.

According to the findings, the visual appeal of a brand is associated with improved consumer loyalty (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012). Furthermore, studies have shown that customers are more loyal to a company if they have a favorable view of it (as indicated by how it is depicted in the public eye) (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012). This study therefore propose:

H1: Brand image positively affects customer loyalty.

Previous research has shown that brand image increases consumer happiness, resulting in not just a long-term engagement with a brand but also positive WOM communication (Chao, Wu & Yen, 2015; Anwar, Min & Dastagir, 2019). Similarly, Mohammed and Rashid (2018) discovered that brand image is a significant predictor of consumer happiness and loyalty, as a result of which enterprises invest heavily in developing and improving their brand image. Many studies have also found that because of a recognized brand image, customers are not vulnerable to the value offers of competitors.

Similar to this, Lahap, Ramli, Said, Radzi, and Zain (2016) contend that a strong brand image helps maintain current customers in addition to drawing in new ones. Strong client bases enable businesses to grow their market shares and keep their position as

industry leaders. Additionally, when a great brand expands into other product categories, happy customers not only buy the new brand but also convince their friends and peers to make the same purchase (Neupane, 2015). It has also been said that market saturation causes the majority of recently launched products to fail. However, the likelihood of prolonged brand failures decreases if a product's brand image is consistent and its consumers are happy with it (Nazir, Ali, & Jamil, 2016; Hannes, 2019).

A brand's personality, or "brand persona," is much like any other person's. Therefore, a high degree of similarity between a consumer's personality and that of a brand attracts them, making them more satisfied (Hamid, Ibrahim, Seesy, & Hasaballah, 2015). "Brand image has a direct and indirect effect on brand loyalty," it has also been discovered. Furthermore, many academics agree that "brand image enhances customer pleasure and brand loyalty," and these two factors influence brand image (Neupane, 2018).

Strong, positive and distinctive brand associations, including those for brand characteristics (descriptive elements that describe a product or service) and brand advantages, represent a customer's impressions of a brand in their memory (personal value and meaning that customers associate with a product or service). (Keller, K. L. 2013).

Customers nowadays examine not just the quality of items or services associated with a brand, but also the image aspect that a brand presents. M. Isoraite (2018) Brand image serves as an emotional stimulus. M. Isoraite (2018) According to Suki's (2011) research, brand image influences customer happiness in the context of m-commerce (Suki, N. M. 2011). Previous studies by Neupane (2015), Nazir et al. (2016), and Dayanti et al. (2019) all show that brand image has a considerable impact on consumer satisfaction (Nazir, B., Jamil, M., & Ali, M. 2016).

Previous studies have found a link between brand image and consumer satisfaction. Previous studies have also shown that a positive brand image predicts and affects consumer satisfaction (Anwar et al., 2019; Wu et al., 2011). This study therefore propose:

H2: Brand image positively affects customer satisfaction.

The Conceptual Framework

Figure 1

Conceptual Framework
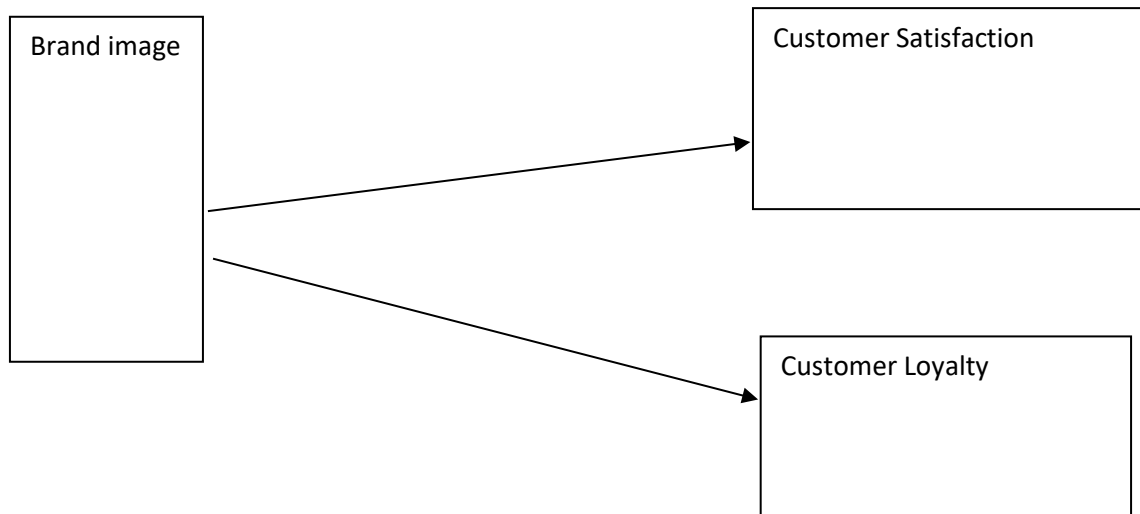
Source: This study

Hypotheses

   H1: Brand image positively affects customer loyalty.

   H2: Brand image positively affects customer satisfaction.

Summary

   The material in Chapter II on brand perception, customer satisfaction, and brand loyalty is summarized here. It also reveals the link between brand perception and consumer loyalty and satisfaction. According to repeated studies, a positive link with a company's brand leads to happy customers Ishard et al, 2017. Client satisfaction and brand reputation are inextricably linked (Nguyen et al., 2018). According to the findings, firms with great reputations are more likely to acquire new customers, retain existing ones, and have higher customer retention rates. According to Iqbal et al. (2017), brand impression also substantially impacts repeat business.

CHAPTER III
Research Methodology

Introduction

Chapter Three describes how this thesis was organized and carried out. The researcher used quantitative design, its coherent methods, and the data collection process in this session. It also discusses the sampling procedures, and issues relating to reliability and validity. Furthermore, the chapter discusses how the data analysis was carried out.

Research Design

Research Design tells the researcher how the research should be designed to produce quality work. Nonetheless, "the research design is a plan, structure, and strategy of an investigation so conceived as to obtain answers to research questions or problems" (Massaquoi, 2016,). To fully comprehend this study, the researcher employed a case study design, which Ksh Beliya Luxmi Devi (2020) contends is an intensive investigation of the particular unit under consideration; the author argues that the aim is to obtain a comprehensive and thorough account of a social issue. In this study, the research design is a case study accompanied by a quantitative approach (Applen & McDaniel, 2009).

Population and Sample

The method of sampling is suitable for choosing responders. Purposive sampling, essentially the selection of units in this investigation, was used (which are people, organizations, documents, departments, and so on). Purposeful sampling is a sampling that does not rely on chance. The researcher did not make plans to use a random selection process to choose study subjects. Instead, the goal of using a method called "purposive sampling" is to ensure that the chosen samples represent the population of interest and are helpful in answering the research questions at hand. Purposive sampling is a non-probability sampling strategy. Hence it prevents the researcher from making population-level generalizations (Bryman, 2012).

The research population is the selected number of people the researcher decided to use and formulate information that contributed to the work. Kumar further admitted that the concept of the population acknowledges the researcher of the selected population's ages and gender and location. This means that the study's sample size is that part of the population that identifies the group or people to be used as a population in the study. In order to choose the population and sample size, the researcher has used scientific tools like non-probability sampling in which the purposive sampling methodology has been applied, where each participant was picked to form part of the process, removing some of the potential biases in the process and ensuring that research initiatives adhere to both research ethics and scientific standards. The population of this study was residents of Monrovia with a population of 1,623,000 and the sample size is 400 respondents.

Data Collection Instrument and Procedures

The study's primary data was gathered via the use of a questionnaire. The researcher adopted the questionnaire from the literature review. Sources Lu Cheng e-research.siam.edu Last modified 28/Jan/2022, Adnan Omar Adnan Alisalihi .The survey included an open-ended and a closed-ended questions. A total of 410 questionnaires were sent out through google form to inhabitants of Montserrado County on Novermber 6 and it lasted for three weeks. The indicator was measured on a linkert scale (ranging from 1–5 where 1 is "agree" and 5 is "strongly"). The researcher used purposeful sampling, meaning that information-reach samples was selected to have an in-depth view of the phenomenon. The google form questionnaires was distributed to the respondents online and received from them online after filling in. The researcher experienced a good reception from the respondents. The researcher has design a set of questions from the research questions and submitted them to the assigned supervisor for approval. After the supervisor approved it, the researcher distributed the instruments for quality data collection (Massaquoi, 2016).

Material

The researcher used a questionnaire, focus group discussions, interviews, note books, pens, and a tape recorder. These materials were used to collect the primary data.

Data Analysis Plan

The researcher used the Statistical Package for Social Science (SPSS) version 22 and Microsoft Excel to analyze the data. Upon collecting the data, they were coded and entered into SPSS, and the graphs were designed in Excel. Finally, results were reported in frequency and percentage. In the functionality of SPSS, the researcher used the descriptive design to calculate the frequency of the data.

To analyze the data, SPSS statistical techniques was employed, including Pearson's correlation and regression analysis. It was possible to tell how the respondents answered the question by doing a descriptive analysis. The correlation coefficient provides a technique to determine the degree of strength. This study tries to show a direct relationship between brand image and consumer happiness and loyalty. Regression analysis was used to determine if there is a link between brand image and customer loyalty and satisfaction.

CHAPTER IV

Data Presentation and Analysis

Introduction

Chapter four presents the data and discusses the findings of the study's objectives. The study investigated the impact of brand image on customer satisfaction and loyalty; and employed a descriptive survey design in gathering data from 410 respondents, who were conveniently and purposively selected. The collected data accumulated a 100% response rate. The data was analyzed through the Statistical Package of Social Science (SPSS) software and presented in tables with frequency and percentage. The tables present the demographic information of the respondents. A linear regression model of one independent variable (image brand) versus two dependent variables was used for inferential analysis (customer satisfaction and loyalty). Furthermore, in this chapter, the study hypotheses were tested and proven to be accepted based on the significant values generated from the computation of the variables. The case study concentrated on the Coca-Cola Company located in Paynesville, Liberia.

Demographics

This section records the data into tables indicating the respondent's gender, age range, educational status, marital status, and employment status of customers which results are in both frequency and percentage; whereby the highest percentage tended to be favored by the majority.

Table 4.1

Gender Distribution of Respondents

		F	%	Valid %	Cumulative %
Valid	Female	317	77.3	77.3	77.3
	Male	93	22.7	22.7	100.0
	Total	410	100.0	100.0	

Source: Field Research, 2022

The gender breakdown of those who responded to the survey is shown in Table 4.2. The table reports that there were 317 females, constituting 77% of the total, and 93 males, representing 23% of the total. It can be seen from this gap that there was a more significant number of female respondents than there were male respondents. Additionally, the above table report is consistent with the result from figure 1 of our distribution.

Table 4.2

Age Range Distribution of Respondents

		F	%	Valid %	Cumulative %
Valid	18-24 years	221	53.9	53.9	53.9
	25-29 years	89	21.7	21.7	75.6
	30-34 years	63	15.4	15.4	91.0
	35-44years	27	6.6	6.6	97.6
	45yrs above	10	2.4	2.4	100.0
	Total	410	100.0	100.0	

Source: Field Research, 2022

Table 4.2 depicts the age range of the respondents who participated in the survey. The total number of respondents recorded was 410, and 221 belonged to the age group 18-24 years, accounting for 54% of the total. The age group 25-29 years had 89 respondents, which corresponds to a percentage of 22; the age group 30-34 years had 63 respondents, which accounts for 15% of the total. However, the age group 45 years and above had 27 respondents, which accounts for 7% of the total.

Table 4.3

Education Level Distribution of Respondents

		F	%	Valid %	Cumulative %
Valid	Bachelor's Degree	277	67.6	67.6	67.6
	High School Diploma	84	20.5	20.5	88.0
	Master's Degree & Above	49	12.0	12.0	100.0
	Total	410	100.0	100.0	

Source: Field Research, 2022

Table 4.3 shows the education level of respondents. A total of 277 respondents had a bachelor's degree, accounting for 86% of the total. The table further reports that 84% of respondents earned a high school diploma, which accounts for 21% of the total, and 49 respondents obtained a master's degree, which accounts for 12% of the total.

Table 4.4

Marital Status Distribution of Respondents

Marital status					
		F	%	Valid %	Cumulative %
Valid	Divorced	8	2.0	2.0	2.0
	Married	124	30.2	30.2	32.2
	Single	267	65.1	65.1	97.3
	Widow	11	2.7	2.7	100.0
	Total	410	100.0	100.0	

Source: Field Research, 2022

Table 4.4 shows the marital status of respondents. Again, the table reveals that 8 respondents were divorced, accumulating 2%; the married respondents summed to 124, generating 30%; single respondents were 267, representing 65%, and 11 were widows making up 3%.

Table 4.5

Employment Status Distribution of Respondents

		F	%	Valid %	Cumulative %
Valid	Employed	136	33.2	33.2	33.2
	Self-Employed	35	8.5	8.5	41.7
	Student	238	58.0	58.0	99.8
	Unemployed	1	.2	.2	100.0
	Total	410	100.0	100.0	

Source: Field Research, 2022

Table 4.5 displays the respondents' employment status. Among the 410 survey respondents, 136 (representing 33%) were employed, 35 (representing 9%) were self-employed, 238 (representing 58%) were students, and just one (representing 1%) was jobless. Specifically, the number of students topped all categories of work status among respondents.

Descriptive Statistics Analysis

Responses and Description of Variables

The tables below present the responses and description of the Variables from the questionnaire.

Table 4.6

Responses and Description on Brand Image

Variable	N	Mean	Std. deviation
1. Coca- Cola Company Liberia brand has a strong strength positively in my mind.	409	3.22	1.325
2. Coca- Cola Company Liberia brand has a strong research and development and innovative ability.	410	3.53	1.079
3. Coca-Cola Company Liberia brand has a great reputation.	410	3.35	1.233

	N	Mean	Std.
4. Coca-Cola Company Liberia has a huge authority in the industry.	410	3.38	1.206
5. Coca-Cola Company Liberia has strong service awareness.	410	3.44	1.155
6. The brand of Coca-Cola Company Liberia has a very rich history.	410	3.29	1.258
7. Valid N (listwise)	409		
8. Average means for Brand Image		3.37	

Source: Research Field Data 2022: Note: 5 strongly agree, 4. agree, 3. are neutral, 2. disagree, 1. strongly disagree. (The mean is very significant. From 1 to 1.8, it means strongly disagree. From 1.81 to 2.60, it means to disagree. From 2.61 to 3.40, it means neutral; from 3.41 to 4.20, it means agree; from 4.21 to 5, it means strongly agree).

According to Pimentel (2010), the five-point Likert scale is an interval scale. In the first statement, the mean is 3.22. Hence, it means that most participants are neutral about whether Coca-cola has a positive strength in their minds. The mean of the second statement is 3.53, which indicates agree regarding the strength of the Coca-cola R&D department. However, the rest of the statements suggest neutrality in expressing the respondents 'views.

Table 4.7

Responses and description on Customer Satisfaction

Variable	N	Mean	Std. deviation
1. I am very satisfied with the brands Coca-Cola company Liberia provide	410	2.48	.877
2. Overall, my feeling toward Coca-Cola Liberia is an excellent experience	410	2.70	.717
3. I made the right decision with Coca-Cola company Liberia whenever I decide to quench my throat	410	3.33	1.251
Valid N (listwise)	410		
Average means for Customer Satisfaction		2.84	

Source: Research Field Data 2022: Note: 5 strongly agree, 4. agree, 3. neutral, 2. disagree, 1. strongly disagree. (The mean is very significant. From 1 to 1.8, it means strongly disagree. From 1.81 to 2.60, it means to disagree. From 2.61 to 3.40, it means neutral; from 3.41 to 4.20, it means agree; from 4.21 to 5, it means strongly agree).

The above table shows the descriptive statistics of brand image on customer satisfaction. Relative to the questions in this regard, statement one indicates that the average value is 2.48. Therefore, it implies that most respondents are not very satisfied with the Coca-cola brand in Liberia. Accumulating the mean of 2.70 in the second statement also suggests that they have had a bad experience with the company on average. Therefore in the third/last statement, it is clear that respondents remain neutral on whether they had made the right decision to keep purchasing from coca-cola.

Table 4.8

Responses and description on Customer Loyalty

Variable	N	Mean	Std. deviation
1. The probability of me leaving Coca-Cola company Liberia is very slim	410	3.26	1.295
2. I will recommend Coca-Cola company Liberia to someone who seeks my advice	410	3.56	1.060
3. I will consider Coca-Cola company Liberia as my first choice	410	3.39	1.197
4. Say positive things about Coca- Cola Company Liberia to other people	410	3.55	1.064
5. Encourage friends and relatives about Coca- Cola Company Liberia	410	2.69	.726
6. Valid N (listwise)	410		
7. Average means for Customer Loyalty		3.29	

Source: Researcher Field Data 2022: Note: 5 strongly agree, 4. agree, 3. neutral, 2. disagree, 1. strongly disagree. (The mean is very significant. From 1 to 1.8, it means strongly disagree. From 1.81 to 2.60, it means to disagree. From 2.61 to 3.40, it means neutral; from 3.41 to 4.20, it means agree; from 4.21 to 5, it means strongly agree).

The table above depicts the descriptive statistics of brand image on customer loyalty. Hence, statement one generated a mean of 3.26, meaning neutrality; the respondents are not sure of being loyal to coca-cola. However, with a mean of 3.56, respondents in the third statement agreed to recommend coca-cola to individuals and other institutions. Finally, in the fourth statement, the response average is 3.39, which indicates neutrality, meaning that respondents are very unsure of the priority coca-cola company as their first choice. Nevertheless, they were willing to recreate awareness of the company to other people (m=3.55). However, they needed to be sure of encouraging their closest friends (m=2.69).

Hypothesis Testing

Results from Correlation and Regression Analyses

The goal of regression analysis is to provide an estimate of the association between the dependent variable and the independent variables. In addition, it may be used to assess correlations' reliability and foresee how variables will interact in the future. Based on the hypotheses stated in chapter one of the study, the regression analysis seems appropriate to examine the variables and establish statistically how the independent variable affects the dependent variables. The study, however, revealed one primary independent variable (e.g., Brand image) and two dependent variables (customer satisfaction and customer loyalty). However, a prediction was also proposed, given that customer satisfaction was an independent variable against customer loyalty as a dependent variable. This study used a simple linear regression model to test the hypothesis.

The table below presents the Correlation between and among the variables in the study.

Table 4.9

Correlations Between/Among Variables

		Brand Image
Brand Image	Pearson Correlation	1
	Sig. (2-tailed)	
	N	410
Customer Satisfaction	Pearson Correlation	.769[**]
	Sig. (2-tailed)	.000
	N	410
Customer Loyalty	Pearson Correlation	.783[**]
	Sig. (2-tailed)	.000
	N	410

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation results, all the variables (both independent and dependent) were computed by correlation matrix, and the outcomes indicate a robust positive association between and among variables. For example, brand image (independent variable) is positively corrected with customer satisfaction at 77% and customer loyalty at 78%. The results further indicate statistical significance between/among these variables. However, there is a stronger association between brand image and customer loyalty.

Table 4.10

Effect of Brand image on customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769[a]	.592	.591	.43904

a. Predictors: (Constant), Brand Image

The above table depicts an increasing association between brand image and customer satisfaction. Given that the Adjusted R square =0.591 or 59% measures the

goodness-of-fit of this simple linear regression model. The indicated value is moderately acceptable to estimate the fit of the linear regression. Additionally, an r-square of 59% reveals that the regression explains 59% of the variability observed in the target variable.

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	114.077	1	114.077	591.829	.000[b]
Residual	78.644	408	.193		
Total	192.721	409			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Image

According to the result of the ANOVA table, the $p < 0.1$ shows that the entire model is perfectly significant for this calculation. It also justifies that the calculated variables have the potential to predict each other either negatively or positively once they are statistically significant.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.549	.096		5.690	.000
Brand Image	.678	.028	.769	24.328	.000

a. Dependent Variable: Customer Satisfaction

The table's results from the coefficient table reveal the significance rate and the strength of the significance. Two variables were computed through a simple linear regression model. The outcome shows that they are statistically significant at all conventional significance levels. The table also reports that the slope coefficient is

0.678. This implies that if the ceteris -paribus assumption holds, a unit increase in the brand image will lead to a 0.678 increase in customer satisfaction. That is, one unit of increase of variance in the brand image could increase variance in customer satisfaction. Therefore, both variables were positively significant. Therefore the hypothesis was accepted that brand image can affect customer satisfaction.

Table 4.11

Effect of Brand image on customer loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783[a]	.612	.611	.43473

a. Predictors: (Constant), Brand Image

The above table reports the results emanating from the second model of our analysis. However and given that the Adjusted R square =0.611 or 61% measures the goodness-of-fit of this simple linear regression model. The indicated value is moderately acceptable to estimate the fit of the linear regression. Additionally, an r-square of 61% reveals that the regression explains 61% of the variability observed in the target variable.

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.841	1	121.841	644.698	.000[b]
	Residual	77.108	408	.189		
	Total	198.948	409			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Brand Image

The ANOVA table shows that both variables were statistically significant, given that the p-value is less than 0.000. Based on the simple linear regression model,

the two variables were put into the model, and the results show the influence of each variable.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.929	.095		9.723	.000
	Brand Image	.701	.028	.783	25.391	.000

a. Dependent Variable: Customer Loyalty

The above table displays associations existing between the variables measured in this analysis. It reports statistically significant association at all conventional significance levels. In addition, the table reveals that if brand image rises by one percent, customer loyalty will rise by 0.701 if all things remain constant. That is, one unit of increase of variance in the brand image could increase variance in customer satisfaction. Both variables were positively significant. Therefore the hypothesis was accepted that brand image can affect customer loyalty.

Summary of Findings

The current study conducted on Coca-Cola Company, Liberia on the impact of brand image on customer satisfaction and customer loyalty depicted that brand image has a positive influence on customer satisfaction given that the Adjusted R square =0.591 or 59% measures the goodness-of-fit of this simple linear regression model. The indicated value is moderately acceptable to estimate the fit of the linear regression. Additionally, an r-square of 59% reveals that the regression explains 59% of the variability observed in the target variable. According to the result of the ANOVA table, the p<0.1 shows that the entire model is perfectly significant for this calculation. It also justifies that the calculated variables have the potential to predict each other either negatively or positively once they are statistically significant. Moreover, the coefficient reveals the significance rate and the strength of the significance. This implies that if the

ceteris -paribus assumption holds, a unit increase in the brand image will lead to a 0.678 increase in customer satisfaction. That is, one unit of increase of variance in the brand image could increase variance in customer satisfaction. Therefore, both variables were positively significant. Therefore the hypothesis was accepted that brand image can affect customer satisfaction.

The current study conducted on Coca-Cola Company, Liberia on the impact of brand image on customer satisfaction and customer loyalty depicted that brand image has a positive influence on customer loyalty given that the Adjusted R square =0.611 or 61% measures the goodness-of-fit of this simple linear regression model. The indicated value is moderately acceptable to estimate the fit of the linear regression. Additionally, an r-square of 61% reveals that the regression explains 61% of the variability observed in the target variable. The result from the ANOVA table shows that both variables were statistically significant, given that the p-value is less than 0.000. Based on the simple linear regression model, the two variables were put into the model, and the results show the influence of each variable. In addition, the table reveals that if brand image rises by one percent, customer loyalty will rise by 0.701 if all things remain constant. That is, one unit of increase of variance in the brand image could increase variance in customer satisfaction. Both variables were positively significant. Therefore the hypothesis was accepted that brand image can affect customer loyalty. From all indications, Coca-Cola's brand image has boosted its loyalty program through its high-quality products and also through other initiatives that have assisted in boosting the country economically. Therefore the findings of this study have a strong relationship between brand image and customer loyalty.

CHAPTER V

Discussion, Conclusion and Recommendation

Introduction

This chapter concludes the study by summarizing the key research findings regarding the research aims and questions as well as the value and contribution thereof. It will also review the limitation of the study conclusion, recommendations and propose opportunities for future research.

Discussion

The study proposed two (2) hypotheses that form its objectives that are hereby explored based on the outcomes of the linear regression model. These hypotheses were accepted from all indications of the value of the data. The study was conducted to assess customer's satisfaction and loyalty against the coca-cola brand, which is the oldest Liberia brawest.

Brand Image has a Positive Significant Effect on Customer Satisfaction

Empirically, the findings of this study have reported that brand image has a statistically positive significance on customer satisfaction. In Liberia, coca-cola has brand her product image to an extent everyone is aware of its image, even the design of the bottle or its logo. Any attempt to counterfeit such brand, it is noticeable by Liberians because of their familiarity and satisfaction gained from tastes of the drink. This study result is in confirmation with many other empirical results. The findings states that brand image has a positive influence on customer satisfaction given that the Adjusted R square =0.591 or 59% measures the goodness-of-fit of this simple linear regression model. The indicated value is moderately acceptable to estimate the fit of the linear regression. Additionally, an r-square of 59% reveals that the regression explains 59% of the variability observed in the target variable. According to the result of the ANOVA table, the $p<0.1$ shows that the entire model is perfectly significant for this calculation. Therefore the result of this research agreed with a study conducted by Fornell et. Al (2006), it was revealed that brand image potentially affects customer satisfaction. Szymanski and Henard (2001) noted that usually when customer

expectations are met, they are likely to get satisfied. Customers percept the product first, engage and even purchase to test and afterward, depending on the utility feed become excited to repurchase (Olson & Dover, 1979). Similarly, Liberian customers are attracted to any new commodity and but after testing it and finding it not favorable, they are like to not buy it and also discourage others not to purchase. And based on the interaction of the customers with the product, people must be satisfied. A business with a strong brand image strives to enhance its goods and services in order to preserve its reputation, which raises consumer satisfaction (Kariuki, 2015). Brand image, according t Hassan et al. (2019), positively affects consumer satisfaction. According to several research studies, customer satisfaction is positively impacted by a company's brand image (Ishard et al, 2017). Customer satisfaction and brand image are strategically related (Nguyen et al., 2018).

Brand Image has a Positive Significant Effect on Customer Loyalty

In the case of coca-cola-Liberia, the image brand can influence customer loyalty. As recorded in table 4.8, these variables were proven significantly statistically and positively in strength correlatively. The findings of this study show that brand image positively affects customer loyalty given that the Adjusted R square =0.611 or 61% measures the goodness-of-fit of this simple linear regression model. The indicated value is moderately acceptable to estimate the fit of the linear regression. Additionally, an r-square of 61% reveals that the regression explains 61% of the variability observed in the target variable. The result from the ANOVA table shows that both variables were statistically significant, given that the p-value is less than 0.000. Therefore, the result of this research agreed with a few studies that were conducted by supported (Yunika, 2022; Ishard et al., 2017; Hamid et. al, 2020). According to Yunika E. (2022) research, the positive influence of a brand's image on consumer loyalty is significant. According to Ishard et al. (2017), a company's brand's visual appeal can substantially impact consumers' brand loyalty. Hamid et al. (2020) believe fostering customer brand loyalty can enhance a company's sales. According to Putra and Yasa, a product's visual presentation improves brand loyalty (2017). According to the study's findings, the public's opinion of a company's brand significantly impacts consumer loyalty.

According to Iqbal (2019), a brand's reputation may improve brand loyalty. According to Putra and Yasa (2017), a firm's brand perception directly impacts how loyal its customers are to that company. According to Fornell et al. (2006), a product's brand image helps consumers understand what they are purchasing. Customers' devotion to a product and preferences for how it is perceived keep them coming back for more, as Hess and Story describe (2005). Huang and Cai diagnose consumer loyalty as a disease (2005). They refer to it as a "contentious illness" that every firm wants its customers to contract when they brand their products.

Theoretical Implication

This study reveals that consumer pleasure and brand loyalty are related to brand perceptions. In Liberia, recent literature has not been available on the relationships between brand impression, customer experience, and brand loyalty. Other investigations were carried out mainly in post-industrial Asian and European countries but also in developed countries. This information illustrates the brand's popularity in new regions and the level of happiness and loyalty among the company's customers. Numerous researches have been conducted on brand identification, customer pleasure, and brand loyalty Adhitama et al, 2020. As a result, this study adds to the body of knowledge by shedding light on the relationship between a positive brand image and improved levels of consumer pleasure and brand loyalty.

Wu and Ai investigated this in 2016. This study is valuable because it indicates a link between the Coca-Cola brand in Liberia, consumer satisfaction, and brand loyalty.

Finally, this study adds to the body of knowledge by identifying causal linkages between brand perception, customer happiness, and brand loyalty

Practical Implication

The practical implications of this study's findings are advantageous to the Coca-Cola firm in Liberia. Given that it is more expensive to acquire new customers than to retain existing ones, Coca-Cola management must implement brand-building initiatives. Therefore, the management of Coca-Cola must solve several challenges.

Coca-Cola management must improve the company's brand image because it influences customer satisfaction and brand loyalty. Coca-Cola's image can be enhanced by improving the working environment, maintaining a positive reputation, and creating a pleasant purchasing experience. The Coca-Cola corporation must improve customer satisfaction to retain customers because satisfied customers make repeat purchases, increasing the company's revenue and profitability. The Coca-Cola Corporation must improve customer happiness because if a consumer is dissatisfied, he or she can switch to a competing product or service. By delivering high-quality products customer happiness can be increased. Customer loyalty aspects must also be considered, as every business needs loyal customers who make repeat purchases; hence, the Coca-Cola Corporation must implement methods that assist businesses in retaining customer.

Conclusion

Customers are more satisfied and loyal to a brand they like. The poll prompted by this research received more replies from women (77%) than men (410). When they completed the poll, most respondents were young people (18-24) and young adults (25-29). In the study, 68% of respondents described themselves as college graduates or above. The vast majority (65%) of those polled were either single or in a committed relationship. The great majority of respondents (58%) were students or employed. According to the findings of a simple linear regression model, brand perception affects customer happiness (68% of the time) and loyalty (70% of the time). Furthermore, the findings show a strong positive relationship between the variables. Both the correlation and regression results were statistically significant and positive. According to the study's findings, brand image appears to have a substantial correlation with customer loyalty. As a result, the study came to the conclusion that brand image influences consumer loyalty in a good way.

Moreover, and based on the correlation and regression output, the researchers concluded that brand image positively affects customer loyalty and customer satisfaction. This increasing association can be based on the fact that, as Coca-Cola improves their brand image, so thus customer loyalty and satisfaction rises.

According to the study's findings, the Coca-Cola brand considerably influences consumers' willingness to remain loyal and satisfied with the company's products. The survey also discovered that participants' impressions of Coca-Cola influenced their satisfaction with the company. Coca-Cola must always strive to improve its image because it directly influences customer pleasure. If the corporation invests in these areas, the Coca-Cola brand may gain from more welcoming shop environments, excellent evaluations, and helpful employees. All of these indicators can help to determine the level of client happiness.

Furthermore, the study found a link between customers' impressions of a product's quality and its attractiveness, implying that customers with a favorable image of a product are likelier to try something new. An individual's emotional investment in a brand influences whether or not they will switch to a different brand. Their first impression of the brand influences the possibility of a consumer switching. The client will not look elsewhere if they are content with the services they are receiving. Similarly, the results show that brand image promotes customer loyalty positively through customer satisfaction. As a result of their favorable association with the company, satisfied customers are more likely to remain loyal to the brand. As a result, Coca-Cola on the go must employ brand image strategies that thrill consumers and earn their allegiance. According to the findings, making customers happy is also a successful approach to retaining their business. As a result of receiving satisfactory service from Coca-Cola, a customer may grow loyal to the brand. As a result, the Coca-Cola Company's efforts to please its customers must be stepped up. Examples include both prompt and high-quality service delivery. Clients will be more satisfied and inclined to stay with the company if these difficulties are remedied.

Limitation

In view of the limitation, the process of gathering data for this thesis is likely to be hectic one; since the researcher will have to dig deeper in trying to get the necessary result need for this study, and rely on the sample size and availability. Moreover, this research thesis says that the sample size will be made up of a small percentage of the

population of Monrovia. Limited resources to get information on Coco cola company-Liberia, time, and money, all pose major challenges to this research.

Recommendations

Based on the findings of the survey, the researcher recommends the following:

a. That Coca-Cola must extend its image branding in other regions of Liberia other than being situated in Central and Greater Monrovia;

b. Coca-Cola Management must work with the Liberian government to promote and maintain market quality control in order to prevent competitors from emulating Coca-Cola goods.

c. That Coca-Cola Management must secure its business secrets relative to image brand so that customer will be attracted to the corporation and its products.

d. That customers be mindful to check for the right image brand before purchasing any drink that looks similar to Coca-Cola product.

Suggestions for Further Studies

From the study conducted, the researcher has observed a few gaps and hereby recommends that further research should be conducted on the following topics by interested scholars or researchers:

1. Customer Perception of the Price of Coca-Cola in Liberia

2. Measuring the Consumption Level of Coca-Cola's Customers in Liberia

3. Side Effects of Drinking Coca-Cola Beverage: A Case of Cook Flavor

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APPENDICES
Appendix A
Data Collection Tool

Near East University
Faculty of Economics and Administrative Science
Department of Business Administration

Dear Participant,

This measure is part of a research that we are conducting to understand if there would be any relationship between Brand image on customer's loyalty and satisfaction. You are invited to participate in this research survey. The survey is highly confidential and it is for academic purposes and it will be kept private. The survey will take between 10-20 minutes and will be done privately. Your participation in this survey is optional and you can choose to stop at any time. The data collected during this period of the study is being used strictly for academic purposes only, and it may be presented only at national or international academic meetings or be published in a journal. Your participation in this study will not be associated with you in any way, and any information you provide will be kept strictly secret.

If you have any questions, please feel free to contact us.

STUDENT KALUNKELER YONNIE ZAYEE
Department Of Busıness Admınıstratıon, Near East Unıversıty
Tel: +905428577381
E-maıl: 20212651@std.neu.edu.tr

Prof. Dr. SERIFE Z EYUPOGLU (Supervisor)
Dean, Chaır Busıness Admınıstratıon Department, Near East Unıversıty
Tel: +906751000 Ext: 3102/03
E-maıl: serıfe.eyupoglu@neu.edu.tr

QUESTIONNAIRE

Section A: DEMOGRAPHICS

Gender: Male_____ Female_____

Age: 1. 18 – 25 2. 25 – 30 3. 30 – 35 4. 35 – 40 5. 40 and Above

Educational status: 1. High School Diploma 2. High School dropout 3. Uneducated 4. Bachelor's Degree 5. Master's Degree and Above

Marital status: 1. Single 2. Married 3. Widow 4. Divorced

Occupation: 1. Unemployed 2. Employed 3. Self-Employed 4. Student

Section B: Brand Image

(1.) Strong Disagree (2.) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Brand Image Statement Source: Lu Cheng (25/Dec/2017) The influence of brand image on consumer buying behavior e-research.siam.edu Last modified 28/Jan/2022	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Coca- cola company Liberia brand has a strong strength positively in my mind					
Coca- cola company Liberia brand has a strong research and development and innovative ability					
Coca-Cola company Liberia brand has a great reputation					
Coca-Cola company Liberia has a huge authority in the industry					

Coca-Cola company Liberia has a strong service awareness					
The brand of Coca-Cola company Liberia has a very rich history					
Customer Satisfaction Statement Source: ADNAN OMAR ADNAN ALSALIHI (2021) EXPLORING THE IMPACT OF SENSORY MARKETING ON CONSUMER PURCHASE INTENTION USING FUZZY LOGIC docs.neu.edu.tr/library/8893392042.pdf					
I am very satisfied with the brands Coca-Cola company Liberia provide					
Overall, my feeling toward Coca-Cola Liberia is an excellent experience					
I made the right decision with Coca-Cola company Liberia whenever I decide to quenched my throat					
Customer Loyalty Statement Source: Samaan Al-					

Msallam(31/Jan/2015) The Relationship between Customer Satisfaction and Customer Loyalty in the Banking Sector In Syria., Journal Of marketing and Consumer Research journal vol. 7,2015 core.ac.uk					
The probability of me leaving Coca-Cola company Liberia is very slim					
I will recommend Coca-Cola company Liberia to someone who seeks my advice					
I will consider Coca-Cola company Liberia as my first choice					
Encourage friends and relatives about Coca- Cola Company Liberia					
Say positive things about Coca-Cola Company Liberia to other people					

Appendix B

Ethical Committee Approval

YAKIN DOĞU ÜNİVERSİTESİ

SCIENTIFIC RESEARCH ETHICS COMMITTEE

25.10.2022

Dear Kalunkeler Yonnie Zayee

Your application titled **"The Impact of Sustainable Brand Image on Customer Loyalty and Satisfaction"** with the application number NEU/SS/2022/1377 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Prof. Dr. Aşkın KİRAZ

The Coordinator of the Scientific Research Ethics Committee

THE IMPACT OF SUSTAINABLE BRAND IMAGE ON CUSTOMER LOYALTY AND SATISFACTION by K.Yonnie Zayee

ORIGINALITY REPORT

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