

The Mediating Role of Brand Perception in Shaping the Relationship Between Antecedents of Marketing Activities and Consumer Purchase Intention

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Abstract:

Aim/Purpose: - The aim of the descriptive research study was to know the impact of brand perception in relationship between antecedents of marketing activities and purchase intention of consumers. In the dynamic landscape of contemporary marketing understanding the intricate interplay between the various influencing factors of consumer behaviour and understanding the mediating role of brand perception is essential. It is essential to enhance the consumer perceptions and to stimulate the purchase intentions. Research

Methodology/Design/Approach: - Designed a closed ended structured questionnaire google survey sheet to collect the data from various respondents with appropriate sample size with convenience sampling technique of non-probability statistics.

Findings: - the outcome of the research witnessed that the maximum number of antecedents have shown significant ($P < .000$) relationship with the brand perception and purchase intention. Almost, all the standardized beta coefficients have shown significant relationship. The measurements of the model GFI, AGFI, NFI, TLI, NFI, CFI are $> .80$. The RMSEA $< .08$.

Statistical Techniques: - Applied both descriptive and inferential statistics include: Mean, SD, Regression, Factor Analysis, Structural Equation Modelling (SEM) Analysis. Research limitations/implications: - The research has given many insights to the academicians and scholars. However, it considered few antecedents to measure the purchase intention and the accuracy of the model can be enhanced by introducing other factors. Originality/Value: - The developed model is unique as it included three different constructs with different variables. The model has not been adapted from any other sources. Generalizability: - The outcome of the research can be generalized under any circumstances where need arises to assess the customer purchase intention with the help of brand perception and antecedents of marketing.

Keywords: brand perception, purchase intention, marketing antecedents, marketing management, etc.,

Introduction: -

In the contemporary scenario the brand perception and preference plays a crucial role to stimulate the customer and to create purchase intention. The present research explores the relationship between the antecedents of marketing activities like: product innovation and new product development, pricing strategies, sales promotion, distribution channel coverage and availability, social media marketing campaign, brand perception and purchase intention. There are two different kinds of effects can be seen among three different constructs. The direct effect between the antecedents of marketing activities and the in-direct effect among the mediating variable of brand perception, marketing activities and the purchase intention of consumers. If the direct effect shows the significant relationship, then it will be treated as partial mediation and if the in-direct effect shows the significant relationship among the variables will be treated as full-mediation. The present model is a mixed model as it is a combination of direct and in-direct effect. The model has created three different constructs among the factors of marketing mix elements, brand perception and the purchase intention of the consumers. As higher the brand perception will lead to create the high purchase intention among the consumers. Therefore, the role of brand perception plays a crucial role to promote the products and services in the competitive world.

Review of Literature: -

Hoeffler and Keller (2002) examined the role of brand equity in consumer decision-making and found that brand perception mediates the effects of marketing activities on purchase intentions. Brand perception acts as a mediator between marketing activities and purchase intentions. Pappu et al. (2005) investigated the influence of consumer-based brand equity on purchase intentions across multiple product categories, highlighting the mediating role of brand perception. Brand perception, as a component of brand equity, mediates the relationship between brand equity and purchase intentions. Villarejo-Ramos and Sánchez-Franco (2005) explored the mediating effects of brand perception on the relationship between marketing activities and online purchase intentions. Brand perception mediates the impact of marketing activities on online purchase intentions. Bambauer-Sachse and Mangold (2011) examined the mediating role of brand perception in the relationship between corporate social responsibility activities and purchase intentions. Brand perception mediates the relationship between a company's corporate social responsibility efforts and consumer purchase intentions. Mohd Yasin et al. (2007) investigated the mediating effects of brand perception on the relationship between marketing mix strategies and purchase intentions in the Malaysian automotive industry. Brand perception mediates the influence of marketing mix strategies on purchase intentions in the context of the Malaysian automotive industry. Loureiro and Kaufmann (2012) explored the mediating role of brand perception in the relationship between retail atmospherics and purchase intentions. Outcome: Brand perception mediates the impact of retail atmospherics (e.g., store environment, ambiance) on consumer purchase intentions. Shukla (2012) examined the mediating effects of brand perception on the relationship between celebrity endorsements and purchase intentions. Outcome: Brand perception mediates the relationship between celebrity endorsements and consumer purchase intentions. Bravo Gil et al. (2007) investigated the mediating role of brand perception in the relationship between marketing communication and purchase intentions in the Spanish fashion industry. Outcome: Brand perception mediates the influence of marketing communication efforts on purchase intentions in the Spanish fashion industry. Loureiro and Roschk (2014) explored the mediating effects of brand perception on the relationship between atmospheric cues and purchase intentions in the retail environment. Outcome: Brand perception mediates the impact of atmospheric cues (e.g., music, scent, lighting) on consumer purchase intentions in retail settings. Bian and Moutinho (2011) examined the mediating role of brand perception in the relationship between counterfeiting and purchase intentions for luxury brands. Outcome: Brand perception mediates the relationship between counterfeiting and consumer purchase intentions for luxury brands. Wang et al. (2015) investigated the mediating effects of brand perception on the relationship between green marketing activities and purchase intentions for environmentally-friendly products. Outcome: Brand perception mediates the influence of green marketing activities on consumer purchase intentions for environmentally-friendly products. Lin and Huang (2012) explored the mediating role of brand perception in the relationship between online brand communities and purchase intentions. Outcome: Brand perception mediates the impact of online brand communities on consumer purchase intentions. Keller and Lehmann (2006) reviewed the literature on brand equity and its influence on consumer behavior, including the mediating role of brand perception on purchase intentions. Outcome: Brand perception, as a component of brand equity, mediates the relationship between brand equity and consumer purchase intentions. The present research study aimed at answering the following the questions.

RQ1. How does the marketing mix elements create the purchase retention?

RQ2. How does the brand perception influence the purchase intention of the customers?

RQ3. How does the brand perception mediate the relationship between marketing activities and the purchase intention of the customers?

RQ1:- In fact, it is evident from the literature that the list of marketing activities like: product, price, place, promotion and place influence the purchase intention of the consumers. The product and its characteristics like: colour, shape, design, grade, fragrance, model and other factors followed by the price characteristics like: skimming price or penetrating price and other type of pricing strategies and the product promotion strategies and the place of the product will influence the purchase intention of the consumers. Therefore, the product, price, place and promotion are the main factors which influences the purchase intention of the consumers.

RQ2:- In fact, the brand perception is very much essential to create the purchase intention among the consumers. In the contemporary days, the brand perception plays a pivotal role to enhance the sales of the company. As higher the brand perception might be higher the sales and purchase intention of the consumers. Therefore, the brand perception will show significant positive relationship with the purchase intention of the products and services.

RQ3:- In the overall, the research assessment will start to assess the relationship among the three different category of variables like: marketing mix elements, brand perception and purchase intention of the consumers. Therefore, there are two effects like: direct and indirect effect. If, the direct effect brings the significant relationship, then it will fall under the **partial** mediation and if, the in-direct effect brings the significant relationship, then it will fall under partial mediation.

Independent Factors (IV):- The list of independent factors include, the marketing mix elements. The marketing-mix elements include: product, price, place and promotion and these factors will impact a lot on the dependent variable which is purchase intention.

Mediating Factor(MV):- The mediating factor is brand perception and its associated variables. It is witnessed from the research that, the brand perception will have significant impact on the purchase intention of the customers.

Dependent Factor (DV):- In this model, the purchase intention of customers will be acted as dependent factor. Therefore, there are three different constructs in the model which is trying to explain the relationship among the variables in the contemporary model.

Hypothesis: -

- $H_a(1)$: There is a significant positive relationship between the marketing-mix elements and the purchase intention of the consumers.
- $H_a(2)$: There is a significant positive relationship between the brand perception and the purchase intention of the consumers.
- $H_a(3)$: Th brand perception mediates the relationship among the marketing mix elements and the purchase intention of consumers.

$H_a(1)$: There is a significant positive relationship between the marketing-mix elements and the purchase intention of the consumers. The impact of marketing mix elements like: product, price, place and promotion will have positive impact on the purchase intention of consumers. The better marketing mix elements will create the high customer satisfaction and which leads to high customer retention

$H_a(2)$: There is a significant positive relationship between the brand perception and the purchase intention of the consumers. In the contemporary days, the brand perception will pays a significant role as higher the brand perception, higher the purchase intention of the consumer. Therefore, the marketing mix elements and the brand perception are very much essential for purchase intention.

$H_a(3)$: Th brand perception mediates the relationship among the marketing mix elements and the purchase intention of consumers. The brand perception might create the purchase intention between marketing activities and the purchase intention. Therefore, the brand perception and creation are the essential concepts for enhancing the purchase intention among the customers to sustain in the long-run.

Table.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.793
	Approx. Chi-Square	23233.695
Bartlett's Test of Sphericity	df	378
	Sig.	.000

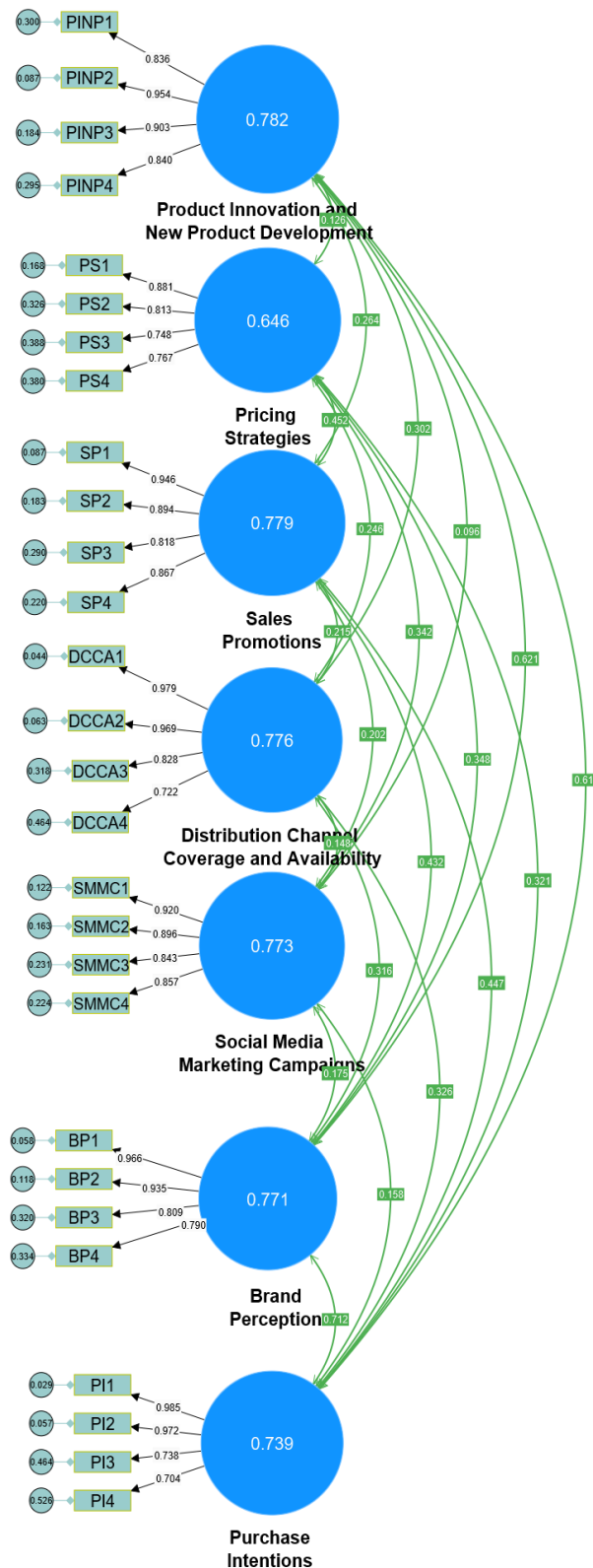
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: This measure ranges from 0 to 1, with higher values indicating more suitable data for factor analysis. A KMO value above 0.5 is generally considered acceptable, while values above 0.6 or 0.7 are preferable. Your KMO value of 0.793 indicates that the data is suitable for factor analysis. The chi-square value is 23233.695 with 378 degrees of freedom, and the significance level is .000, which means the correlation matrix is significantly different from an identity matrix.

Table.2: Factor Analysis of Marketing Mix Elements and Purchase Intention
Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
PINP3	.909	.116	.027	.043	.203	.023	.172
PINP4	.845	.155	.149	.016	.123	.025	.128
PINP2	.834	.119	.094	.040	.254	.003	.238
PINP1	.693	.147	.035	-.015	.275	-.045	.346
DCCA1	.128	.924	.081	.042	.059	.126	.114
DCCA2	.107	.920	.083	.046	.079	.127	.118

DCCA3	.126	.869	.004	.075	.157	.105	.081
DCCA4	.116	.832	.058	.112	.104	-.073	.028
SP4	.033	.091	.884	.058	.188	.149	.086
SP1	.041	.072	.879	.082	.156	.171	.214
SP2	.028	.040	.854	.081	.103	.179	.281
SP3	.306	.037	.846	.073	.040	.173	-.028
SMMC1	.011	.020	.081	.915	.065	.129	-.001
SMMC2	.030	.003	.075	.898	.045	.139	.091
SMMC4	.052	.121	.071	.889	.027	.086	-.031
SMMC3	.006	.123	.024	.883	.034	.113	.060
BP1	.255	.145	.160	.071	.832	.122	.326
BP2	.254	.108	.153	.078	.792	.124	.363
BP4	.267	.214	.210	.058	.757	.132	.163
BP3	.539	.085	.105	.040	.700	.147	.082
PS1	-.058	.048	.148	.203	.102	.844	.142
PS3	.255	.020	.102	.177	.017	.829	-.113
PS2	-.049	.075	.193	.075	.077	.813	.238
PS4	-.016	.140	.204	.079	.185	.768	.081
PI2	.309	.125	.179	.063	.312	.110	.812
PI1	.318	.138	.177	.068	.311	.112	.810
PI4	.344	.147	.261	-.009	.180	.151	.632
PI3	.529	.081	.151	.059	.206	.150	.551

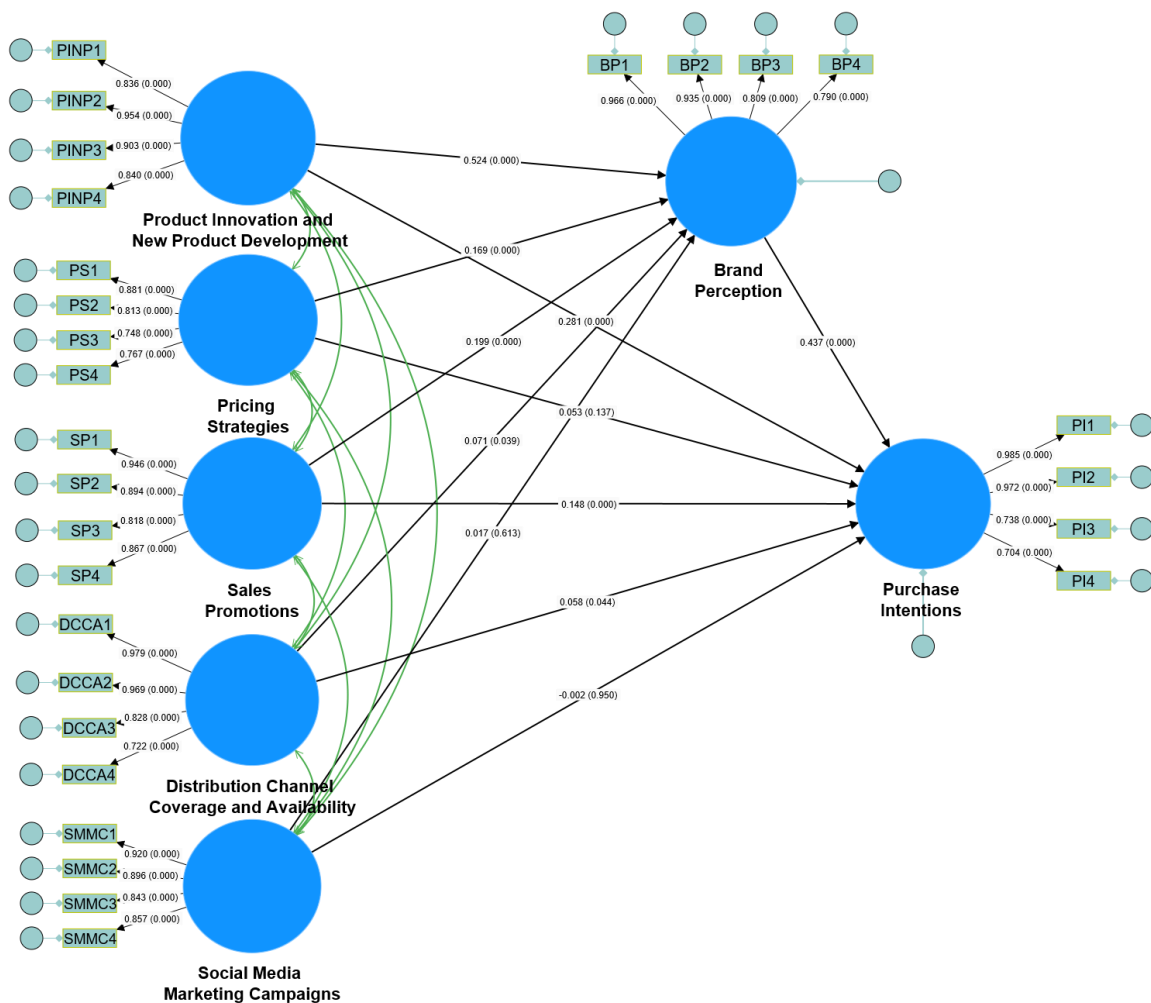
Figure.1: Confirmatory Factor Analysis of Purchase Intention of Customers



The factor loadings suggest that Brand Perception is strongly influenced by indicators BP1 (0.966), BP2 (0.935), BP3 (0.809), and BP4 (0.790), which likely represent various aspects of how the brand is perceived by customers or stakeholders, such as brand awareness, brand image, brand loyalty, and brand associations. Distribution Channel Coverage and Availability appears to be a crucial factor, with indicators DCCA1 (0.979), DCCA2 (0.969), DCCA3 (0.828), and DCCA4 (0.722) having strong relationships, potentially reflecting the reach, accessibility, and convenience of the distribution channels used by the company. Product Innovation and New Product Development is another important factor, with indicators PINP1 (0.836), PINP2 (0.954), PINP3 (0.903), and PINP4 (0.840) capturing elements

like the company's capability to introduce innovative products, the frequency of new product launches, the success rate of new product introductions, and the overall effectiveness of the new product development process. Pricing Strategies is also a significant factor, with indicators PS1 (0.881), PS2 (0.813), PS3 (0.748), and PS4 (0.767) representing various pricing tactics, such as competitive pricing, value-based pricing, price promotions, and price discrimination strategies. However, the chi-square statistic is sensitive to sample size, and with a large sample size, even small deviations from perfect fit can result in a significant chi-square value (Kline, 2015). The GFI (Goodness-of-Fit Index) value of 0.775 and the AGFI (Adjusted Goodness-of-Fit Index) value of 0.676 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.058 is below the recommended cut-off value of 0.08, indicating a good model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.712, the TLI (Tucker-Lewis Index) value of 0.680, and the CFI (Comparative Fit Index) value of 0.721 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999).

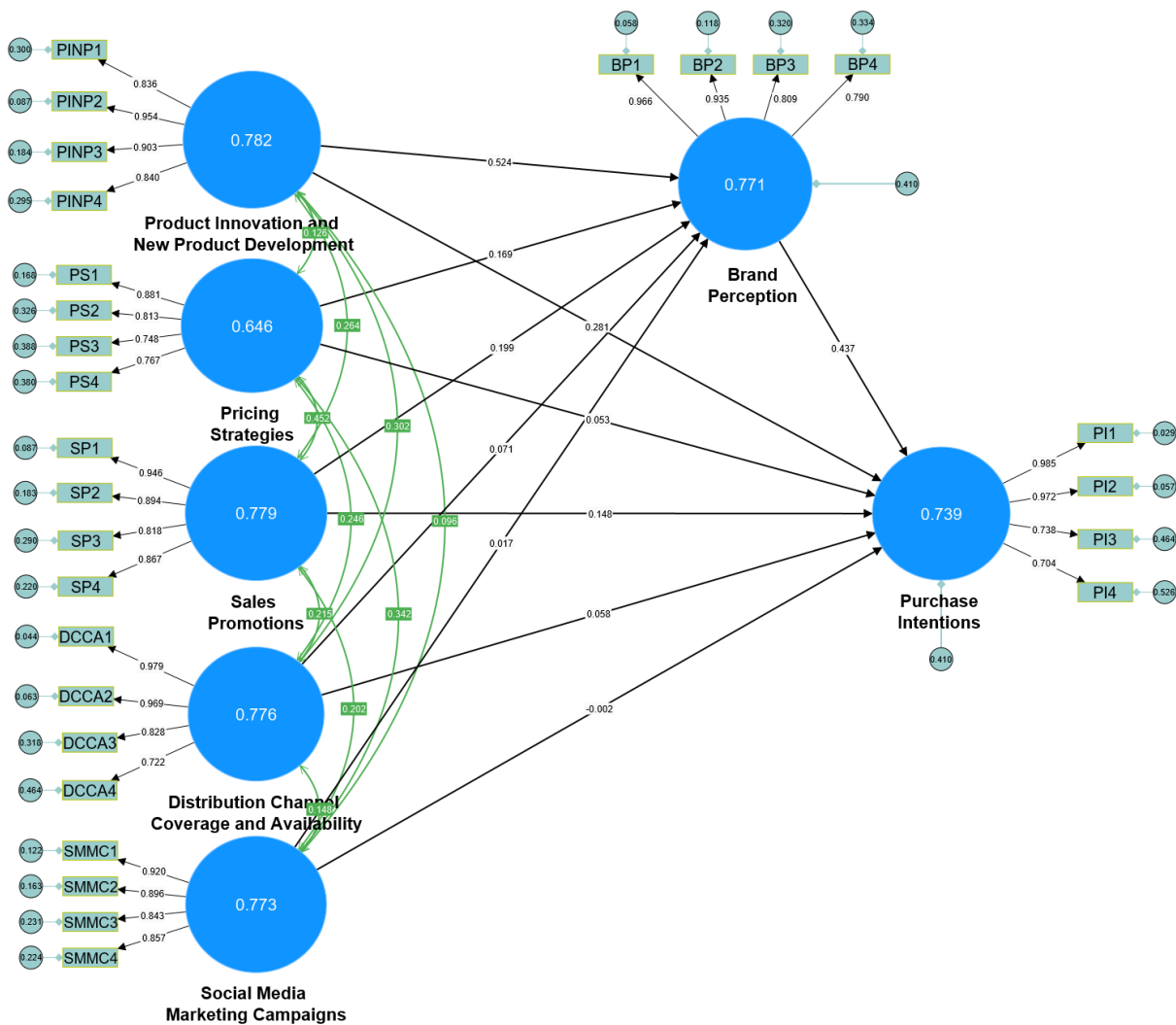
Figure.2: Structural Equation Model for Study Variables of Marketing Activities, Brand Perception and Purchase Intention (Measurement Model)



For every one unit increase in Brand Perception, Purchase Intentions increase by 0.437 units, suggesting a positive and moderate effect of brand perception on purchase intentions. For every one unit increase in Distribution Channel Coverage and Availability, Brand Perception increases by 0.071 units, indicating a positive but relatively small effect of distribution channel coverage and availability on brand perception. For every one unit increase in Distribution Channel Coverage and Availability, Purchase Intentions increase by 0.058 units, suggesting a positive but relatively small direct effect of distribution channel coverage and availability on purchase intentions. For every one unit increase in Pricing Strategies, Brand Perception increases by 0.169 units, implying a positive but relatively small effect of pricing strategies on brand perception. For every one unit increase in Pricing Strategies, Purchase Intentions increase by 0.053 units, indicating a positive but relatively small direct effect of pricing strategies on purchase intentions. For every one unit increase in Product Innovation and New Product Development, Brand Perception increases by 0.524 units, suggesting a positive and relatively strong effect of product innovation and new product development on brand

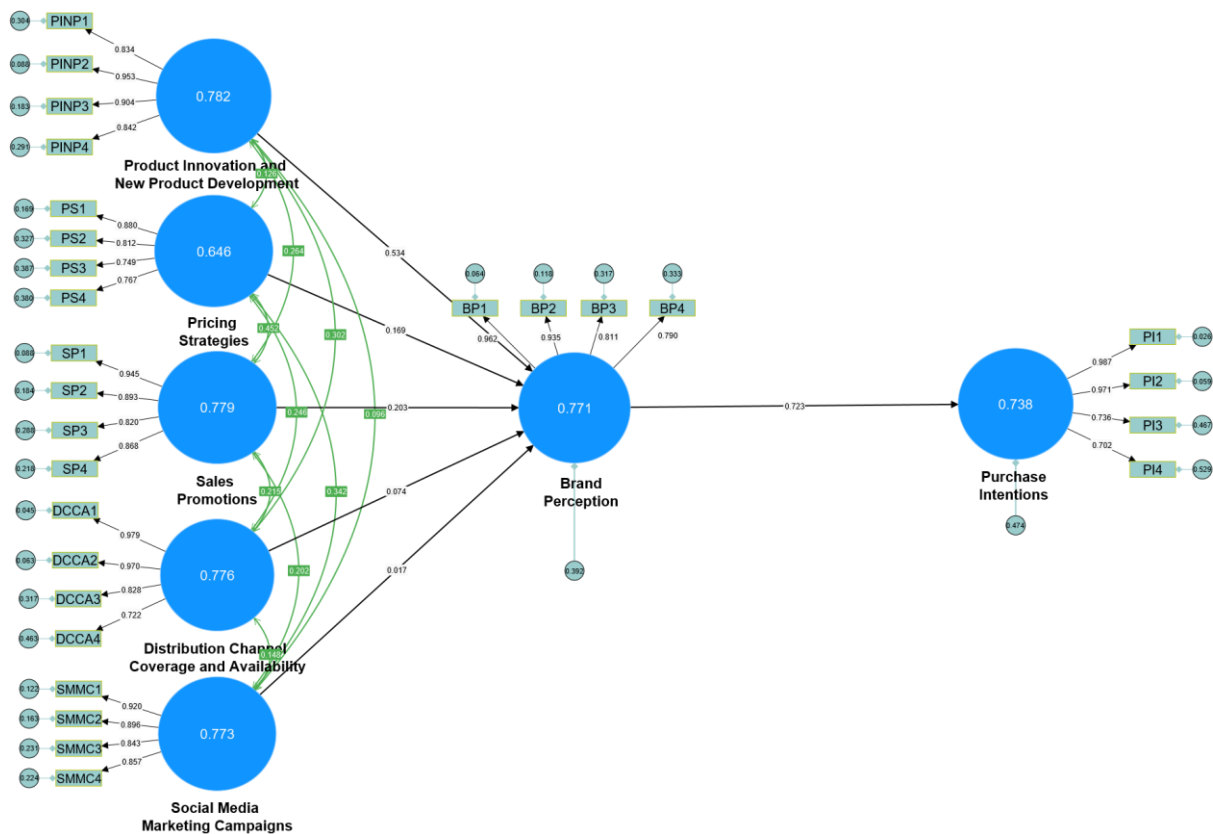
perception. For every one unit increase in Product Innovation and *New Product Development*, *Purchase Intentions* increase by 0.281 units, implying a positive and moderate direct effect of product innovation and new product development on purchase intentions. For every one unit increase in *Sales Promotions*, *Brand Perception* increases by 0.199 units, indicating a positive but relatively small effect of sales promotions on brand perception. For every one unit increase in *Sales Promotions*, *Purchase Intentions* increase by 0.148 units, suggesting a positive but relatively small direct effect of sales promotions on purchase intentions. For every one unit increase in *Social Media Marketing Campaigns*, *Brand Perception* increases by 0.017 units, implying a positive but very small effect of social media marketing campaigns on brand perception. For every one unit increase in *Social Media Marketing Campaigns*, *Purchase Intentions* decrease by 0.002 units, suggesting a negative but negligible direct effect of social media marketing campaigns on purchase intentions.

Figure.3: Structural Equation Model for Study Variables of Marketing Activities, Brand Perception and Purchase Intention (GFI, AGFI and AVE)



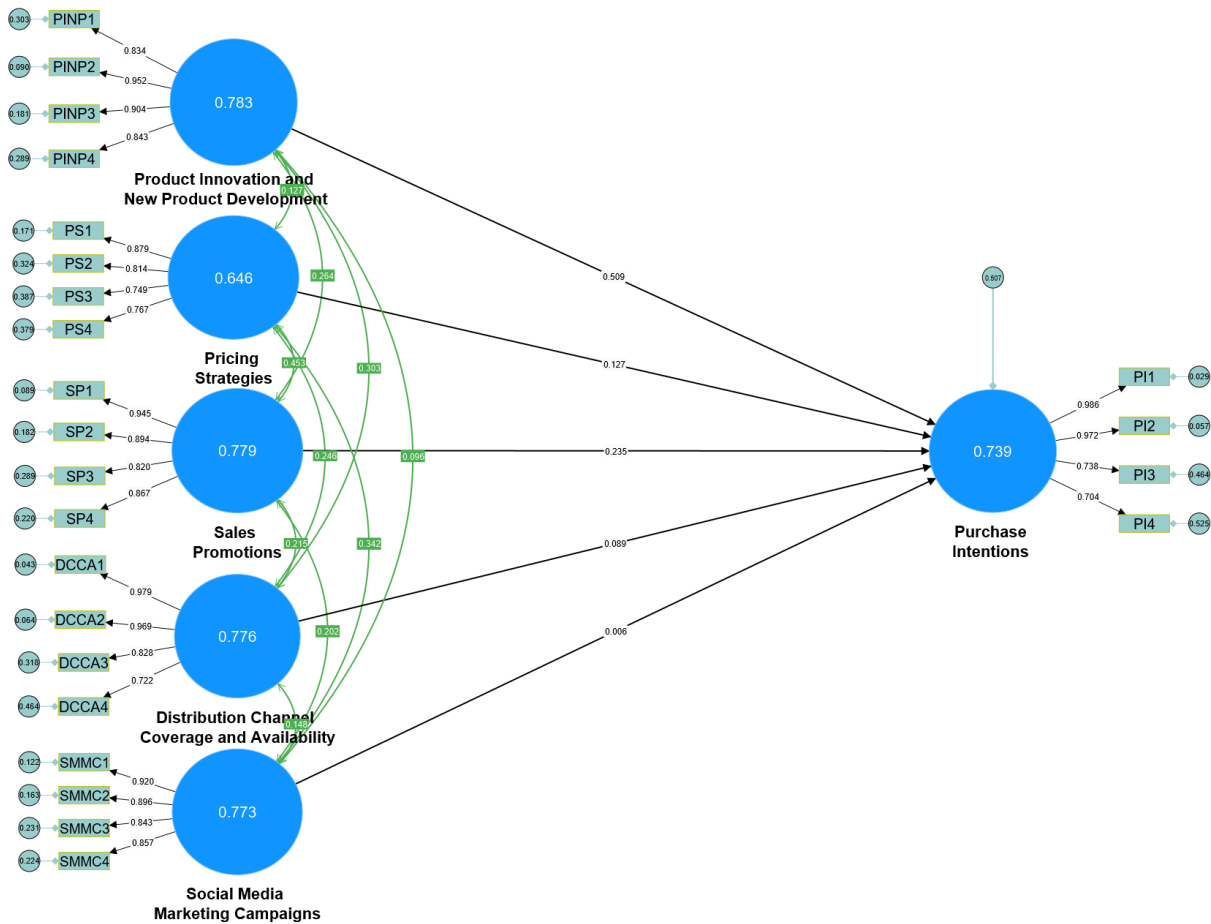
The model chi-square value of 6815.996 with 329 degrees of freedom is statistically significant (p-value = 0.000), which suggests that the model is moderately fit the data well. However, the chi-square statistic is sensitive to sample size, and with a large sample size (400 observations), even small deviations from perfect fit can result in a significant chi-square value (Kline, 2015). The GFI (Goodness-of-Fit Index) value of 0.775 and the AGFI (Adjusted Goodness-of-Fit Index) value of 0.676 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.058 is below the recommended cut-off value of 0.08, indicating a good model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.712, the TLI (Tucker-Lewis Index) value of 0.680, and the CFI (Comparative Fit Index) value of 0.721 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999). Overall, while the SRMR value indicates a good model fit, the other fit indices suggest a poor model fit. It is recommended to further explore and refine the model to improve its fit to the data.

Figure.4: Structural Equation Model for Study Variables of Marketing Activities, Brand Perception and Purchase Intention (In-Direct Effect)



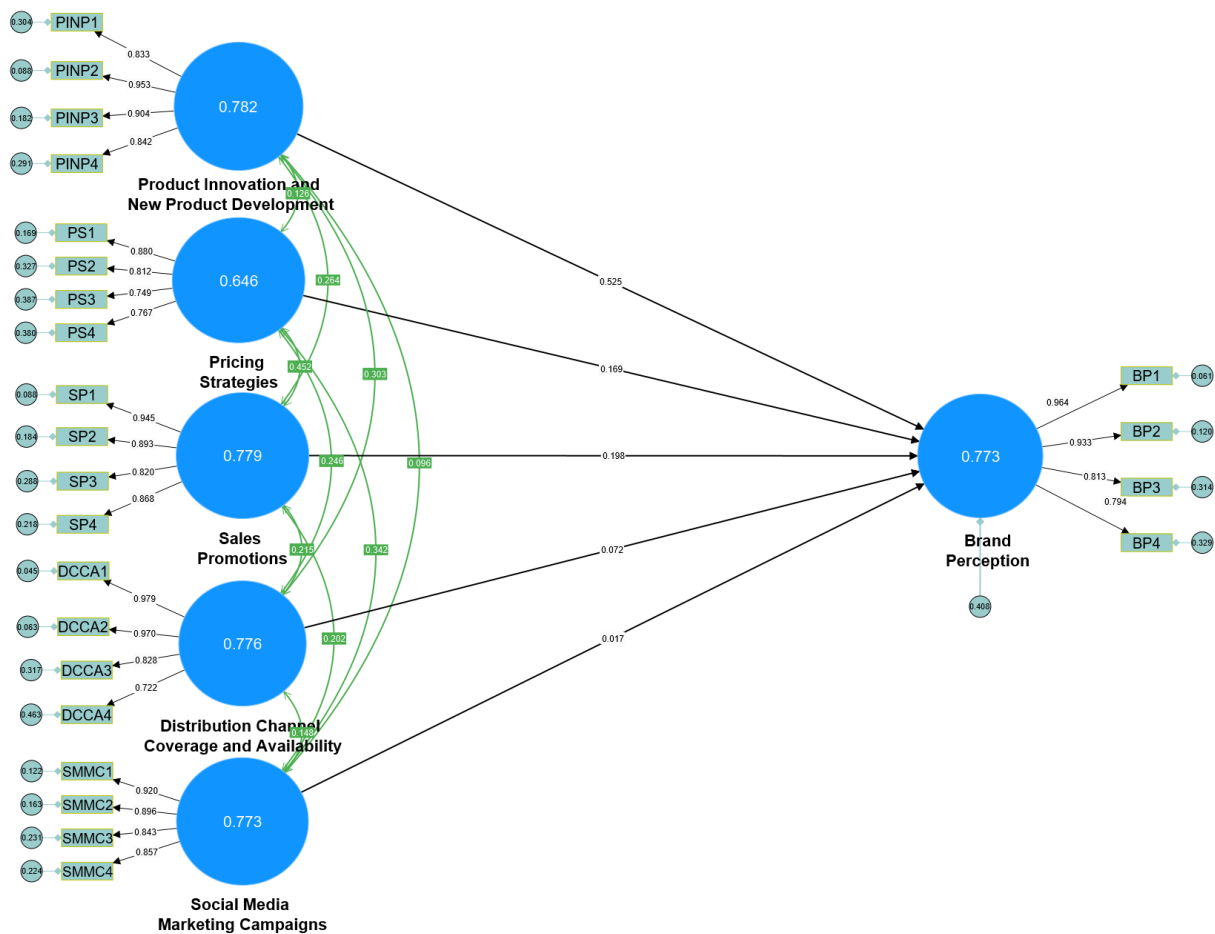
The model chi-square value of 6910.459 with 334 degrees of freedom is statistically significant (p -value = 0.000), which suggests that the model moderately fit the data well. As mentioned earlier, the chi-square statistic is sensitive to sample size, and with a large sample size (400 observations), even small deviations from perfect fit can result in a significant chi-square value (Kline, 2015). The GFI (Goodness-of-Fit Index) value of 0.776 and the AGFI (Adjusted Goodness-of-Fit Index) value of 0.684 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.073 is slightly below the recommended cut-off value of 0.08, indicating an acceptable model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.708, the TLI (Tucker-Lewis Index) value of 0.680, and the CFI (Comparative Fit Index) value of 0.717 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999). Overall, while the SRMR value indicates an acceptable model fit, the other fit indices suggest a poor model fit. It is recommended to further explore and refine the model to improve its fit to the data.

Figure.5: Structural Equation Model for Study Variables of Marketing Activities, Brand Perception and Purchase Intention (Direct Effect)



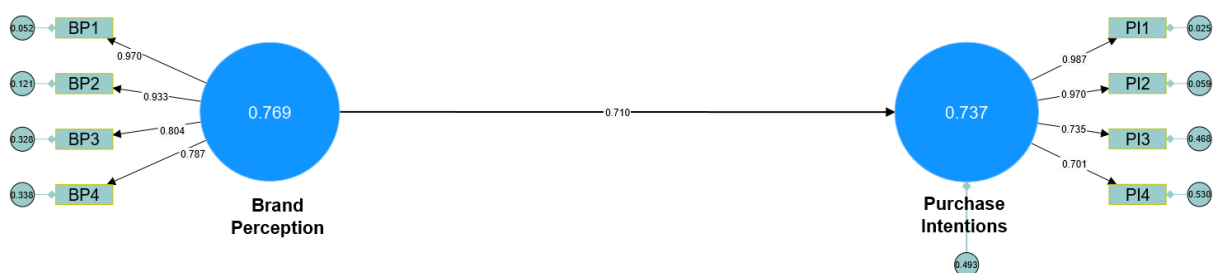
The model chi-square value of 4103.078 with 237 degrees of freedom is still statistically significant (p-value = 0.000), indicating that the model moderately fit the data perfectly. However, the chi-square statistic is sensitive to sample size, and a significant value is expected with a large sample size of 650 observations (Kline, 2015). The GFI (Goodness-of-Fit Index) value of 0.685 and the AGFI (Adjusted Goodness-of-Fit Index) value of 0.602 are below the recommended cut-off value of 0.90 for a good fit, suggesting a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.053 is below the recommended cut-off value of 0.08, indicating a good model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.773, the TLI (Tucker-Lewis Index) value of 0.747, and the CFI (Comparative Fit Index) value of 0.783 are below the recommended cut-off value of 0.90 for a good fit, suggesting a mediocre model fit (Hu & Bentler, 1999). Overall, while the SRMR value indicates a good model fit, and the RMSEA value suggests a mediocre fit, the other fit indices point towards a poor model fit. The model might benefit from further refinement or modification to improve its fit to the data.

Figure.6: Structural Equation Model for Study Variables of Marketing Activities, Brand Perception and Purchase Intention (Mediator as Dependent)



The model chi-square value of 5677.213 with 237 degrees of freedom is statistically significant (p-value = 0.000), indicating that the model does not fit the data well. However, as mentioned previously, the chi-square statistic is sensitive to sample size, and a significant value is expected with a large sample size of 400 observations (Kline, 2015). The GFI (Goodness-of-Fit Index) value of 0.700 and the AGFI (Adjusted Goodness-of-Fit Index) value of 0.694 are below the recommended cut-off value of 0.90 for a good fit, indicating a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.055 is below the recommended cut-off value of 0.08, suggesting a good model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.708, the TLI (Tucker-Lewis Index) value of 0.669, and the CFI (Comparative Fit Index) value of 0.716 are below the recommended cut-off value of 0.90 for a good fit, indicating a poor model fit (Hu & Bentler, 1999).

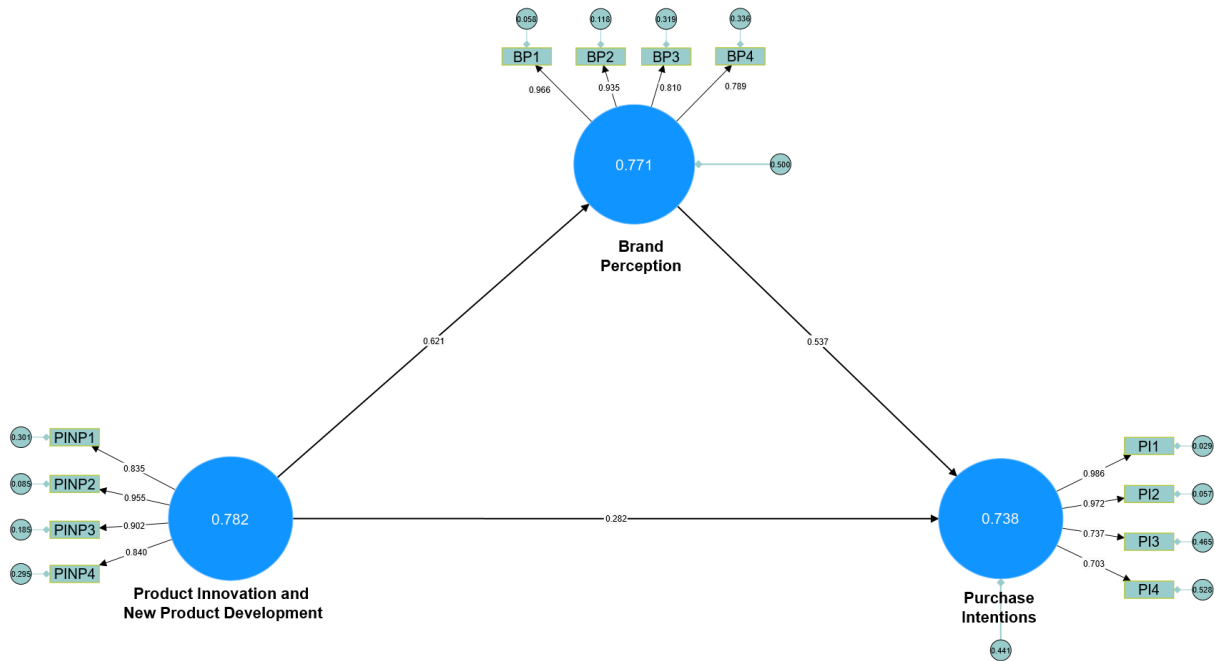
Figure.7: Structural Equation Model for Study Variables of Marketing Activities, Brand Perception and Purchase Intention (Mediator as In-Dependent)



However, as mentioned earlier, the chi-square statistic is sensitive to sample size, and a significant value is expected with a large sample size of 400 observations (Kline, 2015). The GFI (Goodness-of-Fit Index) value of 0.834 is below the recommended cut-off value of 0.90 for a good fit, but it is considered an acceptable fit (Hu & Bentler, 1999). The

AGFI (Adjusted Goodness-of-Fit Index) value of 0.685 is below the recommended cut-off value of 0.90 for a good fit, indicating a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.059 is below the recommended cut-off value of 0.08, suggesting a good model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.912, the TLI (Tucker-Lewis Index) value of 0.874, and the CFI (Comparative Fit Index) value of 0.914 are above the recommended cut-off value of 0.90, indicating a good model fit (Hu & Bentler, 1999). The AIC (Akaike Information Criterion) and BIC (Bayesian Information Criterion) values are 547.957 and 624.066, respectively.

Figure.8: Structural Equation Model for Study Variables of Product Innovation and New Product Development, Brand Perception and Purchase Intention



The GFI (Goodness-of-Fit Index) value of 0.796 and the AGFI (Adjusted Goodness-of-Fit Index) value of 0.635 are below the recommended cut-off value of 0.90 for a good fit, indicating a moderate model fit (Hu & Bentler, 1999). The SRMR (Standardized Root Mean Square Residual) value of 0.073 is below the recommended cut-off value of 0.08, suggesting an acceptable model fit (Hu & Bentler, 1999). The NFI (Normed Fit Index) value of 0.847, the TLI (Tucker-Lewis Index) value of 0.808, and the CFI (Comparative Fit Index) value of 0.852 are below the recommended cut-off value of 0.90 for a good fit, indicating a mediocre model fit (Hu & Bentler, 1999).

Conclusion: -

Therefore, it can be conclude that, the brand perception has shown the mixed effect among the marketing mix elements, brand perception and the purchase intention of consumers in the contemporary context. Therefore, the brand perception is very much essential to sustain in the long-run. In this model the brand perception has shown the significant relationship among the factors of marketing mix elements and the purchase intention of consumers. There are various independent factors like: new product development and other factors have shown the significant relationship with the dependent factor.

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