

INFLUENTIAL FACTORS IN THE BRAND REPUTATION OF BATHROOM ACCESSORIES

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Abstract

This project explores into the dynamics of brand reputation within the taps and bathroom accessory industry, focusing on identifying fast-moving product categories, assessing retailer preferences, and exploring the relationship between brand image, price, services offered, brand preference, and brand reputation. The study uncovers strong consumer demand for certain product lines, indicating areas of strength within the industry. However, the presence of dominant competitors among retailers underscores the need for companies to fortify their market positions. Regression analysis reveals significant relationships between key factors and brand reputation, providing insights for strategic refinement and enhancing brand presence in the taps and bathroom accessory market.

Keywords:

Brand Reputation, Brand Image, Price, Services Offered, Brand Preference

1. INTRODUCTION

In today's competitive market landscape, brand reputation is a cornerstone of success for companies in the taps and bathroom accessory sector. This research project aims to explore the dynamics shaping brand reputation, focusing on factors like product popularity, retailer preferences, pricing strategies, service quality, and brand image to understand consumer behavior and brand loyalty. By identifying fast-moving products and preferred brands among retailers, companies can tailor its strategies to capitalize on market demand and strengthen partnerships. The study also aims to investigate the relationship between brand image, pricing, services, and brand preference to refine marketing tactics and enhance competitive positioning. The insights gained will empower Companies to reinforce its brand reputation, drive sustained growth, and cultivate strong relationships in the industry. Furthermore, in an industry where consumer preferences are constantly evolving, maintaining a strong brand reputation requires continuous adaptation to market trends and customer expectations. Understanding the interplay between brand perception and purchasing behavior can help businesses differentiate themselves from competitors. Additionally, the role of digital marketing, customer reviews, and after-sales services in shaping brand reputation cannot be overlooked. This study will provide valuable data-driven insights to help companies enhance their brand positioning, improve customer engagement, and drive long-term success. By leveraging these findings, businesses can develop targeted strategies that align with consumer needs and market dynamics.

2. LITERATURE SURVEY

Bambang Sukma Wijaya (2013) Currently almost all products have the brand, and all companies strive to develop and maintain

their brand reputation. Brand is a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling. Thus, brand is more than just a logo, name, symbol, trademark, or label attached to a product. Using theoretical review and self-reflectivity method, this conceptual paper aims to review the dimensions of brand image as one stage in the hierarchy of branding or brand communications, so it can be a guide for future studies related to the brand image.

The aim is to understand customers' willingness, or unwillingness, to pay a premium price in the market for consumer packaged food and what kind of images brands can use in order to achieve a price premium. The survey shows that quality is a significant determinant of price premium, but adding other image dimensions doubles the predictability and understanding about price premium. The strongest determinants of price premium are social image, uniqueness and home country origin. Other significant determinants are corporate social responsibility (CSR) and awareness [2].

Brand equity is an important issue in marketing construct, which has been shown to influence important marketing variables such as consumer's choice. The aim of this study is to explore the role of independent variables e.g. (brand image and corporate branding) on brand equity and the impact of brand equity on consumer's choice. When the customers own positive aspects of a company and its product e.g. brand image, corporate branding they usually form brand equity and this lead them to have a choice from the products and services of the company. This study develops a framework that explains how independent variables e.g. (brand image and corporate branding) effect on dependent variable which is called consumer's choice, when brand equity is mediating. A study carried out in Saudi Arabia using 105 respondents as consumers who used any type of smart mobile phone. Path analysis confirmed that, corporate brand had more positive impact on brand equity while the results showed that brand image had no impact on brand equity. In addition, the study illustrated that brand equity had positive impact on customer's choice [3].

Understanding consumers' choice regarding purchase of any goods and services is a difficult task. The task becomes even harder when it comes to consumer durables. So it is important to know the factors affecting brand preference of consumer durables. The present study has been conducted in Tinsukia town taking 371 households as the sample. Quota sampling technique is adopted for study [4].

The following study examines relationship of service quality, customer satisfaction, customer loyalty and consumers' intentions to switch among finance and insurances consumers in Klang Valley area. Although many researchers have studied of service quality, customer satisfaction, customer loyalty and intention to switch, limited studies explore customer satisfaction as mediating role in the model. The present study proposes SERVQUAL model

as indicator to determine the customer satisfaction among finance and insurances consumer. Stratified random sampling technique will be employed in the present study. Data collected also will be analyzed using the Smart PLS (Partial Least Square) to answer the hypothesis. It is believed that the mediating role of customer satisfaction is a promising area to explore and the potential to provide significant benefit to finance and insurance institution [4].

Margarita Isoraite [5] analyzes the image of a brand and a brand image, brand value assessment methods, brand value, and benefits. A brand is a word or phrase that identifies and separates goods belonging to one person from belonging to another person. A brand is one of the elements of marketing, advertising. High-quality brand brings significant benefits to the manufacturer or the trader. A brand name may consist of a brand name and a brand symbol. There is several brand value evaluation model analyze in the article, like capital market-oriented brand value model, Aaker's brand value model, the Interbrand Brand Assessment Methodology, which helps evaluate brand value and benefit.

Country Brand Equity (CBE) is a core topic in international business; however, it is scarcely discussed in publications. Due to their global market importance as developing nations, Brazil and China were evaluated by U.S. consumers. The purpose of our model was to measure CBE by adding a new construct – Country Brand Reputation (CBRep) – to the classic models of brand equity at a country level [Country Brand Awareness, Country Brand Perceived Quality (CBQua) and Country Brand Loyalty (CBLoy)]. Therefore, these four constructs are represented by fifty-one variables founded on preexisting scales. By applying psychometric procedures, a CBE model was constructed and validated using Structural Equation Modeling (SEM). The Brazilian and Chinese models indicated quite similar results. The results implied consistency regarding both countries' CBE when measuring the Country Brand Reputation's influence on CBE. Thus, we propose a model named the Reputation Driven Country Brand Equity Model (CBE-Rep) designed for countries, regions or cities [6].

The study aims to investigate the relationship between service quality and customer satisfaction in a retail clothing company. The study utilized the SERVQUAL model to guide the study. Purposive sampling was applied in the study where quantitative (survey) method was employed with generating 140 valid responses. The data were then analyzed using Partial Least Squares Structural Equation Modelling through Smart-PLS 3.0. The results revealed that three (3) dimension of SERVQUAL (tangibles, empathy, and responsiveness) has a positive and significant relationship with customers [7].

The purpose of this research is to investigate the effects of advertisements on consumer brand preference in the Nigerian telecom industry. Accordingly we first tried to understand advertisement and how it works and how each brand uses it to achieve its objectives and afterwards past literature on how advertisement has affected brand preference in different fields are presented. The participants in the study are customers of the three major telecom brands in Nigeria and the data collection methods used were both questionnaires and interviews method used is questionnaire. It was evidently concluded that advertisement remains a major tool for telecom companies to gain market [8].

This research investigates the old marketing mix approach to satisfaction and loyalty from the perspective of research subjects

of Samsung brand smartphone cases through empirical testing involving product quality, price, distribution channel variables as antecedent variables [9].

It has often been argued that customer satisfaction can contribute significantly to a company's success in a variety of ways. This study aims to analyze the effect of brand image, perceived price and service quality on customer satisfaction. The method of data collection is convenience sampling. The samples of this research are collected from 109 respondents, who are the customers in one of the biggest service center in Jakarta. The technique of data analysis used in this study was regression analysis. The results is : the relationship between brand image, perceived price and service quality have a significant and positive impact toward customer satisfaction [10].

Loyal customers tend to repurchase and positive word of mouth to their colleagues. They are also not sensitive to price changes, but are willing to submit ideas or suggestions to improve the quality of the company's products and services. Therefore, this study aims to examine the impact of antecedent variables (product quality policy, service quality, and price) on customer satisfaction and loyalty [11].

The purpose of this study is to study and analyze the effect of brand reputation, on brand loyalty through brand trust in yoga destinations in Ubud, Bali, Indonesia. The sample in this study were consumers who participated at least 21 years, had enjoyed yoga tours in Ubud, Bali, Indonesia. The hypothesis test used is Structural Equation Modeling (SEM). The results of the study prove that the reputation of yoga destinations in Ubud, Bali, Indonesia is positive and significant towards the Brand Trust which ultimately increases the Brand Loyalty in yoga destinations in Ubud, Bali, Indonesia [12].

The current study's primary purpose was to empirical research on the impact of service quality and brand image on customer satisfaction and behavioral intention in the Vietnam fashion market. We collected research data from 285 clients at fashion shops in Vietnam. We examined the data by using the partial least squares structural equation modeling (PLS-SEM) with SmartPLS software 3.2.7. The finding of the study revealed that service quality had a positive effect on customer satisfaction ($\beta = 0.186$; $p = 0.007$). However, service quality had not to affect behavioral intention ($\beta = 0.122$; $p = 0.058$). The finding showed that brand image had a quite-substantial positive effect on customer satisfaction ($\beta = 0.450$; $p = 0.000$) [13].

This study analyzes the impact of airline corporate reputation on brand loyalty. An empirical analysis is carried out via a questionnaire survey of Korean airline passengers. The results from 250 respondents are then investigated using structural equation modeling. Airline corporate reputation is shown to have a significant influence on brand image, price, perceived service quality, and brand preference. In addition, price, perceived service quality, and brand preference have a statistically significant influence on behavioral loyalty and attitudinal loyalty [14].

The purpose of this study is to define, what elements of brand image, price image and service quality are affecting the customer satisfaction when taking a purchase decision. Furthermore, after investigating on the mentioned variables, new opportunities are opening their doors for the marketers to create a sustainable market in the future, and understand the buyer's black box which will broaden the marketer's scope and create awareness to

enhance the customer satisfaction. Primary data is collected through survey questionnaire from 270 respondents. Regression analysis is used to infer the data. The results show that there is a significant positive relationship between brand, price image, service quality and customer satisfaction [15].

The purpose of this study is to further investigate the factors that can influence purchase intention for Online Universities. Two factors studied in this research are Brand Image and Price Perception with Brand Trust as a Mediator. Data for this research was collected from 400 respondents in South Sumatera specifically Palembang and the object of this research is associated with Online University specifically Binus Online Learning, a popular university in the region of the study [16].

This study describes the importance of brand image and perceived service quality and its effect on customer loyalty through customer satisfaction. This research is conducted on the supermarkets of Pakistan. Moreover, in this article, we aim to examine whether and to what extent brand image and perceived service quality affect customer loyalty through customer satisfaction. Brand image is a modern idea of the customers towards the products and perceived service quality is also one of the important factors that play a significant role in creating customer satisfaction [17].

Finding the right pricing strategy is vitally important for the brand equity of the business. Pricing plays an important role in shaping consumer perceptions about a brand. While price promotions can lead to short-term gains, price wars can dilute brand value in the long-term. Managing the way pricing influences brand associations is essential for brands. Brand is more than just a logo, name, symbol, trademark, or label attached to a product. This paper tries to locate the Pricing Affordability and its influence on product dimensions [18].

Brand loyalty is an important customer decision that remains a determiner for product choice throughout the entire lifetime of a customer. Our methods to justify brand loyalty specifically shows that customers are highly prone to their own loyal brands for any specific product due to the service and benefit impacts of the product. It's seen that customers have made the decision to choose products from a very specific group of brands and their product choice remains repetitive under the influence that brand loyalty plays an important role in product sale and customer satisfaction. Based on the brand image theories, this study reviewed extant studies about the impact of brand image on consumers from the perspective of customer equity [19].

3. SCOPE OF THE STUDY

The scope of this study involves conducting an in-depth exploration of the factors influencing brand reputation within the taps and bathroom accessory market. This includes analyzing product popularity, retailer preferences, service quality, and brand image to gain insights into consumer behavior and brand loyalty. The study also extends to identifying fast-moving products and preferred brands among retailers, along with investigating the relationship between brand image, pricing, services, and brand preference. The research aims to provide valuable insights for companies in the taps and bathroom accessory industry to refine marketing strategies, optimize product offerings, strengthen

relationships with key stakeholders, and enhance competitive positioning in the market.

4. OBJECTIVES OF THE STUDY

- To identify the fast-moving Bathroom Accessory Products and its categories
- To identify the association between Year of existence and Frequency of purchase
- To identify the association between Year of existence and Preferred payment method
- To identify Preferred brand of retailers in Taps and Bathroom accessory products
- To know the relationship between Brand Reputation and Brand Image, Price, Services Offered, Brand Preference

5. RESEARCH METHODOLOGY

This research followed Descriptive in nature. This research includes the respondents who are retailers dealing with Bathroom Accessory products. Sample Size is 230. Type of data used is Primary and Secondary data. Through structured questionnaire we could collect the primary data. Data is collected through surveys. Convenient sampling was chosen. Statistical Tools Used for this research are Weighted Average, Garrett's Ranking, Chi-Square Test, Regression is used for analysis of data. The result of the research is presented through tables.

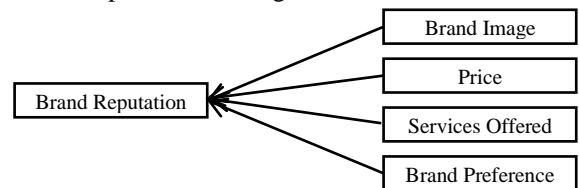


Fig.1. Research Model

6. HYPOTHESIS

- There is a significant relationship between Brand Image and Brand Reputation of Bathroom Accessory Products
- There is a significant relationship between Price and Brand Reputation of Bathroom Accessory Products
- There is a significant relationship between Services Offered and Brand Reputation of Bathroom Accessory Products
- There is a significant relationship between Brand Preference and Brand Reputation of Bathroom Accessory Products

6.1 DEMOGRAPHIC FACTOR

Table.1. Demographic factor

Factors	Particulars	Respondents
Location of Retail Outlet	Urban	159
	Rural	15
	Semi Urban	56
Year of Existence	0 – 5 years	30
	5 – 10 years	156

	10 – 15 years	37
	More than 15 years	7
Purchasing Frequency	Monthly	7
	Quarterly	108
	Yearly	115
Preferred Payment Method	Cash On Delivery	20
	UPI	46
	Net Banking	23
	Cheque	141

Data collected from the retailers who are dealing with Bathroom Accessory products in Coimbatore district and their demographics are presented in Table.1. The information collected narrates the factors such as the Location of Retail Outlet, Year of Existence, Purchasing Frequency of Leo Brand Products for the Retail Outlets and Preferred Payment Method of Retailers for purchasing Leo Brand Products. It can be seen from Table.1.

6.2 FAST MOVING PRODUCTS AND ITS CATEGORIES

Table.2. Fast moving Bathroom Accessory Products and its Categories

Sl. No	Description	Weighted Average	Rank
A	Taps	2.97	1
B	Bathroom Accessories	0.14	5
1.	Soap Dish	0.13	1
2.	Towel Ring	0.121	3
3.	Multi Purpose Shelf	0.126	2
4.	Tooth Brush Holder	0.11	4
C	Flush Tank and Seat Covers	0.37	4
1.	Single Flush	0.40	1
2.	Dual Flush	0.33	2
3.	Seat Cover Normal Close	0.1	3
4.	Seat Cover Soft Close	0.03	4
D	Showers and Faucets	0.40	3
1.	Hand Shower	0.47	1
2.	Adjustable Shower	0.40	2
3.	Chutty Faucet	0.2	3
4.	Jet Spray	0.17	4
E	Valves, Accessories, Spares	0.42	2
1.	Valves	0.45	1
2.	Washing M/C pipe	0.28	2
3.	Sink Coupler	0.10	4
4.	Waste Pipe	0.24	3

From the Table.2, it is inferred that Taps are the fastest moving product among all the Bathroom Accessory Products. Soap dish is the fastest moving in Bathroom accessories category. Single Flush is the fastest moving in Flush tanks and Seat covers category. Hand Shower is the fastest moving in Showers and Faucets category and Valves is the fastest moving in Valves, Accessories, Spares category.

6.3 YEAR OF EXISTENCE AND FREQUENCY OF PURCHASE

- **Null Hypothesis (H0):** There is no significant Association between the Year of existence and Frequency of purchase.
- **Alternate Hypothesis (H1):** There is a significant Association between the Year of existence and Frequency of Purchase.

Table.3. Chi square test is used to show the association between Year of Existence and Frequency of purchase.

Particulars	Asymp.sig. (2-sided)	Null Hypothesis
Pearson chi-square	.000	Rejected
Likelihood Ratio	.000	
Linear-by-Association	.000	

From Table.3, we can observe the results of chi square test and the asymptotic significance is lesser than 0.05, (P<0.05), the null hypothesis is rejected. And it is inferred, there is a significant Association between year of existence and frequency of purchase.

6.4 YEAR OF EXISTENCE AND PREFERRED PAYMENT METHOD

- **Null Hypothesis (H0):** There is no significant Association between the Year of existence and Preferred Payment Method.
- **Alternate Hypothesis (H1):** There is a significant Association between the Year of existence and Preferred Payment Method.

Table.4. Chi square test is used to show the association between Year of Existence and Preferred Payment Method

Particulars	Asymp.sig. (2-sided)	Null Hypothesis
Pearson chi-square	.121	Accepted
Likelihood Ratio	.153	
Linear-by-Association	.167	

From Table.4, we can observe the results of chi square test and the asymptotic significance is greater than 0.05, (P<0.05), the null hypothesis is accepted. And it is inferred, there is no significant Association between year of existence and Preferred payment method for purchasing Bathroom Accessory Products.

6.5 PREFERRED BRAND OF RETAILERS

$$\text{Percent Position} = 100(R_{ij} - 0.5)/N_{ij}$$

R_{ij} – Rank given for the i^{th} variable by j^{th} respondents

N_{ij} – Number of variable ranked by j^{th} respondents

Table.5. Identifying the Preferred Brand of retailers by using Garrett’s Ranking

Factors	Garrett’s Score	Average	Rank
Watertec	75	66.34	1
Supreme	60	62.54	2
Leo	50	55.8	3
Aquatec	40	36.38	4

Plumtec	24	27.92	5
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From the Table.5, It is inferred that Watertec is the fastest moving brand among all Bathroom accessory brands in Coimbatore. Leo has moderate movement among the Bathroom accessory Brands. Plumtec and Aquatec are slow moving compared to Watertec, Supreme and Leo Brand.

6.6 REGRESSION FOR BRAND IMAGE

Table.6(a). Regression for Brand Image

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.4198	470.428	.000

Model	Unstandardized Coefficients (B)	t	Sig.
(Constant) ¹	.625	4.030	.000
Brand Image	.817	21.689	.000

In this analysis the regression result is $Y = 0.817x1 + 0.625$, where, X= Brand Image and Y= Brand Reputation. From the above table 6(a) inferred that since the p value is 0.000 which is less than the 0.05 null hypothesis is rejected. Therefore, it is found that there is a relationship between Brand Image and Brand Reputation.

6.7 REGRESSION FOR PRICE

Table.6(b). Regression for Price

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.3540	754.271	.000

Model	Unstandardized Coefficients (B)	t	Sig.
(Constant) ¹ Price	.468	3.648	.000
	.918	27.464	.000

In this analysis the regression result is $Y=0.918x2+0.468$, where, X= Price and Y= Brand Reputation. From the above table 6(b) inferred that since the p value is 0.000 which is less than the 0.05 null hypothesis is rejected. Therefore, it is found that there is a relationship between Price and Brand Reputation.

6.8 REGRESSION FOR SERVICES OFFERED

Table.6(c). Regression for Services Offered

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.4164	481.812	.000

Model	Unstandardized Coefficients (B)	t	Sig.
(Constant) ¹	.680	4.508	.000
Services Offered	.795	21.950	.000

In this analysis the regression result is $Y=0.795x3+0.680$, where, X= Services Offered and Y= Brand Reputation. From the above Table 6(c). it is inferred that since the p value is 0.000 which is less than the 0.05 null hypothesis is rejected. Therefore, it is found that there is a relationship between Services Offered and Brand Reputation.

6.9 REGRESSION FOR BRAND PREFERENCE

Table.6(d). Regression for Brand Preference

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.2810	1330.993	.000

Model	Unstandardized Coefficients (B)	t	Sig.
(Constant) ¹	.576	6.138	.000
Brand Preference	.860	36.483	.000

In this analysis the regression result is $Y=0.860x4+0.576$, where, X= Brand Preference and Y= Brand Reputation. From the Table.6(d). it is inferred that since the p value is 0.000 which is less than the 0.05 null hypothesis is rejected. Therefore, it is found that there is a relationship between Brand Preference and Brand Reputation.

7. SUMMARY OF FINDINGS

- To identify the fast-moving Bathroom Accessory Products and its categories
 - Taps are the fastest moving product among all the Bathroom Accessory Products.
 - Soap dish is the fastest moving in Bathroom accessories category.
 - Single Flush is the fastest moving in Flush tanks and Seat covers category.
 - Hand Shower is the fastest moving in Showers and Faucets category
- Valves is the fastest moving in Valves, Accessories, Spares category.
- To identify the association between Year of existence and Frequency of purchase
 - There is an association between year of existence and frequency of purchase of Bathroom Accessory Products in Coimbatore district.
- To identify the association between Year of existence and Preferred payment method
 - There is no association between year of existence and preferred payment method of retailers for purchasing Bathroom Accessory products in Coimbatore district.
- To identify the preferred brand of retailers in Taps and Bathroom accessory products
 - Watertec secures the top rank as the most preferred brand among retailers, followed by Supreme in the second position.
 - Leo Brand holds the third position among preferred brands, indicating moderate acceptance and trust among retailers.
 - Aquatek and Plumtec secure the fourth and fifth ranks.
- To know the relationship between Brand Reputation and Brand Image, Price, Services offered, Brand Preference
 - There is an relationship between Brand Reputation and Brand Image, Price, Services offered, Brand Preference.

8. CONCLUSION

This project has offered comprehensive insights into brand reputation within the taps and bathroom accessory industry. Through analyses of product sales, retailer preferences, and the relationship between brand image, price, services offered, and brand preference, significant findings have been revealed. While certain product categories show strong consumer demand, there are competitive challenges evident, as indicated by the dominance of specific brands among retailers. Additionally, regression analysis unveiled a statistically significant relationship between various factors and brand reputation, hinting at the presence of unexplored variables or qualitative factors influencing consumer perceptions. These findings lay a solid foundation for companies in the industry to refine their strategies, strengthen retailer relationships, and explore additional dimensions of brand reputation to solidify their positions as leading players in the taps and bathroom accessory market.

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