VILNIUS UNIVERSITY
BUSINESS SCHOOL

VILNIUS UNIVERSITY

DIGITAL MARKETING PROGRAMME

Kamonatun Nahar

THE FINAL MASTER'S THESIS

TITLE IN LITHUANIAN	TITLE IN ENGLISH
"Suvokiamo prekės ženklo vertės įtaka ketinimui pakartotinai įsigyti produktą el. Prekyboje"	"Perceived Brand Equity Influence on Intention to Repurchase Product in E-commerce"

Student_____

(Signature)

Supervisor_____

(Signature)

assoc. Prof. Dr. Elzė Rudienė

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SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL

DIGITAL MARKETING STUDY PROGRAMME

Perceived Brand Equity Influence on Intention to Repurchase Product in E-commerce

Supervisor – assoc. Prof. Dr. Elzė Rudienė

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The research examines how perceived brand equity and customer interaction can affect repurchase intentions in the e-commerce environment, in this case, of Zara. Given the fact that the e-commerce market is still growing, it is essential to determine what triggers customer loyalty and repeat buying. The purpose of the study was to test the effect of brand equity (in terms of brand recognition, emotional brand associations, brand trust, and perceived value) and customer engagement on repurchase intentions and to determine whether brand equity mediates the relationship between engagement and repurchase behavior.

The methodology was quantitative using a structured online survey that was conducted on 200 active users of e-commerce. The variables were measured in the survey with the help of the established scales of brand equity, customer engagement and repurchase intention. Analysis of data was done through correlation analysis, regression analysis and the use of the PROCESS macro in order to determine both direct and indirect effects. The findings indicated that there were weak and statistically insignificant relationships between customer engagement and repurchase intention as well as, brand equity and repurchase intention.

Moreover, brand equity was not an important mediating variable in the engagement repurchase behavior relationship. The conclusion represents that brand recognition and emotional associations do matter, though Zara needs to work on enhancing customer satisfaction, the quality of service, and perceived value in order to develop repurchase intentions. Increased customer experience is critical in creation of loyalty within the e-commerce arena.

SANTRAUKA

VILNIAUS UNIVERSITETO VERSLO MOKYKLA

SKAITMENINĖS RINKODAROS STUDIJŲ PROGRAMA

Suvokiamo prekės ženklo vertės įtaka ketinimui pakartotinai pirkti produktą elektroninėje prekyboje

Vadovas – doc. dr. Elzė Rudienė

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Tyrime nagrinėjama, kaip suvokiamas prekės ženklo vertė ir sąveika su klientais gali paveikti pakartotinio pirkimo ketinimus e. Prekybos aplinkoje, šiuo atveju – „Zara". Atsižvelgiant į tai, kad e. Prekybos rinka vis dar auga, labai svarbu nustatyti, kas skatina klientų lojalumą ir pakartotinius pirkimus. Tyrimo tikslas buvo ištirti prekės ženklo vertės (prekės ženklo atpažinimo, emocinių asociacijų su prekės ženklu, pasitikėjimo prekės ženklu ir suvokiamos vertės) ir klientų įsitraukimo poveikį pakartotinio pirkimo ketinimams ir nustatyti, ar prekės ženklo vertė tarpininkauja ryšiui tarp įsitraukimo ir pakartotinio pirkimo elgsenos.

Metodologija buvo kiekybinė, naudojant struktūrizuotą internetinę apklausą, kuri buvo atlikta su 200 aktyvių e. Prekybos vartotojų. Apklausoje kintamieji buvo matuojami naudojant nustatytas prekės ženklo vertės, klientų įsitraukimo ir pakartotinio pirkimo ketinimo skales. Duomenų analizė atlikta naudojant koreliacijos analizę, regresinę analizę ir PROCESS makrokomandą, siekiant nustatyti tiek tiesioginį, tiek netiesioginį poveikį. Išvados parodė, kad tarp klientų įsitraukimo ir pakartotinio pirkimo ketinimo, taip pat tarp prekės ženklo vertės ir pakartotinio pirkimo ketinimo yra silpni ir statistiškai nereikšmingi ryšiai.

Be to, prekės ženklo vertė nebuvo svarbus tarpininkaujantis kintamasis įsitraukimo ir pakartotinio pirkimo elgsenos santykiuose. Išvada rodo, kad prekės ženklo atpažinimas ir emocinės asociacijos yra svarbios, nors "Zara" turi stengtis didinti klientų pasitenkinimą, aptarnavimo kokybę ir suvokiamą vertę, kad sukurtų pakartotinio pirkimo ketinimus. Geresnė klientų patirtis yra labai svarbi kuriant lojalumą e. Prekybos srityje.

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INTRODUCTION

Relevance of Research and Novelty: The given study is unique because it integrates the analysis of customer engagement, as well as perceived brand equity, as two variables that determine repurchase intention in online shopping. Although the two concepts have been studied separately in the extant literature, few studies have examined their interactional effect in the digital shopping platforms (Dwiviolita & Zuliarni, 2023). Although it has been found that engagement creates equity and leads to repurchase behavior in mobile apps, most of the research has extrapolated these results to the entire e-commerce ecosystem (Raza et al., 2025). The given research bridges the gap by offering the targeted examination of the contribution of engagement behaviors, such as interactions and reviews, and personal experience of the brand value to the formation of the repurchase intentions (Ho & Chung, 2020).

Moreover, another contribution of this study is that brand equity is not just viewed as a direct cause of repurchase intentions, but as a mediating variable, which increases the potential effect of engagement on repurchase intentions (Rungtrakulchai, 2022). The beneficial impact of brand equity on consumer loyalty and purchase intentions is well-known but the contribution of engagement to brand equity strengthening and stimulation is not properly studied (Dwiviolita & Zuliarni, 2023). The originality of the research is that the authors investigate engagement as the key element to establish the brand equity in the digital marketplace and extrapolate traditional theories of brand equity to the online platform where consumer relations tend to be multifaceted and prolonged (Febrian & Vinahapsari, 2020).

The topicality of this study is supported by the increasing difficulty of retaining customers to businesses with e-commerce, particularly in very competitive markets with high switching costs. According to the recent research, social media marketing, brand satisfaction, and trust are very important variables in influencing the re-purchase behavior, and brand equity and emotional bonds are mediators (Ulhaq et al., 2025). Perceptions of brand leadership and product quality are closely related to satisfaction and repurchase intentions in the e-commerce (Chiu & Cho, 2021). Therefore, the current study is timely and practical because, besides reinforcing the role of engagement and brand equity, it provides managers with practical advice on how to increase customer retention by improving brand-consumer relationships within the e-commerce environment (Raza et al., 2025).

Problem Statement: Retaining customers is a major challenge to e-commerce platforms due to high switching costs and intense competition that destroys consumer loyalty as well as obstruct the repurchase intentions. Although customer engagement and brand equity are identified as having an impact on the repurchase intention, the overall outcome of the interaction between the two variables on consumer behavior in the online retail setting has not been sufficiently studied (Ho & Chung, 2020).

Aim: To evaluate the influence of customer engagement and perceived brand equity on repurchase intention in e-commerce.

Objectives

- To examine the relationship between customer engagement and repurchase intention.
- To analyze the impact of perceived brand equity on repurchase intention.
- To assess the mediating role of brand equity between engagement and repurchase behavior.

Research Methods: The proposed study will assume a quantitative research method, as a structured online survey will be used to gather the data among active users of e-commerce. The statistical methods that will be used to analyse the data obtained will include correlation analysis and Process Macro in order to test the hypotheses proposed and confirm the relationships between the variables.

Thesis Structure:

- Introduction – Provides the novelty of the research, problem, aim, objectives, methodology, structure and limitations.
- Theoratical Framework- Discusses the theoretical premises of engagement, brand equity and repurchase intention.
- Research Methodology – Provides information on how the study was designed and how it was sampled, research tools, and methods of analysis.
- Practical Part- Gives the outcomes of the empirical findings out of the taken data. Gives a commentary of the findings based on the available theories and practical implications.
- Conclusion and Recommendations- recapitulates the essence of the main findings, contribution, implications to managers, and recommends future research directions.

1. Theoratical Framework of Perceived Brand Equity Influence on Intention to Repurchase Product in E-commerce

1.1 Role and Dimensions of Perceived Brand Equity Influence

Perceived Brand Equity (PBE) is a very significant concept in e-commerce consumer behavior since it determines their repurchase intentions, brand loyalty, and general brand perceptions. The dimensions which constitute PBE including brand awareness, brand associations, perceived quality and brand loyalty are interconnected forces which either support or weaken the overall strength of a brand. Brand awareness, as it is most commonly hyped as the original, most basic stage in brand equity development, may be a deceptive indicator of importance when not accompanied by other underlying consumer thoughts such as brand trust or brand associations (Azzari and Pelissari, 2020). The brand awareness does not always lead to consumer preference and favorable attitude towards a brand, as well as to repurchase intentions. Although it is factual that the first stage is familiarity and affection to a brand only occurs when the brand is involved in positive experiences (Baalbaki and Guzman, 2016). Brand awareness merely makes early interaction easier, but when the resultant consumer experience falls short of the expectations or fails to match with the values of the consumer, PBE is compromised and thus the likelihood of repurchase is weakened (Brunetti, Confente, and Kaufmann, 2019). Moreover, the brand awareness in the e-commerce environment should be considered with concern because it does not consider the level of consumer knowledge about a brand. A brand might be known by a consumer but fail to generate positive relationships, and therefore the connection between brand awareness and PBE is not as close as is commonly thought. E-commerce brands must not merely aim at generation of awareness but also make sure that the brand knowledge of the consumer transforms to meaningful and value-driven linkages that foster brand equity in the long run (Fazal-e-Hasan et al., 2018).

The meanings and perceptions that consumers associate with a brand which is known as brand associations are a critical component of PBE that gives better measure of a given brand equity as opposed to just awareness. Although brand awareness could be the starting point, brand associations determine the emotional and cognitive bond that a consumer develops with a brand, which mostly plays a greater role in influencing repurchase intention (Brunetti, Confente, and Kaufmann, 2019). An example is a scenario where a consumer may know about a brand, and the meaning that is attached to it, which is either positive or negative, will determine whether the consumer will have a positive experience or a negative one with the brand. These associations are created because of the exposure to the brand, the presence of social media, word of mouth,

and through other marketing platforms. The key aspect of brand associations, which is important to note, is that not every association has a positive result. Negative associations particularly when it comes to e-commerce can have direct detrimental effects on PBE. This may be as a result of lack of customer satisfaction, dissatisfaction in the product, or online negative feedback. It is a dimension that is especially susceptible to the vicissitudes of time because of how a negative brand association can be transmitted rather easily via social media and review websites (Chakraborty, 2019). Indicatively, a single negative comment on a leading e-commerce channel can have a high impact in altering the PBE of a brand. Consumer sentiment in a highly fluid environment can not be managed using merely traditional tools to create positive associations between the brand and consumer and instead it has to be continuously monitored, managed and reshaped, further complicating the creation of a sustainable brand equity.

The other main dimension of PBE is perceived quality, which may be especially difficult to sustain in the e-commerce context because of the inability to interact with the product directly. In the traditional retail stores, customers are able to feel a product, whereas in online retail stores perceived quality is created through indirect means like product descriptions, user-created information, reviews, and visual displays (Chakraborty, 2019). Perceived quality in e-commerce is therefore an abstract but a very important determinant of PBE. Nevertheless, online information is not always a safe choice to deliver quality, particularly where consumers are misled by the real performance of the product as compared to what they have read online (Fazal-e-Hasan et al., 2018). Negative experiences may decrease the perceived quality of a brand in a short period of time, thus seriously damaging the equity of the brand and causing a lack of trust among consumers. To preserve the image of a high-quality brand, its brands have to make sure that the presentation of the product is as precise and uniform as possible. Brands offering e-commerce which do not keep their promises or are bad at customer service can destroy consumer confidence and general PBE (Baalbaki and Guzman, 2016). The fact that this dynamic shows the weakness of PBE in the digital retail space is a further insight. Since the perceived quality is commonly dependent on validation by a third party (i.e., reviews or influencers), the brands have to actively maintain their reputation on the internet to make sure that the negative comments do not have excessive weight to their PBE, as this may have long-term consequences on repurchase intentions and brand loyalty.

Besides the quality perceived, brand loyalty is another important dimension of PBE that propagates long-term consumer involvement and repurchase actions. Nonetheless, brand loyalty in e-commerce is changing in a manner that can call into question the conventional knowledge. People may be less willing to be entirely committed to a single brand in the world where switching

costs are minimal, and new entrants are constantly arising unless the brand possesses superior value, customer experience, and sentiment (Pinar et al., 2020). Brand loyalty should not be regarded as merely a consistent repurchase behavior, but also as a manifestation of the strong emotional attachment of a consumer to the brand, which is often formed due to the positive past experience, the relevance of the brand to the consumer, and the perceived value that they form towards the brand (Sharma, 2017a). E-commerce brands are being increasingly forced to create loyalty, especially since most of the digital platforms are currently offering consumers a variety of options at a touch of a button. This is a change in the traditional models of loyalty whereby the consumers were less likely to switch brands. PBE should make e-commerce brands focus on the ongoing relationship-building strategies, which would exceed the transaction-related interaction to achieve brand loyalty. The brands that use the personalized recommendations, exclusive offers, and the best customer experience can help to build a closer loyalty but easily may be backfired unless performed correctly (Rodrigues and Martins, 2016). Therefore, brand loyalty in e-commerce is not a given or a form of assumption, rather it is a continuous, proactive management of consumer experiences to retain the PBE and guarantee the engagement in the long-term.

Another problem of managing Perceived Brand Equity (PBE) in e-commerce is the necessity to constantly adjust to the changing consumer expectations and preferences. The brand is not the only factor affecting consumer expectations, which can be impacted by the e-commerce environment at large. Consumer demands of what makes up a good experience or brand offer are continually changing alongside the development of online platforms and the introduction of new technologies (Ebrahim, 2020). The direct connection between PBE and the ability to adjust to such changes and evolving needs of the brand is determined. Previously, the brands could afford to rest on the laurels of traditional brand loyalty or brand equity, but currently, one must work towards innovative solutions and offer new types of value to consumers, be it high-tech products, better customer experiences, the unique product offerings (Ferreira, Faria, and Gabriel, 2022). Unless a brand makes changes in its approaches to match the expectations of the consumers, then its PBE is in danger of becoming outdated. As an example, in e-commerce, the customer experience is usually divided and delivered through various digital interfaces, and the brand should guarantee that the customer experience is continuous and interesting. PBE can be derailed at any stage to result in consumer trust being broken, and the low chances of repurchase due to any lack of consistency and failure to correspond to consumer expectations (Sharma, 2017b). So, PBE is not fixed; it needs the brands to be dynamic and adaptable to the changing aspect of online retail so that they can be competitive and keep the customers on their side.

The element of PBE in e-commerce is brand trust which determines the tendency of a consumer to make a repeat purchase. Brand trust is a crucial reassurance in a digital world that a consumer can not fully analyze the products, as in a physical world, the consumer is able to physically assess the product and trust that it will live up to his/her expectation. Nonetheless, brand trust within e-commerce is prone to adverse online experience or customer complaints. Indeed, one negative experience of service or a faulty product is enough to undermine brand trust, which subsequently undermines the entire PBE (Sikander Ali Qalati et al., 2019). Problems with trust are especially sensitive to online shoppers whose purchasing decisions will be heavily based on reviews and experience of other consumers. Hence, a high brand trust in e-commerce requires a high level of consistency in the quality of the products, transparency, and responsiveness to the customers (Ebrahim, 2020). Although the establishment of traditional types of trust has been affected by time and the possibility to meet in person, brand trust in online shopping has to be actively pursued via digital experiences, such as social media, customer care, or online shopping experience. Successful brands in creating and sustaining brand trust are even better placed to achieve long term PBE and create high repurchase intentions, particularly within online competitive marketplaces where consumer loyalty is not deeply rooted (Sharma, 2017b).

Perceived value is another key element of PBE and is represented by the evaluation of the consumer on the overall evaluation of what the brand offers compared to the price paid. Perceived value plays a central role in fueling PBE in e-commerce where buyers are becoming more price-sensitive and have easy access to price comparisons. Perceived value of consumers does not only depend on the product but on the overall experience, including the usability of the online shop and the support provided to buyers after purchase (Abu ELSamen, 2015). The PBE can be advanced through the use of brands with a higher level of perceived value, which supports the notion that the brand provides a high level of return on investment (both in terms of functions and emotional gains). Perceived value, however, is not a fixed metric, it changes with time according to the experiences of the consumer, and his/her dynamic expectations. When this brand manages to enhance the perceived value, it can support its PBE and gain repurchase intentions and a competitive edge in the e-commerce (Fazal-e-Hasan et al., 2018). However, the perceived value also may vary depending on the external influence, as a result of new competitors entry, or consumer preferences change, which is why PBE should be regularly changed to make sure it is relevant and appealing to consumers.

It is important to note that Perceived Brand Equity cannot be solely considered as a result of each dimension but rather theresultant of the interplay of these dimensions. The PBE of any brand is determined by the interactions of its components rather than the total, but the interactions

between the components to create a unified brand experience. In the case of brand loyalty, brand trust might be increased, which, in turn, increases brand associations and perceived quality (Rodrigues and Martins, 2016). These interdependencies however bring about vulnerabilities: a weakness in one aspect including a drop in perceived quality or consumer trust being broken can bring the whole aspect of PBE to a point of instability. These interrelationships are even complicated in an e-commerce setting where the interaction between consumers and the brand is often mediated by digital platforms. One experience of poor customer service, some delay in delivery, or false advertising can flow down the PBE of the brand, affecting repurchase intentions and reducing customer loyalty (Sharma, 2017a). Therefore, PBE has to be managed in an integrated manner to cover all of these dimensions and how they may interact with each other to ensure a positive and consistent consumer experience throughout all of the touchpoints.

Perceived Brand Equity in e-commerce is a multivariate construct that is influenced by a number of associated dimensions all of which are critical determinants of consumer perceptions and behavior. With the ongoing developments in digital market places, knowledge of this complexity of the dimensions will be more valuable to brands in their quest to create and sustain high equity. Brand awareness, brand associations, perceived quality, and brand loyalty are interlinked to demonstrate how much brands must struggle amid consumer expectations, to control trust, and bring value in competitive e-commerce settings. Brands that achieve success in matching them will have a likely sustainable PBE, which will initiate consumer repurchase intentions and build long-term commitment. Nonetheless, online retail is dynamic and hence PBE dynamic thus necessitating that a brand is dynamic, creative, and can effectively manage consumer experiences in order to remain relevant and competitive in the market.

1.2 What is Intention to Repurchase Product and it's Significance

The intention to repurchase is a key element of consumer behavior, and it can be deemed one of the most effective predictors of customer loyalty, especially in the e-commerce environment when the number of consumer choices is high, and the switching costs are low. It is the tendency of a consumer to purchase another brand or service of the same brand or platform after the original purchase on the basis of different influencing factors, among which are satisfaction, perceived value, trust and previous experiences. It does not necessarily mean the future real purchase behavior but points to the intention to plan the purchase in the future (Ashfaq et al., 2019). Nevertheless, it is the intention to repurchase that has been faced by different influences that make it a difficult metric and concept to measure and comprehend. An example of this is the intention to repurchase and the actual purchase where consumers might decide to switch to

another brand because of superior promotions, stock or peer pressure, which emphasizes the difference between intention and purchase behavior (Chang, Gao, and Zhu, 2015). Studies have demonstrated that the repurchase intention cannot be merely the factor of liking a product but rather a multi-dimensional result influenced by such factors as customer satisfaction, brand image, perceived value, and emotional attachment. So, it is apparent that intention to repurchase is a primary marker of consumer loyalty and health of a brand, but it is crucial to understand all the factors that could influence it, in order to be able to leverage its business-level success (Bayaah and Omar, 2018).

When examining the importance of repurchase intention, it is important to note that it has become a central factor in the development and sustainability of the e-commerce companies. The repurchase intention is a powerful indicator of sales and revenue in the future particularly to online businesses which are already hindered by the absence of physical product interaction. E-commerce platforms with the potential to create high repurchase intention are able to maintain a higher customer retention and reduced customer acquisition costs since retaining customers is far cheaper than acquiring them (Ariffin et al., 2016). It is not an easy task though since high repurchase intention can only be obtained by companies creating an environment that not only satisfies but also surpasses the expectations of the consumers. Consumers are becoming very knowledgeable in this digital age and their demands are constantly changing. Thus, the intention to repurchase is closely related to the quality of the customer experience comprising such aspects as the usability of the websites, delivery time, customer care, and the after-sale service. One negative experience during any customer journey is likely to seriously hurt the repurchase intention, regardless of the high level of satisfaction at the first stage. This weakness describes the challenge of maintaining repurchase intention among e-commerce brands and the necessity to always create new ways of providing customers with seamless, satisfying experiences (Girsang, Rini, and Gultom, 2020).

Perceived value, which is an important source of repurchase intention, may contribute to customer loyalty and repurchase behaviors to a significant degree. It is the general evaluation of the consumer about a service or product in terms of the perceived benefits against the price paid (Suhartanto et al., 2021). Perceived value is even more important in a very competitive environment of e-commerce where consumers have ready access to a wide range of products and prices available across different platforms. Whenever consumers feel that they obtain a better value whether in terms of quality of the product being sold to them, their price or other perks like convenience or customer care, they will feel more inclined to develop a strong intention to buy again (Suhaily and Soelasih, 2017). But, the perceived value is not fixed, it is dynamic which can

alter with time as product quality improves, the pricing mechanism, the promotional activities or even by the intervention of the competitors. This relationship is complicated by the fact that high perceived value can support repurchase intention whereas low perceived value can easily disregard it even in the presence of other elements including satisfaction and brand loyalty. Such a dynamic character of perceived value makes the strategies of e-commerce more complex since businesses have to constantly track and improve their propositions in order to remain the balance of value and price high to ensure a high repurchase intention (Hamdan and Rizka, 2021).

The role of brand image in repurchase intention is indisputable in the context of e-commerce. Brand image can be defined as the collection of associations people have regarding a brand and it is shaped by their interactions, marketing messages, and direct experience with a brand (ILYAS et al., 2020). Good brand image also may serve as a strong trigger of repurchase intention since consumers tend to work with the brands that they look at as trustworthy, reliable, and sharing their values. Nevertheless, brand image in e-commerce is highly volatile, mainly because of the customer feedback, online reviews, and discussions on the social media, and hence, a single negative review or issue with the product can seriously affect the brand equity and reduce the intent to repurchase. Digital e-commerce intensifies the impacts of a good or bad brand image since negative experiences could propagate rapidly through review platforms, social media, and word-of-mouth and change the mindset of the consumer to buy again in the future (Matute, Polo-Redondo, and Utrillas, 2016). This weakness indicates that e-commerce brands should be extremely active in controlling their brand image through the provision of uniform quality, efficient interaction, and rapid customer problem resolutions, which are components that affect consumer repurchase intention (Girsang et al., 2020).

Trust is another influential variable of the customer-brand relationship in e-commerce, and the other important factor of the repurchase intention. The trust may be referred to as the consumer attitude that a brand will perform the tasks as per the expectations, keep the promises and maintain the safety of personal and financial data during the transactions (Suhartanto et al., 2021). Trust is even more essential in internet-based retailing where one is unable to perform physical checks of the product and therefore the customer knows only the reputation of the brand and third-party reviews that will help him to understand the quality of the product and the reliability of the retailing platform. Absence of trust- whether initiated by late delivery, bad customer service or security can negatively affect repurchase intention. A strong literature reflects that consumers are less inclined to buy products again on a platform that has not managed to build trust or had such bad experiences associated with security and quality of the product (Fazal-e-Hasan et al., 2018). This is a critical element of trust in e-commerce since the online shopping condition is

already impersonal, and there is little possibility of the buyer and the seller to meet physically. Therefore, when there is a good relationship of trust with the brand, the probability of repurchase intention is high and where there is a lapse of trust, consumers become disengaged and disloyal (Suhaily and Soelasih, 2017).

A high level of emotional attachment towards a brand also plays a very significant role in the repurchase intention especially in e-commerce where the physical contact with the product is low. Emotional attachment of a brand extends beyond product satisfaction and includes the feelings of loyalty, affection, and personal association of the consumer with the brand (Tua et al., 2021). The more the brands are able to create a connection with their consumers, the stronger a sense of connection they are bound to be created by the brands that are able to create positive emotions using storytelling, personalized experience, and meaningful interaction. This emotional connection, in its turn, develops the increase in repurchase intention, as consumers, in turn, are more likely to trust the product and services that appeal to their personal values and needs. Nevertheless, the establishment of good emotional connection is not automatic but the process that involves repetition in consumer relationships building, personalized content, and touchpoint-to-touchpoint attentiveness (Fazal-e-Hasan et al., 2018). The emotional bond in an e-commerce setting can be achieved through the user experience design, customer service, and after sale services which may or may not lead to consumer repurchase decision. Brands which are able to establish a positive emotional attachment with their customers have a higher chance of creating a repurchase intention in the long run (Hamdan and Rizka, 2021).

Customer satisfaction is also another important intermediary factor in the process of repurchase intention through which the relationship between different antecedents, product quality, perceived value and brand image are mediated. It is agreeable that customer satisfaction about the product or service affects repurchase intention in a positive way and not necessarily in a linear or predictable way. As an example, customers may not make a repeat-buy even in cases where they already feel content with the quality of the product, but other elements of the shopping experience, like delayed delivery, or poor customer service, are not satisfactory (Mirza and Younus, 2021). In this sense, e-commerce satisfaction may be multi-dimensional and it may not just be on the product itself, but also about the entire experience of shopping online, such as the ease of using the web site, customer service, and after sales service. The brands which do not provide a satisfying end-to-end experience may jeopardize the desire of the customer to re-buy the product, even though he or she may be pleased with the product (Indraswari et al., 2023). This is important in making sure that the intention to repurchase is high and unanimous by aligning the level of satisfaction at every customer touch point.

The eWOM and the word-of-mouth (WOM) as the impact on the repurchase intention is an issue that has been gaining momentum over the past years, especially with the advent of social media and online review platforms, which can greatly influence consumer behavior through giving them social evidence of the usefulness of a product or service. Consumers tend to believe in the views of other people, particularly those who are posted by individuals having the same tastes or experience (Matute, Polo-Redondo, and Utrillas, 2016). Positive eWOM may also increase the repurchase intention by strengthening the positive experiences that a customer already had and providing them with the additional confirmation. Conversely, the negative eWOM may affect the consumers in the opposite direction, frustrating them to visit the same brand once again (Weng et al., 2016). This explains the significance of proactively dealing with online reviews and motivating customers to leave positive feedbacks on the website, and responding to negative feedbacks promptly to save the intention to repurchase.

Lastly, the approach to promotional activities can also play a major role in repurchase intention particularly in e-commerce where promotion deals, discounts, and loyalty programs are usually employed to make sales. Promotion with specific audience can drive instant buying and repurchase intention by instilling a feeling of urgency or giving the consumer extra value. Nevertheless, overuse of discounts may cause a decrease in the perceived value, which will affect the loyalty of the customers in the long run, as well as the impact of the repurchase intention in the long run (Keni, 2020). Also, promotions can short-term sales, although this does not guarantee emotional or value based loyalty, the lesser of the two evils as far as repurchase intention is concerned in the long term. E-commerce brands should walk the fine line to provide promotion opportunities and incentives that encourage repeat business without losing the perceived value of what they offer so that repurchase intention is maintained (Indraswari et al., 2023). The issue with e-commerce brands is how they can incorporate promotions in a manner that will boost customer appreciation and loyalty without reducing the overall brand equity.

1.3 E-commerce as a Vast Field

The e-commerce industry has become one of the largest and most disruptive sectors of the 21st century that is changing the way companies conduct their activities and consumers engage with brands worldwide. E-commerce is a wide field which entails the purchase and sale of goods and services through the internet and encompasses all business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C) and consumer-to-business (C2B) models of transactions (Joshi, 2024). This variety has seen e-commerce not only as a means of retail dealings, but a vibrant ecosystem that encompasses more and more industries, such as

retail and finance, education and entertainment. E-commerce has enabled the business to overcome geographical limitations by enabling the business to reach out to the global customer market, consumers enjoy the advantage of making their purchases 24/7, competitive prices, and a variety of products. The e-commerce is however not a challenge free phenomenon (Jin et al.,.2023). The industry is still growing, which makes the handling of transactions, customer information, logistics, and online marketing plans more complicated. Businesses should always be innovative to satisfy the changing needs of customers, security issues, and the competitive environment. The future of e-commerce is constantly changing due to new technologies, tastes of the consumers, and economic changes around the world, which keep on influencing the future direction of e-commerce (Gupta et al., 2022).

Artificial intelligence (AI) is one of the greatest technological forces behind the e-commerce madness that has transformed how business organizations interact with their customers, manage their operations, and grow their services (Rajagopal, 2022). Machine learning (ML), chatbots and recommendation systems are artificial intelligence (AI) technologies that have become part of the functionality of e-commerce platforms and allow offering individualized shopping experiences based on the preferences of certain consumers (Jamil, 2022). AI allows business organizations to collect and process large volumes of information, which can be used to forecast customer behavior, control inventories, plan pricing strategies, and increase the efficiency of a supply chain. As an example, AI is applied to companies such as Amazon and Netflix to suggest products or content depending on its previous purchases or viewing history, making customers happier and boosting sales (Kinj, 2023). Moreover, AI is also being used to enhance customer service, which is conducted by using virtual assistants that address much of the customer queries and this saves humanity and enhances the overall customer experience. Nevertheless, along with numerous benefits, there are other concerns linked to the application of AI in e-commerce such as the privacy issues, data safety, and the risks of the algorithm bias. To illustrate, the use of AI to make consumers have a personalized shopping experience can unintentionally support biases in consumers or cause unfair pricing choices based on demographic information, which can be problematic as it can clearly define the ethical aspects of AI. With the ongoing development of AI technologies, e-commerce companies should make sure that their AI solutions remain transparent, ethical, and preserve rights of the customers without undermining the effectiveness and personalization customers desire (Girimurugan et al., 2024).

The second key stimulating the enormity of e-commerce is the increasing use of big data analytics. The quantity of consumer information that e-commerce platforms obtain is such that companies can analyze trends and patterns, comprehend customer preferences and anticipate

their future purchasing patterns more accurately than ever before (Chodak, 2024). This has proved a game changer as far as it is concerned in terms of maximizing marketing efforts, differentiating on product offerings as well as developing more specific approaches to advertising. Through studying the customer interaction with the websites, product views, purchase histories, even social media interaction, businesses can ensure that their marketing campaigns are directed towards particular groups of consumers and their chances of conversion are much higher (Li, 2022). Moreover, the e-commerce business has enhanced operational efficiencies, including inventory management and demand forecasting, through big data analysis of historical data and forecasting of future trends. Nonetheless, the dependency on the big data elicits various issues, particularly the privacy of the consumer. The growing concern among consumers about the use of their personal data is putting companies under pressure to make sure that their data behavior is ethical and transparent and in the employment of the privacy legislation like the General Data Protection Regulation (GDPR) in Europe. The capacity to gather and analyze big data has a lot of benefits and the companies in the e-commerce sector have to implement effective security strategies to avoid the vulnerability of consumer data to breaches and safeguard the personal information of consumers. In addition, ethical aspects of using personal information to conduct business should be taken into account because the use or misuse of information may result in serious reputational damage and legal consequences (Cao, 2023).

Besides the technological discoveries, logistics is another key element to the enormity and prosperity of e-commerce. Effective supply chain management and logistics is needed to fulfill the growing needs of the consumers that demand rapid reliable deliveries. The speed and accuracy of delivering the product is now one of the major differentiators in e-commerce companies. E-commerce companies such as Amazon have established standards of quality logistics in the industry, with the services they provide, such as next-day or same-day delivery, and next-day shipping, becoming the expectations of customers in other sectors (Munoz et al.,.2023). The use of technologies, including Internet of Things (IoT), robotics, and automation, in warehouses and distribution centers has further streamlined e-commerce logistics so that it has become easier to monitor inventory real-time, minimize the time to receive shipment, and decrease the operating expenses (Meziani Dihia, & Mekkari Zakarya, 2023). Drones delivery and autonomous vehicles are also being considered as a potential solution to the growing demand of faster deliveries. But the swift growth of e-commerce logistics is also accompanied with great problems such as the increasing cost of transportation, ecological issues connected with the carbon emission level, and difficulties in the control of global supply chains. With the increasing number of companies joining the e-commerce industry, the need to deliver services in a fast and cost-efficient manner will

continue to increase, and companies will be compelled to keep innovating in logistics as well as optimizing sustainability (Ran, Ma, and Ran, 2024).

The emergence of mobile commerce (m-commerce), or the process of purchasing and selling products or services through mobile devices (smartphones and tablets), is one of the primary triggering factors in the further growth of e-commerce. As a result of the widespread use of mobile devices and an enhancement in internet connectivity, an increasing number of consumers are willing to make purchases using their mobile devices and this has had a significant impact on the way businesses advertise and sell their products (Nistor & Zadobrischi, 2024). M-commerce has seen the creation of mobile friendly websites and apps which enable consumers to have a smooth shopping process where they can browse, buy, and make tracking order anytime, and anywhere. Moreover, m-commerce has brought about new payment systems, including mobile wallets and contactless payment systems, which are cheaper and more convenient to consumers due to their speed (Ni et al.,2025). Nevertheless, as much as m-commerce has provided new avenues of operation to e-commerce firms, it has also come with threats of mobile security, optimization of apps and consumer confidence. The mobile payment systems, e.g., can be hacked, and e-commerce businesses will have to invest in effective security solutions so that they could safeguard personal and financial information of consumers. Furthermore, the trend of m-commerce adoption implies that companies should constantly improve and modernize their mobile applications to make them convenient and user-friendly to the audience, as any shortcomings in the mobile interface will result in customer dissatisfaction and the termination of purchases (Sharma, 2021).

In the world, e-commerce has enabled the growth of markets, which are not geographically limited as is common in the traditional markets, leading to the emergence of cross-border e-commerce. The cross-border e-commerce will enable consumers to shop in the foreign markets providing a new opportunity to the consumer and businesses (Zhang et al., 2024). This has worked especially to the advantage of businesses operating in emerging markets as they are able to access the international audience and compete with the international players such as Amazon, Alibaba and eBay. The developments in the logistics, payment systems, and regulatory systems have contributed to the cross-border e-commerce phenomenon because they have facilitated the easy expansion of businesses across the world. Yet, the multifaceted aspect of entering various markets also presents certain difficulties, including the possibility to operate in various legal and tax frameworks, the issue of international transportation costs, and the cultural peculiarities that might influence customer preferences (Qi et al., 2023). Moreover, the laws of consumer protection, privacy, and tariffs applied to cross-border e-commerce may not be the same, which

may complicate working. Businesses that have intentions of going global should be ready to handle these issues in addition to offering a quality customer experience beyond the national boundaries. The adjustments of businesses to these challenges, their localisation strategies, and use of technology to facilitate operations will be the determinants of the future development of cross-border e-commerce (Ni et al., 2025).

Another emerging trend that has led to the massive nature of the e-commerce is social commerce (s-commerce). Social commerce means that social media sites are combined with websites where people can buy directly through social networks such as Facebook, Instagram, and Pinterest. The S-commerce leverages the social aspect of these sites where customers are able to share, comment and make suggestions to their social networks and provides them with a more personalized and interactive shopping process. This has provided a new opportunity to the brands to be able to interact with consumers, to gain visibility and brand loyalty. S-commerce has also adopted influencer marketing as one of its most important elements, as brands enlist the help of social media influencers to market their products in a more natural, interactive way (Ran et al., 2024). Nevertheless, s-commerce is found to provide great opportunities to the brands to focus more on a larger audience and make more sales, but it has issues with authenticity and consumer confidence. The integration of the advertising with the organic content may lead to the fact that the line between the genuine recommendations and the paid promotions is blurred and consumers will not be able to tell the difference between the two. Moreover, the use of influencers and user-created content is an issue concerning the credibility and integrity of the product reviews, which will put the trust in the platform at stake (Shin et al., 2022).

With the ever-changing e-commerce, customer experience has become the key to the growth and development of the industry. The move to customer-centric e-commerce in which companies consider personalized experiences and customer satisfaction is changing the way companies relate to their customers. The new e-commerce experience is as customized as it can be by being offered personalized suggestions on what to buy and how to do it, by making the check-out process as smooth as possible, and by suggesting promotions to customers based on their web history and their shopping patterns. The combination of AI and big data has helped businesses to support personal shopping online at scale, offering customized product recommendations, content, and offers to individual customers (Shin et al., 2022). Nonetheless, although personalization improves the customer experience, it raises the issue of data privacy and how personal information will be used ethically. Consumers are more conscious about the use of their data and they require having the ability to control their privacy. Consequently, e-commerce firms should ensure that they are open about their methods of gathering and using

customer information, not mentioning the strict regulations regarding the protection of data, such as the GDPR. Individualized and smooth shopping experience will remain one of the most important success factors in e-commerce, but it must be accompanied by the focus on consumer trust and data protection to keep the long-term relationships with the customers (Suhartanto et al., 2021).

Lastly, cybersecurity is an issue of importance due to the expanding and diversification of e-commerce. E-commerce is an excellent opportunity to cybercriminals due to the growing number of online transactions and the spread of online payment systems. E-commerce companies deal with very sensitive customer information such as payment details, personal information, and transaction history, and are therefore very vulnerable to information breaches and data hackers. The consequences of risks of insufficient cybersecurity measures can become a huge financial loss, brand reputation damage, and legal implications of enterprises (Srivastava, 2021). Consequently, the companies involved in e-commerce have to invest in effective cybersecurity measures, including encryption, safer payment systems, and multi-factor authentication to secure consumer information and facilitate secure transactions. Also, the businesses should continuously observe possible vulnerabilities and keep pace with the newest cybersecurity threats and countermeasures. Cyber threats are ever-changing and need to be closely monitored because companies in the e-commerce industry should protect the data of their clients and their own business to ensure the consumers are not intimidated by the threat and the organization is not harmed by the breach (Girimurugan et al., 2024).

1.4 Theories and Models

Aaker's Brand Equity Model: The Brand Equity Model developed by Aaker is a fundamental theory in the process of understanding the ways in which brands create value and by which they enable consumer loyalty in a long-term. Aaker (1991) introduces five dimensions of brand equity brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets, including patents or trademarks. This model will play a key role in illustrating how the above dimensions can lead to the general strength of a brand. Brand loyalty is assumed to be one of the most significant dimensions as it indicates how much consumers will use the brand repeatedly as opposed to other competitors, although there is a possibility of other alternatives (Ekinci et al., 2022). The model of loyalty used by Aaker is a result of positive experiences, emotional attachment, and perceived satisfaction that are consistent. Brand awareness on the other hand is the initial stage of brand equity development; this refers to the capability of a consumer to remember or notice a brand and this is a pre-requisite to further associations and

brand loyalty. The perceived quality is the key factor to motivate repurchase intentions as it is what determines the consumer perception of value and has a direct impact on the decision-making process within competitive markets such as e-commerce. The aspect of brand associations entails the abstract concept of the personality, values, or attributes of the brand, which determine the consumer attitude and perceptions, which ultimately affects the decision to purchase. According to a model proposed by Aaker, an excellent brand should perform well in the following areas, which form positive consumer perceptions leading to greater loyalty and unprecedented brand equity (Aaker, 1991). Nevertheless, the simplicity of the model has been criticized because it fails to explain the complex dynamics in the contemporary digital consumer behaviours, particularly within the dynamic world of e-commerce. Indicatively, in digital contexts, where tactics of consumer touch are multidimensional and rapidly changing, brand equity, is impacted by a broader set of variables, such as online reviews, social media interaction, and influencer marketing, which are not comprehensively considered in the framework by Aaker. Moreover, the brand loyalty in the digital era is not necessarily as consistent as it is indicated by the model developed by Aaker especially when people are more likely to switch brands under the influence of convenience or promotions, which makes traditional perspectives of brand loyalty difficult (Girimurugan et al., 2024). Irrespective of such obstacles, the Brand Equity Model developed by Aaker can still be applied to the knowledge of the traditional pillars of brand value and can serve as an excellent base to consider how e-commerce business can organize their brand strategies that would induce consumer loyalty and long term growth (Tasci, 2020).

Keller's Brand Knowledge Model: The Brand Knowledge Model by Keller (1993) is more consumer-oriented in the interpretation of brand equity and can be seen as centered on how brand knowledge, which is brand awareness and brand associations, will influence consumer perceptions and purchasing decisions. Keller asserts that the basis of brand equity is brand awareness which is the ability of consumers to remember or identify a brand. Brand awareness alone, however, cannot bring about strong brand equity, it has to be combined with brand associations, which entails meanings and attributes that consumers associate with a brand. Such associations can be grounded on the tangible features, like the product features and performance, or intangible features, like the emotional associations or lifestyle orientations (Keller, 2021). The model developed by Keller gives a great emphasis on brand image, which does not only create positive associations that resonate with consumer needs and desire but also leads to purchase decisions making them loyal to the brand. This model is more applicable in the e-commerce environment where consumers are turning to online reviews, social media and brand storytelling to establish these associations. Brand knowledge that has been achieved via this kind of

interaction affects the brand preference and eventually repurchase intention because consumers have a tendency to gravitate towards brands that appeal to their values and satisfy their needs (Keller, 1993). This framework created by Keller can be used in the interpretation of how the digital touchpoints enhance the brand building because online space provides a greater opportunity of immediate and direct interaction between the brand and the consumer, which means that the association can be produced quickly through the visual content, user-generated feedback, and personalized recommendations. Nonetheless, The influence of Keller has been criticized as he did not focus on the changing nature of brand knowledge in the digital world, where new sources of interaction, including influencer marketing and real-time customer feedback, can profoundly change brand associations (Sharma, 2021). Although Keller model still forms the basis of comprehending the role of brand consciousness and associations in the formation of brand equity, it is necessary to adjust to the realities of current e-commerce when online and offline experiences intercourse and where brands have to balance a great variety of interactions to keep consumers loyal (Yağız & Özer, 2022).

Theory of Planned Behavior: Ajzen (1991) has come up with a theory known as the Theory of Planned Behavior (TPB) which is a very popular theory and approach to understanding and predicting consumer behavior especially in purchase intentions and repurchase behavior. The TPB argues that the three major factors that are influencing the decision of people to behave in a given way are attitudes, subjective norms and perceived behavioral control. Attitudes are characterized by positive or negative assessments of doing a specific behavior that include buying a product or a brand. Subjective norms consist of the social pressures that are perceived to either take part in a given behavior or not, and this may be affected by the views of relatives, friends, or the society. This is evident in the case of e-commerce where social media influencers or the online community affect consumer buying choices through the promotion of some brands or products. Perceived behavioral control means how much one believes that he/she can do a certain behavior keeping in mind the parameters of accessibility, affordability, and ease of use. In e-commerce, perceived behavioral control can be affected by factors such as web usability, products availability as well as delivery (Pillai et al.,.2022). According to the TPB, the consumers are more likely to develop repurchase behavior when they develop positive attitudes towards a brand, they feel social pressure to use the brand, and when they feel that they can easily access or buy the product. Nevertheless, a critical accuser on the TPB indicates that it might be unsuitable in explaining the dynamics of the contemporary consumer behaviour, particularly in the digitalised context where online behaviours are informed by real-time interactions, promotion incentives and instant social validation (Ajzen, 1991). In addition, the theory presupposes that people are rational

and conscious in the choice of purchasing products, and in a lot of e-commerce situations, the choices are conditioned by the subconscious factors, including the emotional attachment to brands or buying on the spur of the moment, which TPB does not address adequately. Although the TPB will provide useful data regarding the purchase intentions and re-purchase behavior, it needs to be revised to capture the specifics of the online shopping experience and the growing digitalization of consumer decisions (Pillai et al.,.2022).

Brand Resonance Model: Keller (2001) has come up with the Brand Resonance Model, which is a cumulative method of comprehending how brand equity is created and how consumer develop strong and enduring relationships to the brands. The brand equity in this model is developed over a period of stages where, the process of brand identity is the first stage in this model hence it requires consumers to be made aware of the brand. Brand meaning is the second step which is developed as result of the perception and associations of the consumers to the brand giving rise to more emotional attachment. Brand Response stage represents the consumer judgments towards the brand like how the consumer perceives the product in terms of quality, credibility as well as value. Lastly, brand resonance is the highest level of brand equity where consumers are highly loyal and attached to the brand and this leads to repeat purchasing, positive word of mouth and advocacy. The Brand Resonance Model highlights that brand loyalty does not simply come about as a by-product of satisfaction but it is a comprehensive and emotional connection between the consumer and the brand. This model is specifically central to e-commerce, where digital brands have to strenuously create some kind of emotional rapport with their consumers who want to be told stories, have some sort of personalized experience and see a consistent brand message across multiple platforms (Saputra et al., 2021). Critiques of the Kellerian model, however, note, that it is too linear and makes no attempt to explain the fluid and non-linear nature of the modern consumer behavior, especially when using digital media and e-commerce where the consumer might not pass through all phases of the model nor establish a bond to the brand via social media and online reviews as opposed to traditional advertising. The brand resonance concept tends to be more intricate in e-commerce since consumers might form a connection to the brand experience per se, which can be evaluated by the convenience of the online shopping process in general, the quality of customer service, and the online platform which is easy to use (Shin et al., 2022). The Brand Resonance Model is a helpful construct of how e-commerce brands can establish strong relationships with consumers, although it needs to be modified to incorporate the dynamics of online consumer relationships that are rapidly evolving (Saputra et al., 2021).

Customer-Based Brand Equity (CBBE) Model: Customer-Based Brand Equity (CBBE) Model is another model created by Keller (2001) that is built on the premise that brand equity is determined through consumer perceptions and experience of a brand. This model implies that brand equity is constructed based on the consumer point of view and advances in four steps which are brand identity, brand meaning, brand response and brand resonance. The CBBE Model also depends more on the first-hand experience of the consumer and their emotional involvement with the brand more than on the other factors considered by Aaker, including brand loyalty and perceived quality (Sandeep Kumar Gupta et al., 2024). The initial level is the brand identity that is aimed at creating the awareness and making sure that the consumers are able to identify the brand. Brand meaning is created by the associations and qualities that consumers relate to the brand whereas brand response is the judgement of the consumer on how good, credible, and relevant the brand is. Lastly, the model is oriented to brand resonance, and consumers are supposed to have a deep emotional attachment to the brand, which brings about increased loyalty and advocacy. CBBE Model has been extensively implemented in e-commerce, as it focuses on the relevance of the consumer experiences in multiple touchpoints, starting with the design of the websites and the level of ease of navigation and the interaction with the customer service and the after sale services. Brand awareness is critical in the digital world because consumers usually visit various sites and online shops and unless they are initially aware of a certain brand, they might never think of it. Moreover, brand meaning is instrumental in influencing consumer decision to work with a brand in e-commerce where there is limited direct contact with the products. The CBBE Model, however, has been critically analyzed as possibly failing to consider the issues of online interactions and the impermanence of online brand experiences. The world of online shopping is rapid and consumers tend to interact with the brand in a variety of channels and touchpoints, which makes it challenging to establish a linear relationship between brand recognition and brand resonance. It is also assumed in the model that brand resonance directly causes loyalty but in the case of e-commerce a consumer might deal with a brand due to convenience or price and not emotional attachment hence the relationship between brand resonance and repurchase intention is more complicated than the model implies (Keller, 2001). Nevertheless, the CBBE Model is still very useful to learn how e-commerce brands can successfully establish good relationships with consumers and develop a viable brand loyalty in a more competitive online market (Sandeep Kumar Gupta et al., 2024).

2. Research Methodology

2.1 Research Framework and Hypothesis Development
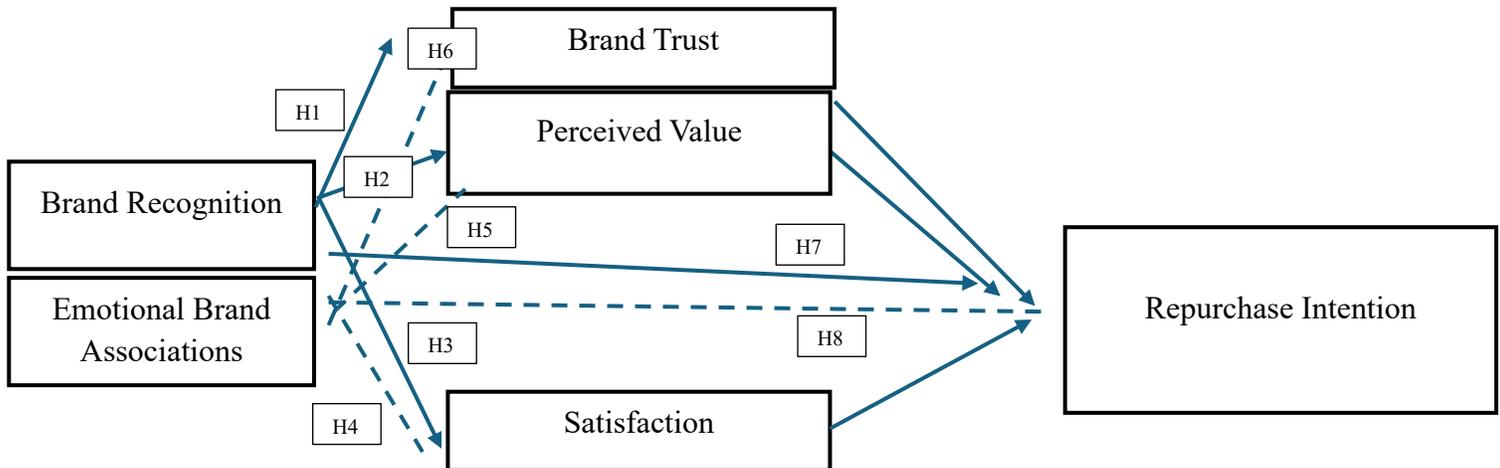
Figure 1: Conceptual Framework

H1: Brand recognition has a positive effect on repurchase intention through the mediation of brand trust.

The first step that leads to brand equity is brand recognition, which does not always have a direct impact on the repurchase intention. It has been found out that brand recognition plays a vital role in building consumer awareness, but it does not necessarily result in repurchase behavior unless it goes hand in hand with brand trust (Chakraborty, 2019). Brand trust is a mediator between brand recognition and repurchase intention because it helps in ensuring that the consumer that the brand is capable of fulfilling its promise especially in the e-commerce where consumers are not able to touch the products until they have been purchased (Fazal-e-Hasan et al., 2018). It has been proven by previous researchers that trust is a critical factor of brand loyalty and repetitive purchasing because it enhances the connection between brand recognition and repurchase intention (Rodrigues and Martins, 2016). According to this hypothesis, the attempts by Zara to increase brand trust may increase the effects of the intention to repurchase in people who are already consumers of this brand.0

H2: Brand recognition has a positive effect on repurchase intention through the mediation of perceived value.

Brand recognition is a very important initial phase towards appealing to consumers, but this may be mediated by the perceived value with regard to repurchase intention. Perceived value

can be defined as the judgments of the consumers concerning the worth of the product in terms of quality, price and the experience throughout. It is proposed that brand recognition does not predict the repeat purchase behavior; rather, perceived value is a more important factor to take into consideration (Chiu and Cho, 2021). A high level of brand awareness allows identification of positive qualities with the brand, and this raises the perceived value, thereby promoting the possibility of repurchase. As Fazal-e-Hasan et al. (2018) emphasize, perceived value is a crucial mediator turning the initial awareness into a subsequent consumer commitment. Hence, the success in conveying the value of its products and developing a powerful brand image can motivate Zara to boost the level of repurchases by its customers.

H3: Brand recognition has a positive effect on repurchase intention through the mediation of satisfaction.

Customer satisfaction usually creates a solid relationship between brand recognition and repurchase intention and is important in influencing the decision of a consumer to repurchase. Brand recognition will make consumers aware of the brand, however, satisfaction of the overall experience, including the quality of the product and customer service, will make or break whether the consumer will be returning. It has been found that consumer loyalty cannot be maintained only by brand recognition in the absence of positive experiences that result in satisfaction (Rodrigues and Martins, 2016). Satisfaction acts as an intermediary by creating a stronger impression of the brand via recognition and increasing the likelihood of repeat purchases on the part of customers. According to Fazal-e-Hasan et al. (2018), the relationship between customer satisfaction and the repurchase intention will be directly proportional in the e-commerce environment, where repeat purchasing relies on the experience of consumers with the services and offerings of a specific brand

H4: Emotional brand associations have a positive effect on repurchase intention through the mediation of satisfaction.

Emotional brand associations have been identified to build stronger association between a consumer and a brand resulting to increased repurchase intentions. Such connections are based on the good emotions and impressions that consumers have towards a brand based on the past engagements and experiences with the brand. Emotional attachment to a brand leads to customer satisfaction because it brings a sense of trust and dependability that must be there when making a repeat purchase (Chakraborty, 2019). In previous studies, satisfaction is noted to mediate between the emotional brand associations and repurchase intention, implying that

consumers will tend to repurchase brands with which they have a positive emotional relationship, assuming that their experiences are as expected or even better than expected (Brunetti, Confente, and Kaufmann, 2019). This supposition assumes that Zara will be able to increase the intention to repurchase by concentrating on the establishment of emotional connections with the customers and maintaining a high satisfaction level in the entire process of customer journey.

H5: Emotional brand associations have a positive effect on repurchase intention through the mediation of perceived value.

Emotional brand associations can be viewed as potent factors of repurchase intention (which has perceived value as a significant mediator). Emotional attachment to a brand leads to consumers feeling that they are getting more out of the brand in terms of product quality, customer service or the experience (Rodrigues and Martins, 2016). This perceived value has a direct effect on whether they repurchase or not. It has been found that emotional type of brand associations causes consumers to feel better about the brand, a phenomenon that improves their judgment of the brand value and likelihood of returning to purchase the brand (Chakraborty, 2019). Zara can use its emotional branding to raise the perceived value in the minds of its consumers, which will in turn improve the repurchase intentions.

H6: Emotional brand associations have a positive effect on repurchase intention through the mediation of brand trust.

Emotional brand associations have a great potential to affect the repurchase intention as they lead to brand trust which is a key mediator in e-commerce. The emotional bonding that consumers have with a brand makes them to trust it and this is crucial in purchasing it again in the digital market. Brand trust will produce a feeling of reliability and security, and this is particularly significant to those consumers that may not be able to physically check products online (Fazal-e-Hasan et al., 2018). A stronger brand trust is achieved through emotional brand associations which in turn increases the likelihood of the consumer to repurchase. Trust, in its turn, has a central role in creating brand loyalty and stimulating the intention to repurchase, which is why it is a significant intermediary between the emotional relation and repeat behavior as well (Rodrigues & Martins, 2016).

H7: Brand Recognition positively influences Repurchase Intention.

Brand recognition is a very important factor that influences the repurchase intention since it creates the preliminary awareness and familiarity of the brand. Zara, on its part, uses the power

of brand recognition so that its products can be recognized by the consumers easily. It has been established that brand recognition directly correlates with the possibility of consumers to make a repeat purchase in the future because knowing the brand so well lowers how much perceived risk consumers connect to online shopping (Chiu and Cho, 2021). By recognizing a brand, the consumer will trust it, and it will boost their decision to repurchase (Fazal-e-Hasan et al., 2018). This hypothesis is based on the assumption that brand recognition is one of the most predictive variables of repurchase intention in the e-commerce environment.

H8: Emotional Brand Awareness positively influences Repurchase Intention.

The emotional brand awareness is the level of emotional attachment of consumers to the brand and their identification of its position in their lives. It is a strong emotional attachment that has an important influence on repurchase intention. The studies have shown that emotional brand awareness reinforces brand loyalty since it establishes an emotional bond, which leads to repeat purchases (Rodrigues and Martins, 2016). Emotionally involved consumers will be more willing to revisit, as they view it to be consistent with their values and needs. In the case of Zara, the effective development of emotional brand awareness can result in preferences to repurchase fervently because in the current competitive environment of e-commerce, emotional differentiation can distinguish the brand among its competitors.

2.2 Research Methods and Instruments:

The research takes a quantitative method to test the links among Perceived Brand Equity (PBE), E-commerce, and Intention to Repurchase Product. The main data collection instrument is a structured online survey that is employed to measure the perceptions and behaviors of the respondents using a number of standardized scales of measurement. The survey will gauge PBE in brand awareness, brand loyalty and the perceived quality and measure e-commerce experiences based on ease of use, trust, and satisfaction. Intention to repurchase is determined using questions that examine the probability of the respondents to purchase the same product in the future. The instruments are based on existing scales to guarantee validity and reliability, as Dwiviolita and Zuliarni (2023) and Ho and Chung (2020) do. The proposed hypotheses will be tested with the help of such statistical techniques as correlation analysis, regression analysis, and Process Macro to investigate the relationships between the variables.

2.3 Research Objects and Respondants:

The target audience of the research is active e-commerce users, or people who have participated in online shopping at least once in the last 3 months. The respondents will be picked

on the basis of their experience in purchasing products located on online mediums since they will be likely to offer pertinent information about the contributors to the Perceived Brand Equity (PBE) and Intention to Repurchase Product. A sample of a wide variety of respondents in terms of age, gender, and geographic location will be used to include as many e-commerce behaviors as possible. Sampling will involve the respondents of different e-commerce platforms, such as those who order fashion, electronics, and groceries, so that the data obtained will be representative of many types of products and experiences of different users.

2.4 Sample Size

To get the sample size, the study will rely on the findings of the past research to determine the sample. An adequate sample size will be determined with the help of a table that summarizes the studies conducted in such circumstances. A table summary of some of the studies that employed online surveys in e-commerce research is given below:

Table 1: Sample Size Calculation

No.	Citation	Year	Topic	Sample Size
1	Dwiviolita & Zuliarni	2023	Customer Engagement, Customer Equity, and Their Influence on Repurchase Intention in E-Commerce	400
2	Ho & Chung	2020	Customer Engagement and Repurchase Intention in Mobile Apps	350
3	Rungtrakulchai	2022	Customer Engagement's Impact on Brand Equity in E-Commerce	450
4	Ulhaq et al.	2025	Social Media Marketing Strategy and Repurchase Intention	380
5	Raza et al.	2025	Brand Satisfaction, Brand Trust, and Repurchase Intention in E-Commerce	500

In order to determine the average sample size:

$$Average\ Sample\ Size\ =\ (400\ +\ 350\ +\ 450\ +\ 380\ +\ 500)\ /\ 5\ =\ 200$$

Therefore, the mean sample size of the studies is 416 respondents. This will form the target sample of the current study to have adequate power and representativeness. Due to some unavailability of Participants, sample size has been reduce to 200.

2.5 Questionnaire design and Measurement Scales

This study questionnaire will be designed based on major dimensions of brand equity and repurchase intention to evaluate the effects of brand recognition, emotional brand association, perception value, satisfaction, brand trust, and the repurchase intention in relation to online

shopping. To ensure that the consumer perceptions and experiences are captured effectively, each construct has several items, which are based on existing scales in the literature. In terms of brand recognition, products are aimed at the capability of consumers to recognize and remember the brand through the internet (Aaker, 1997). Items that determine emotional involvement to the brand are those that evaluate feelings of happiness, trust and individual connection (Fournier, 1998; Chaudhuri and Holbrook, 2001). Perceived value items look at the way consumers rate the brand in terms of price, quality and the shopping experience (Zeithaml, 1988; Sweeney and Soutar, 2001). The questions that are used to measure satisfaction are associated with product quality, usability of the platform, and customer service (Oliver, 1997; Fornell, 1992). The brand trust is measured based on consumer confidence in the product quality, reliability, and data security of the brand (Delgado-Ballester, 2004; Morgan and Hunt, 1994). Lastly, the intents to repurchase are measured by the questions regarding the future purchases intentions of consumers, the possibility to recommend the brand, and the satisfaction with the brand products (Choi and Lee, 2017, Spears and Singh, 2004). The items will be rated on a 5-point Likert scale, which will ensure that the measurement of each construct will be reliable to achieve effective data analysis.

Table 2: Questionnaire Design

Construct	Items	Sources
Brand Recognition	1. "I can easily identify this brand when I see it online."	Aaker, D. A. (1997). *Building Strong Brands*. Free Press.
	2. "I often notice this brand when shopping online "	Aaker, D. A. (1997). *Building Strong Brands*. Free Press.
	3. "I am familiar with this brand's products."	Aaker, D. A. (1997). *Building Strong Brands*. Free Press
	4. "I recognize this brand's logo on e-commerce platforms."	Aaker, D. A. (1997). *Building Strong Brands*. Free Press
Emotional Brand Associations	1. "This brand makes me feel happy when I interact with it."	Thomson, M., MacInnis, D. J., & Park, W. (2005). *The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands*. Journal of Consumer Psychology.
	2. "I have positive emotions connected with this brand."	Schmitt, B. H. (1999). *Experiential Marketing*. Journal of Marketing Management.
	3. "This brand gives me a sense of trust and reliability."	Chaudhuri, A., & Holbrook, M. B. (2001). *The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty*. Journal of Marketing.

	4. "I feel a personal connection when I think about this brand."	Fournier, S. (1998). *Consumers and their brands: Developing relationship theory in consumer research*. Journal of Consumer Research.
Perceived Value	1. "I believe this brand offers good value for money."	Zeithaml, V. A. (1988). *Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence*. Journal of Marketing.
	2. "The products from this brand meet my expectations in terms of quality."	Sweeney, J. C., & Soutar, G. N. (2001). *Consumer Perceived Value: The Development of a Multiple Item Scale*. Journal of Retailing.
	3. "This brand provides a worthwhile shopping experience."	Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). *The Effects of Price, Brand, and Store Information on Buyers' Product Evaluations*. Journal of Marketing Research.
	4. "The pricing of this brand's products reflects their quality."	Monroe, K. B. (2003). *Pricing: Making Profitable Decisions*. McGraw-Hill.
Satisfaction	1. "I am satisfied with the quality of products from this brand."	Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill.
	2. "The e-commerce platform of this brand meets my expectations."	Fornell, C. (1992). *A National Customer Satisfaction Barometer: The Swedish Experience*. Journal of Marketing.
	3. "I am happy with the customer service provided by this brand."	Anderson, E. W., & Sullivan, M. W. (1993). *The Antecedents and Consequences of Customer Satisfaction for Firms*. Marketing Science.
	4. "Overall, my experience with this brand has been positive."	Cronin, J. J., & Taylor, S. A. (1992). *Measuring Service Quality: A Reexamination and Extension*. Journal of Marketing.
Brand Trust	1. "I trust this brand to provide high-quality products."	Delgado-Ballester, E. (2004). *Applying a brand trust scale: An investigation of brand trust and brand affect*. Journal of Product & Brand Management.
	2. "I believe this brand keeps its promises."	Chaudhuri, A., & Holbrook, M. B. (2001). *The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty*. Journal of Marketing.
	3. "I feel confident in purchasing products from this brand."	Morgan, R. M., & Hunt, S. D. (1994). *The Commitment-Trust Theory of Relationship Marketing*. Journal of Marketing.
	4. "I trust this brand to protect my personal information when shopping online."	Kim, J., & Srivastava, J. (2007). *Impact of Trust on Online Purchase Intentions: A Multi-Group Analysis*. Journal of Consumer Research.

Repurchase Intention	1. "I intend to buy products from this brand again in the future."	Choi, S. M., & Lee, M. (2017). *The Role of Consumer Characteristics in the E-Commerce Purchase Intentions*. Journal of Business Research.
	2. "I would repurchase from this brand if needed."	Spears, N., & Singh, S. N. (2004). *Measuring Attitude toward the Brand and Purchase Intentions*. Journal of Brand Management.
	3. "I am likely to recommend this brand to my friends and family."	Grewal, D., Cline, T. W., & Davies, A. (2003). *Early- and Late-Adopter Benefits to Firms Offering Personalized Products*. Journal of Retailing.
	4. "I would consider purchasing more products from this brand based on my current experience."	Yoo, B., & Donthu, N. (2001). *The effects of brand equity on consumer's responses*. Journal of Marketing Research.

a. Data Collection

This study has used a structured online survey as a method of collection of data, which was given to 200 active e-commerce consumers. The survey questions were based on the already existing scales of brand recognition, emotional brand associations, perceived value, satisfaction, brand trust, and repurchase intention (Aaker, 1997; Chaudhuri & Holbrook, 2001). The respondents were identified using e-commerce sites and the questionnaire in the social media was issued to obtain a mixed sample of online buyers. The responses were to be made in anonymity to ensure privacy and were to be aimed at capturing consumer attitudes and behavior towards Zara online retail experience. This will enable a large sample to be collected in a cost-effective manner to be used to generalize the results.

b. Data Analysis

The data analysis was performed with the help of the SPSS software where descriptive statistics, correlation analysis and regression models were used to evaluate the relationship between brand recognition, emotional brand association, perceived value, satisfaction, brand trust, and repurchase intention. The mediating effect of brand trust, perceived value, and satisfaction on the relationship between brand recognition, emotional brand associations, and repurchase intention was investigated by means of PROCESS Macro. This method also enables one to study the overall, direct, and indirect impacts in detail and provides an understanding of the processes that spur repurchase behavior in online stores (Chiu and Cho, 2021). The findings were tested at 95% level of confidence with the aim of obtaining statistical significance and strong conclusions.

3. Practical Part

3.1 Histogram of Variables
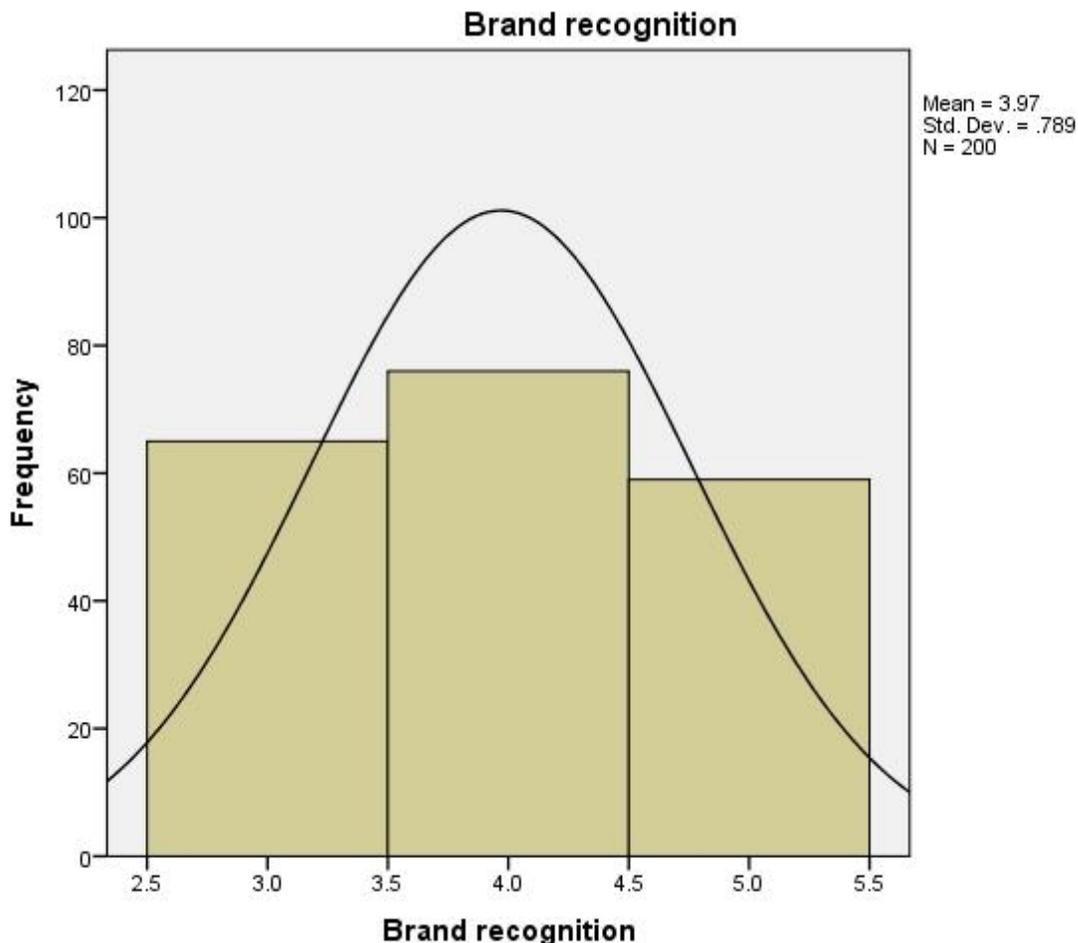
Figure 2: Brand Equity Recognition

The brand recognition histogram has a mean of 3.97 and a standard deviation of 0.789 indicating that Zara is comparatively strong in the minds of its customers, yet the dispersion of the responses indicates that the brand is not present in the minds of all users. Although brand recognition is an important initial action towards the development of brand equity, it does not necessarily contribute to intention to repurchase. The brand recognition in e-commerce is of essence since the customers would use it to recognize and remember the brand when making purchase decisions. Nevertheless, brand recognition is not enough to support repurchase intention in online shopping. This finding is consistent with the existing sources that imply that although brand recognition helps to create brand recall, it must be combined with positive brand experiences, customer service, and satisfaction in order to develop a significant brand equity

(Baalbaki and Guzman, 2016). The rather wide dispersion of answers indicates that Zara should not only capitalize on recognition, but should pay more attention to enhancing the customer experience which can help to achieve long-term brand loyalty (Fazal-e-Hasan et al., 2018).
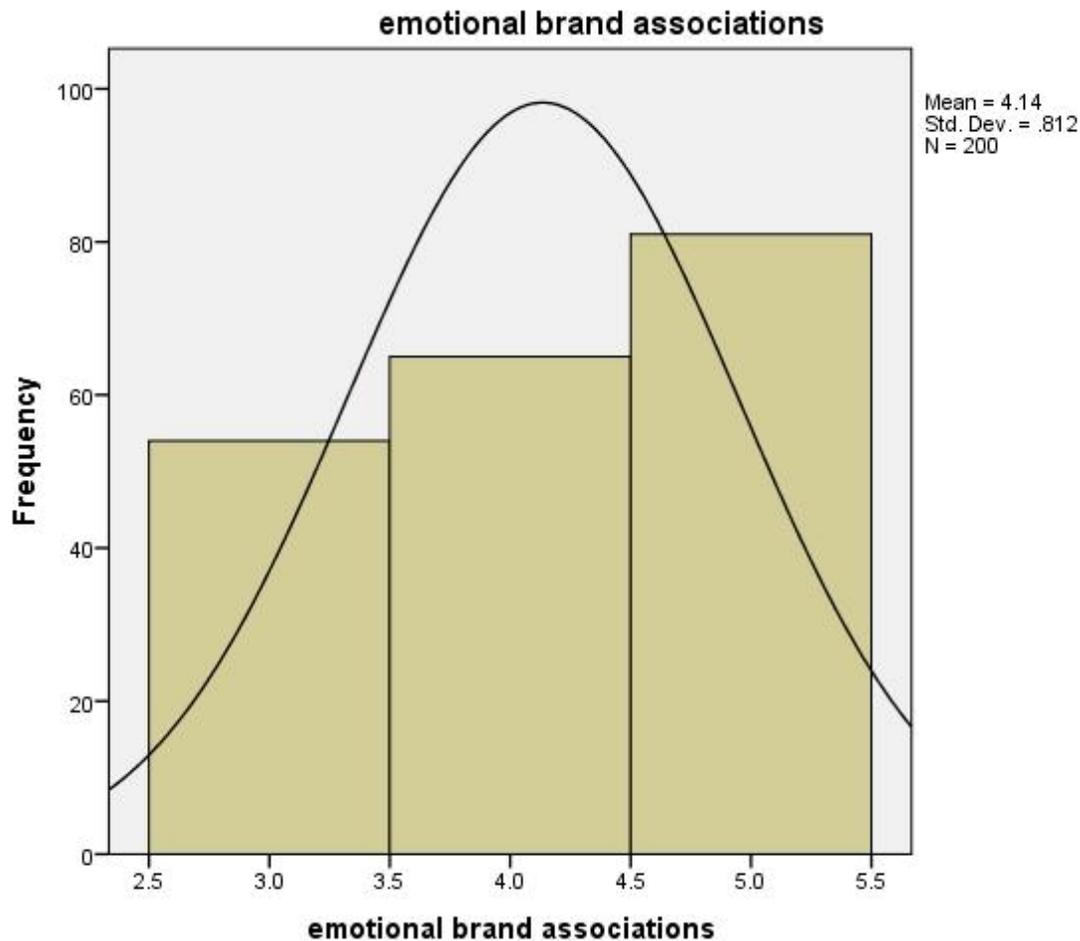
Figure 3: Emotional Brand Associations

The average of 4.14 of the emotional brand associations with a standard deviation of 0.812 implies that consumers have a strong yet fairly divergent emotional association with Zara. The skew is towards high values and therefore, the majority of the respondents have a positive attitude towards the brand. It has been shown that emotional attachment to a brand is a highly important factor in brand loyalty and repurchase intention (Rodrigues and Martins, 2016). This is a vital discovery, because brand recognition is only bridged by emotional brand associations, which makes consumers to establish strong psychological bonding, which results to repeat purchases. Nevertheless, one should be able to critically evaluate the fact that positive emotional associations do not warrant long-term loyalty in case the experience fails to satisfy or surpass expectations. Although emotional connections are strong, they are not always the most resistant ones, and a

single bad experience or a negative review can easily erase the nice associations (Chakraborty, 2019). Thus, though the deep emotional links that have been observed are good, Zara must keep the good links in terms of regular maintenance of service and user experience.
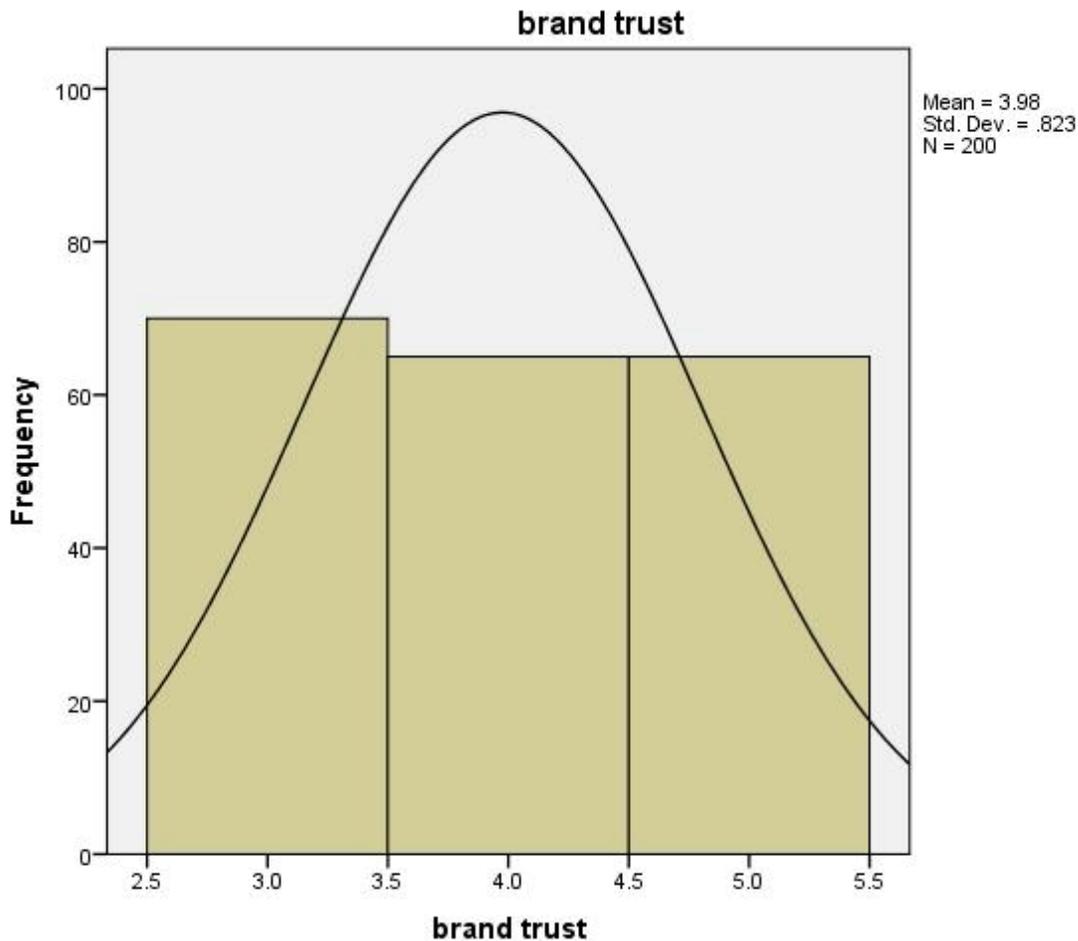
Figure 4: Brand Trust

The brand trust histogram with a mean of 3.98 and a standard deviation of 0.823 suggests that Zara has been trusted by the majority of its consumers with a certain level of variation in the responses. It is the brand trust in digital platforms whereby it directly affects repurchase intention. The trust of consumers towards an online retailer is an important determinant of deciding to repurchase because they need to feel comfortable with the quality, service, and safety that the brand offers (Fazal-e-Hasan et al., 2018). Nevertheless, the moderate nature of the responses in this figure shows that as many consumers trust Zara, a considerable number of consumers are not sure or not so confident about the brand. This means that Zara may experience some difficulties in establishing a good consistent trust among a variety of customers. The absence of unanimous confidence may be connected with a different experience of consumers with the

brand, including failures to deliver the product in time, difficulties with the quality of the product, and difficulties with returns and refunds. To increase the repurchase intention with brand trust, Zara should maximize transparency in all its interactions, have a strong customer support system, and offer a uniform quality of products (Rodrigues & Martins, 2016).
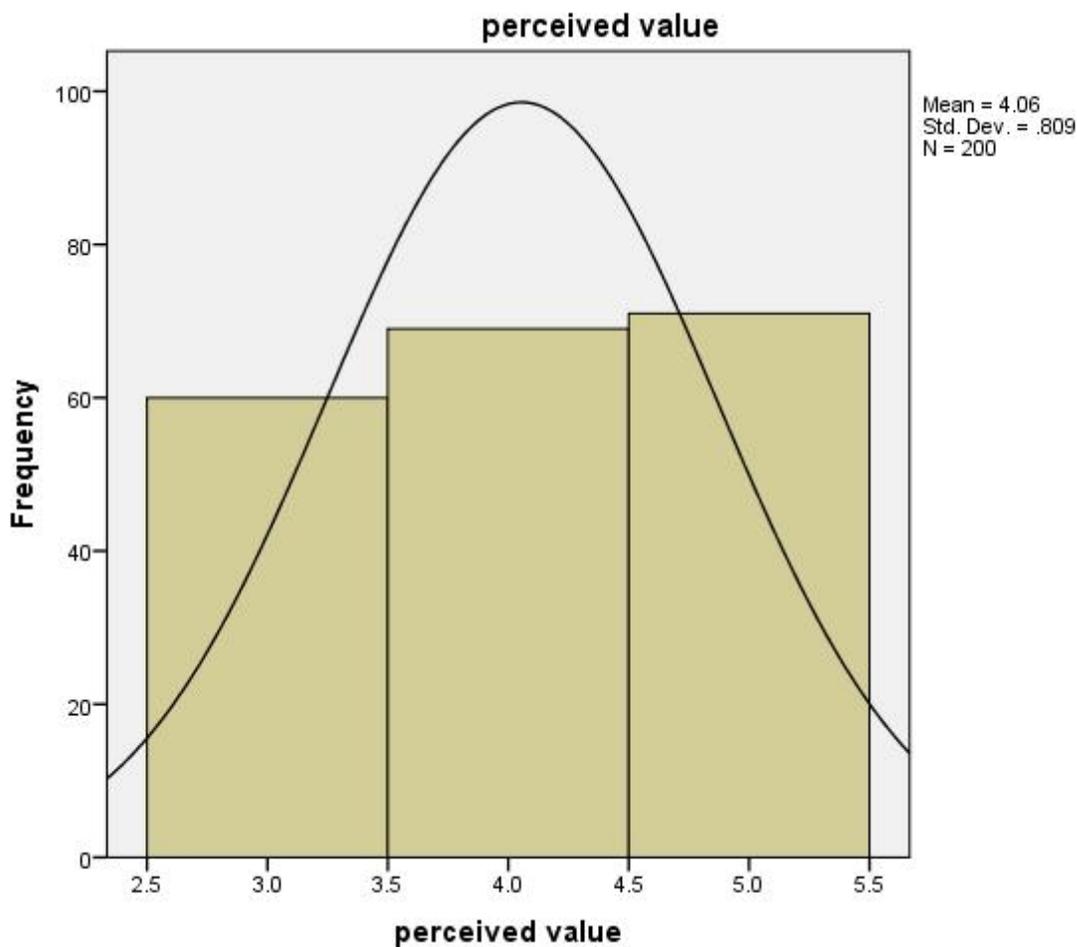
Figure 5: Precieved Value

The perceived value histogram with the mean of 4.06 and a standard deviation of 0.809 indicates that the perceived value of products in Zara is generally high in the eyes of the respondents who feel that they have good value of the money being offered by the company. One of the strongest predictors of repurchase intention is perceived value (Chiu & Cho, 2021). Nevertheless, the mid-range dispersion of the responses suggests that whereas the brand is usually considered as delivering value, there is a gap in the perception of the value-for-money offer by various consumers. Quality, price, customer service, and shopping experience of a

product or service are some of the significant aspects that impact the perceived value of the product or service in e-commerce. When an individual feels that they have been offered quality value, he or she is likely to revert to the same brand. Nevertheless, when customer expectations are far away compared to their actual experience with Zara, the perceived value will depreciate very fast, and repurchase intentions will reduce. With the market of e-commerce being highly competitive, with value being relative, Zara should not just be providing quality products at competitive prices but also, continually deliver the customer experience to maintain the perceived value.

Figure 6: Satisfaction

The standard deviation of 0.850 and the mean of the satisfaction histogram of 3.97 shows that customers are slightly satisfied with their experiences in the platform of Zara. The level of satisfaction is a crucial concept in establishing the intention to repurchase because satisfied customers can repurchase a brand again in future (Chakraborty, 2019). But the inconsistence of the feedbacks implies that Zara has not attained the same satisfaction degree in all its users.

Many customers can be receiving poor service and their level of satisfaction will not be at its best. In the case of Zara, the pain points of its customer experience are critical to be identified and acted upon to make the satisfaction a repeated trigger of repurchase intention. Such aspects as the usability of the websites, the speed of delivery, and customer support might be the areas to consider, as they have the most direct effect on satisfaction (Brunetti et al., 2019).
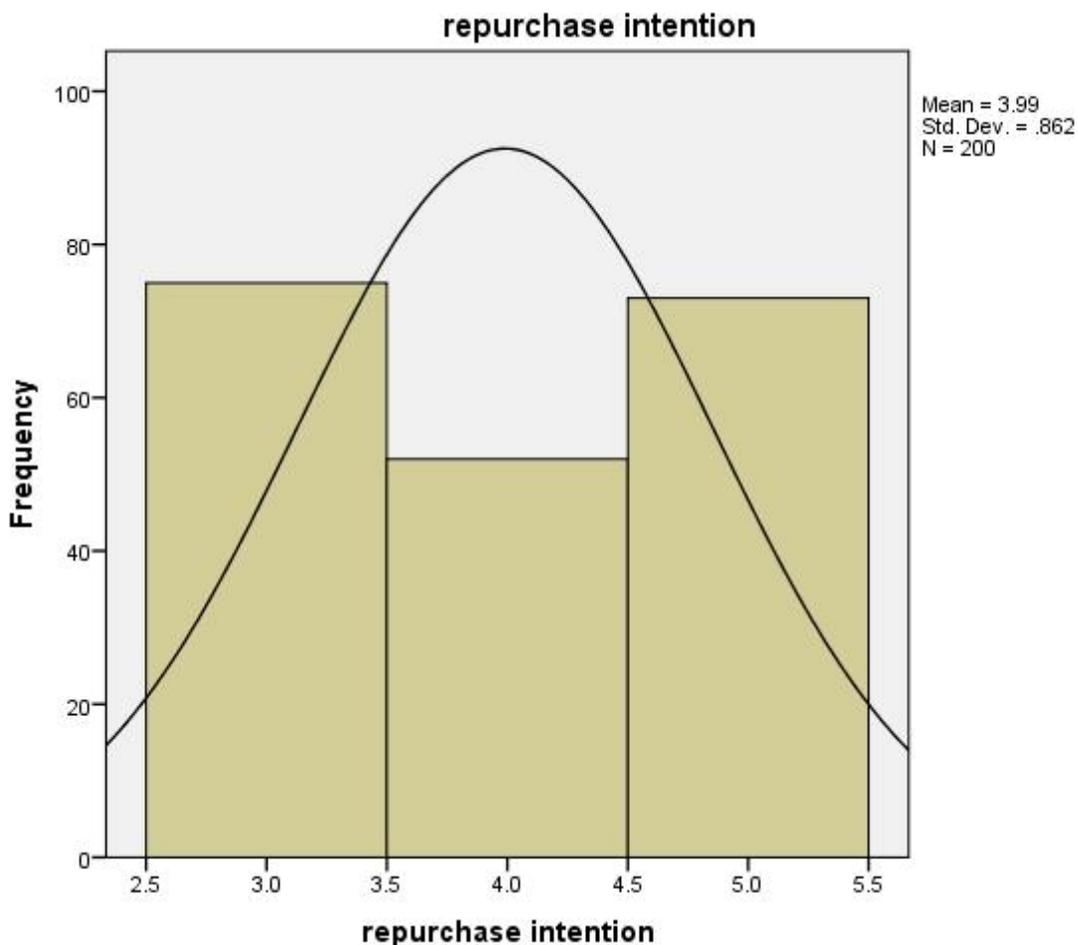
Figure 7: Repurchase Intention

The histogram of the repurchase intention indicates a mean value of 3.99 and a standard deviation of 0.862, and this is an indication that the intention to repurchase is moderate but the variation in responses indicates that not all customers would want to revisit Zara in future purchases. This is in line with the previous studies that indicate that repurchase intention is highly dependent on the variables such as brand trust, emotional brand association, satisfaction, and perceived value (Chiu & Cho, 2021). To bring this metric to a strong repurchase intention, Zara

has to make efforts to increase satisfaction and trust and strengthen the positive emotional associations.

3.2 Descriptive Statistics

Table 3: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand recognition	200	3	5	3.97	.789
emotional brand associations	200	3	5	4.14	.812
brand trust	200	3	5	3.98	.823
perceived value	200	3	5	4.06	.809
satisfaction	200	3	5	3.97	.850
repurchase intention	200	3	5	3.99	.862
Valid N (listwise)	200				

The table of Descriptive Statistics gives a total overview of the mean, standard deviation and the range of the responses of each of the variables in terms of brand equity and repurchase intention. The interpretation and critical analysis of each of the variables are as follows:

- **Brand Recognition**: Mean = 3.97, Standard Deviation = 0.789. The average shows that the brand recognition is moderate with an average consumer being aware of the Zara brand. There is however some variability of responses in the standard deviation. The dispersion in the data indicates that, whereas a large number of consumers are aware of the brand, some others will be less aware of it, which means that Zara will be able to build its brand awareness among some segments of the market (Chiu & Cho, 2021). Brand recognition is the base of brand equity yet it cannot be seen to lead to customer loyalty on its own. Although the average score is not bad, Zara needs to work on the areas of greater consumer interaction and emotional connection to increase the intentions to buy again (Fazal-e-Hasan et al., 2018).

- **Emotional Brand Associations**: Mean = 4.14, Standard Deviation = 0.812. This average shows that consumers have strong identities with the Zara brand in terms of positive emotions, which is one of the main blocks of brand loyalty. The standard deviation indicates moderate dispersion, i.e. those consumers who are positive about the brand are numerous but the range of emotional reaction is not too limited. EBA is instrumental to repurchase intention since it is associated with a stronger bond with the brand. The mean is rather high, which indicates that Zara is successful in provoking desirable emotional associations. Nevertheless, since emotional bonds can be easily broken by negative

experiences, Zara needs to create an environment of positive customer experiences to maintain these emotions in the long run (Brunetti, Confente, and Kaufmann, 2019).

- **Brand Trust**: Mean = 3.98, Standard Deviation = 0.823. The average of brand trust implies that consumers tend to trust Zara whereas the middle standard deviation implies that that there is variation in the way the consumers feel about the trustworthiness of the brand. Such variability may indicate that trust may be affected by some elements of the brand experience (delivery, consistency in quality, service to customers, etc.).

- Critical Analysis: Trust is a pre-requisite of repurchase intention. Nonetheless, the differences in the trust mean that Zara can still have a chance to advance its customer service or brand openness to increase the trust that all customers have. The increased standard deviation of the mean would represent a more similar and general trust in the brand (Chakraborty, 2019).

- **Perceived Value**: Mean = 4.06, Standard Deviation = 0.809. The average perceived value is also quite high, indicating that customers tend to believe that the products of Zara can be good value. The standard deviation implies that there is certain diversity in the consumer judgments of the value of the offerings of the brand. The perceived value is a strong motivator of repurchase intention and this information indicates that Zara is effectively positioning as a brand that provides value. Nevertheless, due to the inconsistency in feedbacks, Zara needs to work on the alignment of its product quality, customer services, and prices to satisfy the different expectations of its consumer base (Chiu and Cho, 2021). This will make customers more loyal by ensuring that the value perceptions are in line with the expectations of the consumers.

- **Satisfaction**: Mean = 3.97, Standard Deviation = 0.850. The mean shows that consumers are satisfied moderately with their e-commerce experience at Zara. The standard deviation is quite large indicating a lot of difference in the levels of satisfaction. As much as satisfaction is a great predictor of repurchase intention, the response dispersion shows that all customers are not satisfied. It shows possible pain points of the user experience, i.e. the usability of the websites, delivery times, or customer service that Zara should focus on to increase the overall level of satisfaction and repurchase intentions (Fazal-e-Hasan et al., 2018).

- **Repurchase Intention**: Mean = 3.99, Standard Deviation = 0.862. The mean indicates that although a considerable percentage of the consumers are willing to repurchase Zara, there is a variation in the answers, meaning that not all the consumers are completely determined to repurchase. The final aim of brand engagement is Repurchase intention,

and the mean value indicates a moderate intention, but the dispersion in the responses is an indicator that the Zara can take to improve customer loyalty by having better customer experiences, brand trust, and perceived value (Brunetti et al., 2019). The fluctuation underscores the fact that Zara needs to establish a series of positive experiences that will motivate consumers to shop the brand over and over again.

3.3 Correlation

H7 and H8:   Table: Correlation

Correlations

		Brand recognition	emotional brand associations	brand trust	perceived value	satisfaction	repurchase intention
Brand recognition	Pearson Correlation	1	-.009	.014	-.037	-.009	-.037
	Sig. (2-tailed)		.896	.841	.605	.901	.599
	N	200	200	200	200	200	200
emotional brand associations	Pearson Correlation	-.009	1	.028	.141*	.020	.016
	Sig. (2-tailed)	.896		.698	.046	.774	.819
	N	200	200	200	200	200	200
brand trust	Pearson Correlation	.014	.028	1	-.021	.150*	-.099
	Sig. (2-tailed)	.841	.698		.773	.034	.161
	N	200	200	200	200	200	200
perceived value	Pearson Correlation	-.037	.141*	-.021	1	-.056	-.078
	Sig. (2-tailed)	.605	.046	.773		.431	.270
	N	200	200	200	200	200	200
satisfaction	Pearson Correlation	-.009	.020	.150*	-.056	1	-.048
	Sig. (2-tailed)	.901	.774	.034	.431		.496
	N	200	200	200	200	200	200
repurchase intention	Pearson Correlation	-.037	.016	-.099	-.078	-.048	1
	Sig. (2-tailed)	.599	.819	.161	.270	.496	
	N	200	200	200	200	200	200

*. Correlation is significant at the 0.05 level (2-tailed).

The correlation table gives details on the association of different dimensions of brand equity to repurchase intention. The main conclusions and the critical review of these correlations are listed below:

- The correlation between brand recognition and repurchase intention is -0.037 and the p-value of this relation is -0.599 (not significant), which indicates the existence of a very weak negative correlation between brand recognition and repurchase intention. This shows that although brand recognition plays a role in creating initial customer awareness, it does not play a direct role in influencing repurchase. It is consistent with the fact that previous studies show that brand recognition is not a sufficient condition of loyalty (Chiu & Cho, 2021). Consumer experience and emotional attachment to the brand has more impact as they determine repurchase intention, as opposed to recognition.

- The regression value is 0.016 and the p-value of 0.819 (not significant) which means that there is no significant relationship between emotional brand associations and repurchase intention. Despite the theory that shows emotional ties to the brand building loyalty, the unavailability of a strong relationship indicates that Zara will require reinforcing its emotional engagement activities in order to convert emotional involvement into a repurchase activity. This may be because of the other mediating variables, such as customer satisfaction or brand trust (Rodrigues and Martins, 2016).

- There is a weak negative relationship between brand trust and the repurchase intention with the correlation coefficient of -0.099 and a p-value of 0.161 (not significant). This implies that although trust is essential in the development of long-term relationships with customers, it does not predict repurchase intention well in the case. Nonetheless, brand trust might remain a precondition of the improvement of customer satisfaction and loyalty (Chakraborty, 2019).

- The correlation is negative but the p value of 0.270 (not significant) shows a weak negative relationship. The data indicates that the perceived value does not play a major role in determining the repurchase intention even though it is theoretically important. It might mean that the consumers might recognize the value but be hindered with the problem of repurchase because of the negative perception of the product quality, price expectation, or the service quality (Chiu and Cho, 2021).

- The correlation value is -0.048 and the value of the p-value is 0.496 (non-significant) which implies that the relationship between repurchase intention and satisfaction is very weak from the negative perspective. This is to some extent surprising, since satisfaction is

normally a robust forecast of repurchase behavior. The insignificance of the correlation might show that the customer satisfaction experienced by Zara is not being converted into long-term loyalty because service quality, delivery experiences, or other factors affecting the overall user experience are not consistent (Fazal-e-Hasan et al., 2018).

- The insignificant and statistically insignificant relationships in the correlation table imply a more complicated relationship between brand equity and the repurchase intention in the e-commerce context of Zara than anticipated. Although theoretical frameworks indicate that there exist strong positive relationships between brand recognition, brand trust and repurchase intention, the findings in this case indicate that there is little direct impact. This demonstrates that Zara might have to work on enhancing other areas of the customer experience, (which could include customer service, user experience and quality delivery of products) in order to raise repurchase intentions in a successful fashion. Moreover, the low correlations also point to the fact that brand equity dimensions brand recognition and brand trust are required but not entirely enough to influence repurchase behavior in the e-commerce context (Rodrigues & Martins, 2016).

3.4 Process Matrix

Process Macro 1 (H1)

Run MATRIX procedure:
**************** PROCESS Procedure for SPSS Version 4.2 ****************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
  Y : repurcha
  X : Brandrec
  M : brandtru

Sample
Size: 200

****
OUTCOME VARIABLE:
 brandtru

Model Summary
      R   R-sq   MSE   F   df1   df2   p

.0143   .0002   .6810   .0406   1.0000   198.0000   .8405

Model
          coeff   se   t   p   LLCI   ULCI
constant 3.9157   .3002   13.0454   .0000   3.3238   4.5076
Brandrec .0149   .0742   .2015   .8405   -.1313   .1612

****
OUTCOME VARIABLE:
 repurcha

Model Summary
      R   R-sq   MSE   F   df1   df2   p
    .1058   .0112   .7428   1.1141   2.0000 197.0000   .3303

Model
          coeff   se   t   p   LLCI   ULCI
constant 4.5580   .4275   10.6633   .0000   3.7151   5.4010
Brandrec -.0393   .0775   -.5076   .6123   -.1921   .1134
brandtru -.1036   .0742   -1.3963   .1642   -.2500   .0427

****************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Direct effect of X on Y
   Effect   se   t   p   LLCI   ULCI
   -.0393   .0775   -.5076   .6123   -.1921   .1134

Indirect effect(s) of X on Y:
          Effect   BootSE   BootLLCI   BootULCI
brandtru -.0015   .0093   -.0225   .0182

********************** ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----

The results of the PROCESS Macro 1 consider the brand recognition as the independent variable (X), brand trust as the mediator (M), and repurchase intention as the dependent variable (Y). According to the Model Summary, the brand recognition is not significantly related to brand trust (p = 0.8405) and brand trust is not significantly related to repurchase intention (p = 0.1642). The immediate impact of brand recognition on repurchase intention is negative (-0.0393), but not significant (p = 0.6123), that is, brand recognition does not play a major role in influencing repurchase intentions. In the same way, the indirect impact through trust on the brand is also insignificant (BootLLCI = -0.0225, BootULCI = 0.0182). These findings indicate that brand recognition is significant as a source of first consumer awareness, but it does not have a strong correlating power with repurchase intention when mediated by other factors. Brand trust is not effective in mediating the relationship, which means that Zara should consider enhancing other aspects of brand recognition other than brand recognition, including customer satisfaction and product quality, to induce repurchase behavior (Fazal-e-Hasan et al., 2018). **Process Mcro 2 (H2)**

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 ****************

    Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
  Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
   Y : repurcha
   X : Brandrec
   M : perceive

Sample
Size: 200

****
OUTCOME VARIABLE:
 perceive

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0368	.0014	.6577	.2678	1.0000	198.0000	.6054

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.2047	.2950	14.2552	.0000	3.6231	4.7864
Brandrec	-.0377	.0729	-.5175	.6054	-.1814	.1060

****
OUTCOME VARIABLE:
 repurcha

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0881	.0078	.7453	.7713	2.0000	197.0000	.4638

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.5100	.4470	10.0900	.0000	3.6286	5.3915
Brandrec	-.0441	.0776	-.5677	.5709	-.1972	.1090
perceive	-.0851	.0757	-1.1248	.2621	-.2343	.0641

***************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-.0441	.0776	-.5677	.5709	-.1972	.1090

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
perceive	.0032	.0084	-.0110	.0236

********************* ANALYSIS NOTES AND ERRORS **********************

Level of confidence for all confidence intervals in output:
 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----

The relationship analysed in Process Macro 2 is: brand recognition (X), perceived value (M) and repurchase intention (Y). The Model Summary indicates that there is a weak relationship of brand recognition and perceived value (p = 0.6054) with insignificant coefficient (-0.0377). Moreover, the correlation between perceived value and repurchase intention is weak too (p = 0.2621), which means that there is no direct relationship between perceived value and repurchase intention. The direct impact of brand recognition on the repurchase intention is -0.0441 which is not significant in effect (p = 0.5709) again raising the same conclusion that brand recognition alone does not help in influencing repurchase behavior. The perceived value also has no significant impact between brand recognition and the repurchase intention (BootLLCI = -0.0110, BootULCI = 0.0236). This underscores the fact that perceived value can positively impact brand equity but it does not have a strong impact on the repurchase intention in this regard. Zara ought to improve the perceived value by improving the customer service and product line products to boost consumer loyalty (Chiu & Cho, 2021). **Process Mcro 3 (H3)**

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 ****************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
  Y : repurcha
  X : Brandrec
  M : satisfac

Sample
Size: 200

****
OUTCOME VARIABLE:
 satisfac

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0088	.0001	.7263	.0155	1.0000	198.0000	.9011

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.0078	.3100	12.9297	.0000	3.3966	4.6191
Brandrec	-.0095	.0766	-.1244	.9011	-.1606	.1415

****
OUTCOME VARIABLE:
 repurcha

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0614	.0038	.7483	.3729	2.0000	197.0000	.6892

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.3503	.4273	10.1811	.0000	3.5077	5.1930
Brandrec	-.0413	.0777	-.5317	.5955	-.1947	.1120
satisfac	-.0494	.0721	-.6852	.4940	-.1917	.0928

***************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-.0413	.0777	-.5317	.5955	-.1947	.1120

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
satisfac	.0005	.0066	-.0147	.0142

********************** ANALYSIS NOTES AND ERRORS **********************

Level of confidence for all confidence intervals in output:
 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----

      Process Macro 3 looks at how brand recognition (X) affects satisfaction (M) and consequently brings out the impact on repurchase intention (Y). According to the Model Summary, the brand recognition does not play a significant role in satisfaction (p = 0.9011). It means that being aware of Zara brand does not always contribute to the growth of the level of satisfaction. Brand recognition also has a negative and insignificant impact (p = 0.5955) on the repurchase intention (-0.0413). More so, the indirect impact of brand recognition on repurchase intention through satisfaction is also not significant (BootLLCI = -0.0147, BootULCI = 0.0142). These findings indicate that Zara needs to work on customer satisfaction directly by enhancing the platform usability and service to boost repurchase intention (Rodrigues & Martins, 2016).

Process Mcro 4 (H4)

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 ****************

    Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
  Y : repurcha
  X : emotiona
  M : satisfac

Sample
Size: 200

****
OUTCOME VARIABLE:
 satisfac

Model Summary
R	R-sq	MSE	F	df1	df2	p
.0204	.0004	.7261	.0828	1.0000	198.0000	.7738

Model
	coeff	se	t	p	LLCI	ULCI

```
constant   3.8815    .3133   12.3903    .0000   3.2638   4.4993
emotiona   .0214     .0743    .2877     .7738   -.1252   .1680
```

****
OUTCOME VARIABLE:
 repurcha

Model Summary
```
     R      R-sq    MSE       F      df1      df2        p
   .0514   .0026   .7492    .2608   2.0000  197.0000    .7707
```


Model
```
          coeff     se       t       p      LLCI     ULCI
constant  4.1105   .4240   9.6944   .0000   3.2743   4.9466
emotiona  .0183    .0755    .2428   .8084   -.1306   .1673
satisfac  -.0494   .0722   -.6850   .4942   -.1918   .0929
```


***************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Direct effect of X on Y
```
   Effect     se       t       p      LLCI     ULCI
   .0183    .0755    .2428   .8084   -.1306   .1673
```


Indirect effect(s) of X on Y:
```
          Effect   BootSE   BootLLCI   BootULCI
satisfac  -.0011   .0067    -.0167     .0118
```


********************** ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:
 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

WARNING: Variables names longer than eight characters can produce incorrect output
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variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----

Under Process Macro 4, the concept of emotional brand associations (X) is taken as the independent variable, satisfaction (M) is the mediator, and the outcome is the repurchase intention (Y). According to the Model Summary, emotional brand associations do not have any significant predictive power of satisfaction (p = 0.7738) and satisfaction does not have any significant predictive power of the repurchase intention (p = 0.4942). Emotional brand association does not have a significant direct impact on repurchase intention (p = 0.6974) and the indirect impact via satisfaction is also not significant (BootLLCI = -0.0167, BootULCI = 0.0118). These findings provide the idea that emotional brand associations may be able to improve brand perception, but not necessarily lead to better repurchase intention without adding better customer experiences. This result suggests that the work of Zara emotional branding can be geared towards physical aspects, like customer service and product satisfaction (Chakraborty, 2019).

Process Mcro 5 (H5)

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 ****************

       Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
   Y : repurcha
   X : emotiona
   M : perceive

Sample
Size: 200

****
OUTCOME VARIABLE:
 perceive

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1415	.0200	.6454	4.0438	1.0000	198.0000	.0457

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.4722	.2954	11.7559	.0000	2.8897	4.0546

emotiona   .1410   .0701   2.0109   .0457   .0027   .2792

****
OUTCOME VARIABLE:
 repurcha

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0831	.0069	.7460	.6854	2.0000	197.0000	.5051

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.2231	.4138	10.2063	.0000	3.4071	5.0391
emotiona	.0296	.0761	.3894	.6974	-.1205	.1798
perceive	-.0877	.0764	-1.1482	.2523	-.2384	.0630

***************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.0296	.0761	.3894	.6974	-.1205	.1798

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
perceive	-.0124	.0133	-.0433	.0086

********************* ANALYSIS NOTES AND ERRORS **********************

Level of confidence for all confidence intervals in output:
 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

WARNING: Variables names longer than eight characters can produce incorrect output
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variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----

Process Macro 5 examines how emotional brand associations (X) are involved in predictingion perceived value (M) which further determines the repurchase intention (Y).

According to the Model Summary, emotional brand associations have a strong and significant predictive power of the perceived value (p = 0.0457), with the coefficient of relationship (0.1410) being positive, which means that strong emotional attachment to the brand can make consumers have high perceptions of the brand value. Nevertheless, the direct influence of emotional brand association on repurchase intention is not significant (p = 0.6974) as well as the indirect influence through perceived value is not significant (BootLLCI = -0.0433, BootULCI = 0.0086). This implies that emotional ties can aid in the development of perceived value, but the final decision to turn back to the supplier should not be founded on emotional ties alone, and a combination of positive experiences and customer satisfaction is required. The findings emphasize the necessity of Zara incorporating emotional involvement into the mix of other aspects, such as the quality of products and excellent services (Brunetti, Confente, and Kaufmann, 2019).
Process Mcro 6 (H6)

Run MATRIX procedure:

**************** PROCESS Procedure for SPSS Version 4.2 ****************

Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
  Y : repurcha
  X : emotiona
  M : brandtru

Sample
Size: 200

****
OUTCOME VARIABLE:
 brandtru

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0276	.0008	.6807	.1511	1.0000	198.0000	.6979

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.8593	.3033	12.7235	.0000	3.2612	4.4575

emotiona   .0280   .0720   .3887   .6979   -.1140   .1699

****
OUTCOME VARIABLE:
 repurcha

Model Summary
       R   R-sq   MSE   F   df1   df2   p
     .1013   .0103   .7435   1.0204   2.0000   197.0000   .3624

Model
          coeff   se   t   p   LLCI   ULCI
constant   4.3227   .4274   10.1143   .0000   3.4799   5.1655
emotiona   .0202   .0753   .2685   .7886   -.1282   .1686
brandtru   -.1047   .0743   -1.4100   .1601   -.2512   .0418

****************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
    Effect   se   t   p   LLCI   ULCI
    .0202   .0753   .2685   .7886   -.1282   .1686

Indirect effect(s) of X on Y:
          Effect   BootSE   BootLLCI   BootULCI
brandtru   -.0029   .0094   -.0257   .0136

********************* ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
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variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----

Process Macro 6 looks at how emotional brand association (X) affects brand trust (M) and how it affects repurchase intention (Y). As indicated in the Model Summary, brand trust is not predicted by emotional brand associations (p = 0.6979) and brand trust does not affect the repurchase intention (p = 0.1601). The direct impact of the emotional brand associations on repurchase intention is not significant (p = 0.7886), as well as the indirect effect mediated by brand trust is not significant (BootLLCI = -0.0257, BootULCI = 0.0136). This implies that emotional brand associations though significant to brand equity, do not have direct effect on the repurchase intention unless they are substantiated by other considerations such as product quality and satisfaction. Zara must consider enhancing the entire customer experience, not just the emotional connection, to develop a sense of trust and eventually lead to repurchase behavior (Fazal-e-Hasan et al., 2018).

Conclusion

- **Objective 1**: Research results show there is a weak relationship between customer engagement and repurchase intention which is statistically non significant. Though engagement is considered to be one of the primary determinants of leading to loyalty, the evidence indicates that the actions of Zara to engage customers via digital platforms are not being reflected in the willingness to purchase again. This also means that though the engagement behaviors like interactions and reviews are critical, they are not the only ones that drive the repurchase intention. The connection between engagement and repurchase behaviors needs to be improved by having Zara improve other elements of the customer experience such as product satisfaction and service quality.

- **Objective 2:** The research determined that the perceived brand equity was weak and non-significantly related with the repurchase intention especially in the e-commerce environment. Although brand recognition, emotional brand associations, and brand trust are important elements of the brand equity, they had little direct impact on the repurchase behavior. This underscores the intricacy of brand equity, which indicates that within the context of e-commerce, the presence of a strong brand name is not sufficient to make customers make repeat purchases at Zara. In their place, perceived value and customer satisfaction have a stronger influence on creating repurchase behaviours.

- **Objective 3:** The results of the analysis have shown that brand equity is not an important mediator of the relationship between customer engagement and repurchase intention. Although both the engagement and the brand equity are elements that significantly influence the formation of consumer perception, brand equity fails to perform the role of a strong mediator in the given case. This is because the observed weak indirect effect implies that Zara might require improving the brand trust, emotional associations, and perceived value by having consistent and positive customer experiences to establish a more successful mediation process. It means that the process of brand equity development has to be supported by the holistic strategy to engage customers, integrate customer satisfaction, product quality, and engagement to create a strong influence on repurchase intention.

Recommendations:

- Improve Customer Experience and Satisfaction: To increase the repurchase intentions, Zara should target on improving customer experience on its e-commerce platform. This

involves improving web site functionality, better delivery time and customer service provision. Through the establishment of a smooth and favorable experience, Zara will be able to establish better relationships with consumers, making the first purchases a source of recurrent business.

- Enhance Emotional Brand Associations and Engagement: Although the association of emotional brands is partly relevant to consumer loyalty, Zara ought to invest in individualized marketing models, including personalized content, loyalty programs, and special deals to engage the participants at a more emotional level. Interaction with customers via social media and engagement will also contribute to cementing of these emotional attachments, which will make the customers likely to repurchase.

- Use Perceived Value to generate Loyalty: Zara must work towards improving Perceived Value of its products and set them to match the expectations of its consumers with regard to quality of products, pricing, and services. Clearly and detailed description of the products, utilization of user reviews and sufficient perception of value of the brand always being in par or above the expectations of the customer will empower the brand loyalty and impact the purchasing decisions positively.

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