

An Empirical Study on the Relationship of Brand Equity to Purchase Intention: A Study of Branded Shoes in the Kingdom of Bahrain

Rashid Mohammed Arshad *¹, Surjit Victor¹

¹College of Administrative and Financial Sciences, AMA International University-Bahrain

Abstract - Brand equity and purchase intention across the globe are highly important components, recent research is expected to establish the relationship between brand equity and retail purchasing intention. Brand equity is evaluated with four dimensions: Brand Loyalty, Brand association, Brand recognition and Perceived quality which are considered as an independent variable within the current research while purchase intention is the dependent variable. The goal of the present research is to determine how the conceptualisation of brand equity impacts the customers buying desire of branded shoes among local students in the retail sector within the Kingdom of Bahrain. The current research design is quantitative in nature that seeks to understand the relationship among identified variables. In the current case, the correlational design seeks to demonstrate the relationship of brand equity with the purchase intention. These analytical methods are well established and used earlier in various studies previously. The outcome of the study rejects all the Null hypothesis and demonstrate that attributes of brand equity are highly important for purchase intention as they help in making the right choices in accordance with the Aaker's model that stands as a main theoretical framework of the existing study.

Keywords: Brand equity, Purchase intention, Branded Shoes.

INTRODUCTION

Government of Bahrain is focused to transform its economy from oil dependent sector to non-oil dependent resources including manufacturing, finance, IT and service industry (Bahrain, 2019). In manufacturing, the textile and apparel industry are given prime focus by enhancing the valuation of the local products in the regional market (Bahrain, 2019). Tamkeen is a governmental support program, providing high end financial support to manufacturing and marketing of such products. However, the demand of the local products remains to be very low (Bahrain, 2019). The lower demand of domestic products is due to high preference to the international brands.

Thus, there is a high need to understand the consumer mindset and reasons of such preferences to clearly demonstrate the purchase intention (Moreira, 2017). GCC is at present experiencing major financial change, the nearness of huge hydrocarbon saves, and the riches collected during the high oil value condition has situated the vast majority of the nations as the wealthiest countries on the planet. Estimated regarding GDP (PPP) per capita (at consistent costs), Qatar remains the wealthiest country on the planet while the UAE and Kuwait additionally include among the best ten most extravagant nations. The per capita GDP of the GCC district remained at US\$ 55,137 of every 2017, a lot higher than the progressed and rising economies. Be that as it may, the spending intensity of the populace has been influenced because of the low and unpredictable oil costs condition and worries over business possibilities. All things considered, a few territorial and universal retail administrators proceed to build up and extend their business contributions in the district, principally obliging the developing interest.

The retail business in Bahrain is essentially determined by business-accommodating approaches, rising family salary

* Corresponding author:

Email: rashidbah94@gmail.com (R.M. Arshad), Email: s.victor@amaiu.edu.bh (S. Victor)

iKSP Journal of Business and Economics (2020) 1(1): 38-51



and improving the travel industry. Greater part of the visitor appearances in Bahrain is from Saudi Arabia (65% of the total visitor appearances) (GCC retail report, 2019). Discount and retail exchange developed at a CAGR of 3.9% somewhere in the range of 2012 and 2016 to reach US\$ 1.5 billion. Despite the fact that the exchange esteem has kept on expanding, development was generally quiet during the recent years. Be that as it may, the developing the travel industry segment, fundamentally determined by government activities towards advancing the nation as a visitor goal, has prompted the improvement of new retail ideas in the nation (GCC retail report, 2019).

Consumers in the advanced countries like Bahrain have liking for international goods causing a lesser demand and opportunity for the local industry to foster. Such markets, therefore, remain to be dependent on international products which cause an increase import of products and causing a trade imbalance on the country's economic level (Iglesias et al, 2019). Therefore, in the realm of Bahrain it is important to discover the customer perceptions of brand equity and their purchase intention so the local manufacturers can focus on enhancing their brand value with specific characteristics in mind. This will help in enhancing the demand of the domestic products which can later be taken into other countries with a focus on enhancing the exports of the business.

Iglesias et al (2019) Say that brand equity is supposed to be 'a brand and product added value or asset,' and that this interest is made up of 'customers' positive emotions, believing and behaving towards the purchase of a product'. Concept of branding and purchase intention is closely related to the stages of growth in humans as described by Maslow's Hierarchy of needs. Many needs are the basic requirements that can lead to satisfaction. The theory asserts the importance of meeting various needs so that they can pursue safety, belongingness, esteem, and self-actualization (Mahmood et al., 2014)

In the context of branding, the theory provides a framework which can be utilized by organizations to develop brand equity (Liu et al, 2017; Shah et al., 2015). In other words, firms can focus on identifying the needs of customers and developing a consistent message that fulfills the needs. Furthermore, it is important for firms to have effective and efficient branding strategies that they can use to achieve strategic growth and success. They need to have clear, precise, and specific goals. Moreover, each customer has unique needs which must be fulfilled by the brand (Liu et al, 2017). Brand equity is witnessed to have a optimistic impact on the customer mindset that formulize the purchase intention of a particular product. The current research aims in Bahrain to depict the bond between the brand equity (BE) and purchaing intent (PI) for branded shoes.

Both brand equity and purchase intention have specific variables or dimensions which are helpful to measure them. Brand equity can be evaluated with four dimensions: Brand Loyalty, Brand association, Brand recognition and Perceived quality (Su & Tong, 2015). Purchase intention can be evaluated with four dimensions: objective, recommendation, Convenience and results and experience (Khan et al, 2015).

The statement of the problem is that, retail business in Bahrain is essentially determined by business-accommodating approaches, rising family salary and improving the travel industry. Greater part of the visitor appearances in Bahrain is from Saudi Arabia (65% of the total visitor appearances). Discount and retail exchange developed at a CAGR of 3.9% somewhere in the range of 2012 and 2016 to reach US\$ 1.5 billion. Despite the fact that the exchange esteem has kept on expanding, development was generally quiet during the recent years. Be that as it may, the developing, the travel industry segment, fundamentally determined by government activities towards advancing the nation as a visitor goal, has prompted the improvement of new retail ideas in the nation. However, retail industry continue to be seen on the side of immersion (Waqas et al., 2014).

Major problems associated with the retail industry include VAT in UAE, KSA and Bahrain, and decrease of appropriations in all GCC nations; the purchasers are progressively mindful of their spending and their conduct keeps on moving. Throughout the most recent 3 years, web-based business has emerged as a great tool to connect to customers and grew from 2% to 6% within the region. This will help to enhance the sales of the brands of the people they are more inclined to e-commerce. This poses a greater problem to the local industry which will probably suffer from high cost of production, margins and advertisement cost. In such situation, it is very important how to transform the psychological mindset of the people to determine the main attributes of the brand loyalty so effective strategies can be made.

The lower demand of domestic products is due to high preference to the international brands. Thus, there is a high need to understand the consumer mindset and reasons of such preferences to clearly demonstrate the intention of purchase (Moreira, 2017). For this, the study established the following objectives:

- To identify the impact of Brand loyalty on the Purchase intention (PI) on the international shoe brands consumers in the Kingdom of Bahrain.
- To identify the impact of Brand association on the Purchase intention (PI) on the international shoe brands consumers in the Kingdom of Bahrain.
- To identify the impact of Brand recognition on the Purchase intention (PI) on the international shoe brands consumers in the Kingdom of Bahrain.

- To identify the impact of perceived quality on the Purchase intention (PI) on the international shoe brands consumers in the Kingdom of Bahrain.

Significance of the Study

The research study was significant in various means: however, the importance to local manufacturing industry in retail as well as academic enhancement of the concepts is most significant. For local manufacturing industry: The study will be a great added value to the local industry in Bahrain where they can identify the key insights about customers and their perspective about specific product characteristics and inclination towards them. This will help the marketers to make strategies to fulfil their needs. Researchers the study is a step-forward to measure the consumer's perceived intention of buying in the marketing perspective. The study explores the different attitudes of the consumers in the local settings of Bahrain and will provide an opening door to conduct advanced research.

Conceptual Framework

The conceptual structure is built on the basis of the theoretical framework and of the problem statement to be addressed. The study built a conceptual framework focused on the factors defined for brand equity on purchase intention. Both brand equity and purchase intention have specific variables or dimensions which are helpful to measure them. The theoretical framework is adopted from the study of (Aaker, 2009).

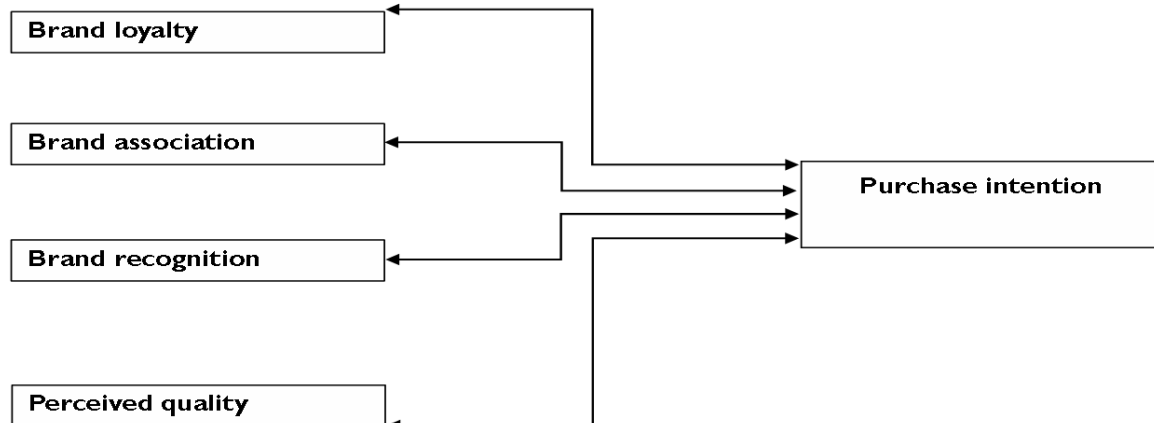


Figure 1: Conceptual Framework

Research Hypothesis

HO: There are no impact of Brand loyalty, Brand association, Brand recognition and perceived quality on the Purchase intention (PI) regarding the international shoe brands consumers in the Kingdom of Bahrain.

Scope and Limitation

The scope of the current research study was limited to the retail shoe industry which is highly popular in the Kingdom of Bahrain. The international brands like Nike, adidas, Puma and others have a high priority among the local consumers. The research focused on the following branded items only and therefore findings were limited to these only. Also, the population of the study was targeted at students where a survey was conducted on students of University of Bahrain, AMA and BIBF, therefore, findings represented the results based on the specific population needs and wants. The study was limited in its context in various ways which were as follows:

- The study focused on the brand concept of the purchase intention while does not consider the internal attributes of the products in terms of their advertisement, marketing and quality perspective. This can limit the findings of the study for local industry and other research should focus on such attributes.
- The research adopts a quantitative research therefore, it will present the objective findings and the reasons behind such intentions will not be explored for which interview analysis needs to be done. Other methods, like case studies of specific products and the demonstration of the brands should also be conducted in favour to enhance the research finding.
- The ongoing research analysis is restricted to both the foreign shoe industry brands in Bahrain and the knowledge found can not be used in other fields. Therefore, this study was only limited to shoe industry with international perspective. For other types more research is needed which is industry and context specific.

LITERATURE REVIEW

Brand equity is intended for 'a brand and product associated value or asset,' and that interest is built up of pleasant emotions, considering and behaving towards the purchase of a product from 'customers.' Concept of branding and purchase intention is closely related to the stages of growth in humans as explained by Maslow's Hierarchy of needs.

Many needs are the basic requirements that can lead to satisfaction. The theory asserts the importance of meeting various needs so that they can pursue safety, belongingness, esteem, and self-actualization.

Brand equity has been extensively studied by many researches. This is because firms need to maintain effective branding strategies in a competitive environment and remain profitable (Keller & Brexendorf, 2019). Brand equity is an significant element of business identity because of its association with multiple aspects of a business. It is the perceived value that consumers have towards any product over other products (Rehman, et al., 2015). Positive brand equity tends to allow firms to charge premium prices for their products (Bashir & Shaikh, 2019). Firms have to look at the tangible and intangible aspects of the brand. Revenue and higher pricing are tangible aspects while brand awareness and goodwill associated with brand are the intangible aspects (Akram, 2017 Akram et al., 2017, 2018, 2019).

Another aspect of brand equity is that firms need to modify or update it according to the needs of customers and their changing preferences (Keller & Brexendorf, 2019). This helps to create brand quality and awareness that can allow firms to retain their competitive advantage. Many brands like Apple, for instance, charge premium pricing because customers know the brand value and equity of their products. The company has managed to create a loyal customer base because of its effective branding strategies (Keller & Brexendorf, 2019). Further, it has been suggested by Surucu et al, (2019) that Customers are the most important part of brand equity since they determine value of the brand. Consumer loyalty serves as the foundation for brand growth. Firms need to focus on this aspect when they develop appropriate branding and marketing strategies (Surucu et al, 2019). This helps brand equity to become an intangible asset of the firm while allowing it to extend its product line. The results also suggest the need for an incremental brand equity strategy in which firms introduce high quality products and use strategic platforms for launching of future products (Surucu et al, 2019). The next step is to promote repetitive usage by creating consistent and effective messaging and communication. Brand attitude should be accessible so that customers can remember the positive evaluation (Abro et al., 2020). The final approach is that brand equity should be developed with consistent images to reinforce image in the mindset of customers. The brand strategy should be properly aligned with the corporate strategy (Surucu et al, 2019). An effective brand strategy should incorporate all parts of brand equity to achieve strategic success (Murtaza et al., 2015; Qasim et al., 2018; Raza et al., 2018; Ullah et al., 2016). It should be based on using workable and realistic metrics in order to attract customers and retain their loyalty. By using an effective framework, the firms can achieve their targets (Qamri, et al., 2015).

The analysis of various researches concludes that brand equity is now an important factor in success of firms. In other words, firms need to differentiate themselves because similar firms are making identical claims about their products (Khan et al, 2019). The advances in offline and online technologies have led to the need for a unique brand equity strategy. Brand equity facilitates firms in a global market by allowing them to develop innovative and creative strategies. Another important factor is that brand equity allows trust to be developed with the customers. By providing consistent experiences with matchless customer experiences and superior digital presence, the firm can cover all aspects of brand equity to achieve strategic success (Khan et al, 2019). It is essential for organisations to decide the suitable branding channels in the digital era. They need to use the proper channels and methods that allow them to develop robust relationships with the customer segments. By developing a comprehensive approach, they will be able to respond to competitors in an useful way (Bumjaid & Malik, 2019).

Wang et al, (2019) it states that there is a connection between purchase intent and brand equity. Results show that customer purchasing behaviors are focused on arousal by integrating factors that have an impact (Wang et al, 2019). Consequently, customers will make decisions based on qualities, personalities, characteristics, and process of decision making. The results include whether product and brand preference affects buying behaviour. The empirical evidence suggests that consumers will try a specific brand for the first time (Ashraf et al., 2017; Khan et al., 2015; Khan et al., 2012). This influences their decision to repurchase or not (Wang et al, 2019). Moreover, there is research to support the premise that brand equity is the most significant element in influencing brand purchases. Empirical research also indicates that customers are far more inclined to consider the product when it has a good brand identity (Vajarodava & Fernando, 2019). This creates an optimistic brand assessment and reachable brand approach that helps customers to evaluate the product at stages like recognition, recall, and brand dominance. Another important conclusion is that brand equity helps to communicate the brand to the customer (Vajarodava & Fernando, 2019). This will help in creating transactions that will be beneficial for the success and growth of the organization.

Moreover, many consumers only purchase brands that are famous in the market. It is essential for organistaions to choose the suitable branding channels in the digital era. They need to use the proper channels and methods that allow them to develop robust relationships with the customer segments (Malik et al., 2014, 2016, 2017, 2018, 2019). By developing a comprehensive approach, they will be able to respond to competitors in an effective way. The tangible and intangible associations can be consistently portrayed by the company so that it can be embedded in the customer's mind. Furthermore, successful firms will seek to obtain customer responses to brand identification (Anees et al, 2019). The

response will be transformed into a reliable and loyal relationship. High brand equity is therefore associated with successful brands in the competitive market. Many firms with high brand equity can influence the purchase intent of their customers because they focus on recognition value meaning. In other words, customers find that the trusted brand in an easy and reliable way. The brands provide continuity in the predictability of the product benefits (Anees et al, 2019). Good relations with customers allow firms to remain successful even in volatile economic conditions.

Based on the numerous studies, it can be suggested that there is still a major gap with respect to the influence of brand equity over customer purchases in the Gulf region. Existing studies are insufficient to provide complete information about the importance of branding and marketing in motivating customers to make purchase decisions. There are scar studies documenting the relationship between brand equity and purchase intent in the Gulf region, but none was finding in Bahrain that clearly demonstrate such relationship in the international shoe industry. Further, it was established in the literature review that brand equity can influence purchase intent because it helps to identify the brand with customers. Therefore, this could be suggested because there is a substantial gap about the impact of brand equity on influencing customers' perceptions and views when purchasing the products which must be tested and therefore the approach of current research is justified.

METHODOLOGY OF THE STUDY

This research design is correlational in character that seeks to understand the relationship among identified variables. In the current case, the correlational design seeks to demonstrate the relationship of purchase intention with brand equity. The design adopts an objective approach of the study where the responses are analytically analyzed. These analytical methods are well established and used earlier in various studies previously. The identification of such variables through the correlational design will raise future questions to be explained in the future through interview or case study analysis in a specific company. According to the higher educational framework of Bahrain, it can widely be divided into private and public universities. Two main public universities are University of Bahrain and Bahrain Polytechnic while 12 private universities are present in accordance with the latest publication of MOE BH (2013). There is only one regional university in Bahrain Arabian Gulf University. Therefore, the research framework of the current research and to identify the population of the study reference was made to a sampling frame that was obtained as mentioned above. Considering the differentiation in the public and private universities, appropriate proportions were adopted which demonstrate that among two public universities 180 Samples of the students represented the whole population while 120 students from private universities represented the whole population of private sector.

Table 1: Sampling Frame

Type	Number of University	Number of Students	% of sampling	Probability sampling of students
Public	2 Universities	18000	60%	180
Private	12 Universities	12000	40%	120
Total	14	30000	100%	300

As per the latest data of MOE Bahrain (2013), there are diversified number of students studying in the higher education institutes within Bahrain. The report suggested that for the year 2011-2012, the registered number of students in Bahrain were 32,327. These students when considered with the breakdown among males and females demonstrate that male students contribute to 40% of the total students while female contribute to the 60% of the total numbers. The highest number of students reported are in University of Bahrain about 15393 students while other universities have varied numbers. Considering the number of students in different universities, the distribution of male and female is prominent and must be representing's separately. The differentiation among male and female students are consistent with the findings of the other countries where female tend to have a higher percentile contribution due to lesser dropout rates as well as population distribution MOE Bahrain (2013). Another differentiation that is clearly visible is the distribution of student between public and private universities. The contribution of public universities in the total student population is 60% which is 10% higher than those enrolled in the private and regional universities combined (MOE Bh, 2013).

Considering the difference, the more appropriate method of sampling is a stratified sampling where populations are divided into 'strata of male and females.

Sample Size

Sampling is done as a rule since it is difficult to test each and every person in the populace. It is additionally done to spare time, cost and exertion while conducting the research. Research on the population as a whole is almost impossible for the researcher, it is important to determine the right example size that can represent the population in a complete way. On the off chance that testing all the people is inconceivable, that is the main time we depend on examining

methods. Roscoe (1975) has recommended that by and large an example size should fall between 30 to 500 examples. In many other and proposed that the example size ought to be a few times (ideally multiple times or more) as extensive as the quantity of factors in the investigation. The below table demonstrate the number of samples that can be used to represent the population.

Since the respondents of the current study were students in higher education, particularly, those who are more inclined towards buying shoes in the retail industry more often. The total population of these students were more than 30,000 as per the recent report of Ministry of Education Bahrain (2013). Therefore, the sample of the current study were 385 students. However, the recorded response rate for the universities' employees in past studies was between 40-60 which is used as a rule of thumb in the current study.

Research Instrument

Survey method is applied for the existing research. Survey method is a widely used approach for the correlational research where the information is gathered by asking different questions which is analyzed as per the objective of the research. The survey was prepared with the focus of two types of questions Firstly, Questions will be asked based on MCQs where demographic characteristics of the respondents will be taken into consideration. These demographic questions will demonstrate the Age, Sex, Monthly Income, Intention towards buying shoes, Shoes buying per year will be and others. Secondly, Questions will be asked based on the identified variables of Brand Equity and Purchase intention which will be in the form of Likert Type Scale. Likert scale is a widely used for rating in research in the form of surveys that intends to measure the feelings of the respondents at a degree level. There is a neutral midpoint in the Scale that demonstrate no feeling towards a specific question. The current study adopts 5 rating point Likert scale which are detailed in the below table. For this reason, A close-ended questionnaire was developed to collect the data. The questionnaire assesses the leadership style of the school's principal and measure the intellectual capital of the school. The first part is about brand equity where four different attributes of the brand equity each with five questions are demonstrated based on previous research, Brand loyalty, brand association, brand awareness and perceived quality. Furthermore a couple of studies have been relevant to our studies, the studies of (Fishbein & Ajzen, 1975) and (Sahin et al, 2011) were utilized for the purpose of the scale. The questions from the following studies were adapted to this research as the questions will aid in the process of determining the relationship of brand equity to purchase intention.

Data Gathering Procedure

The survey was distributed among students in the universities in Bahrain, like UOB, AMA, BIBF and others. Also, the researcher is expected to take hand filled surveys from the coffee shops in Bahrain where students tend to study and sit for their leisure time. The researcher created a survey online that will be shared through his personal connections via WhatsApp link to collect the data.

Validity and Reliability

The current research performed "face validity" to demonstrate the validity of the questionnaire which is an extent to which a test is subjectively viewed as covering the concepts it expects to measure. The face validity was conducted from an expert in the field of research or company who can demonstrate that the questions used were valid to be used and intend to achieve the objective the current research intends to perform. For reliability of the research Cronbach Alpha test was used, which refers to the degree to which the results obtained by a measurement and procedure can be replicated (Cooper & Schindler, 2006; Abrar ul haq et al., 2018a,b & 2019a,b). The test will measure the internal consistency (homogeneity) of the questions and determine if they are reliable to be used in the current study. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value for alpha does not imply that the measure is one-dimensional.

Table 2: Reliability Analysis

Variables	No. of Items	Cronbach's Alpha	Lower Bound	Upper Bound
Perceived Quality	5	0.9	0.88	0.92
Brand Awareness	5	0.83	0.8	0.86
Brand Loyalty	5	0.87	0.85	0.89
Brand Association	5	0.86	0.84	0.89
Purchase Intention	5	0.9	0.89	0.92

Data Process and Statistical Treatment of the Data

After the data was attained it was processed for analysis through statistical analysis. For this purpose, the data was organized, coded and processed for statistical analysis. Two types of data based on the type of questions was conducted which are as follows; Demographic data will be demonstrated through frequency and percentile distribution for the first part of the survey. This data will explain the distribution of the audience in terms of Age, Sex, Monthly Income, Intention

towards buying shows, Shoes buying per year will be and others. Inferential statistic will be used to test the hypothesis where mean, median, correlation and regression analysis will be conducted to accept or reject the hypothesis.

RESULTS AND DISCUSSIONS

Descriptive statistics are important to understand the population sampling and type of respondents who are involved in the study. For the current study frequencies and percentages were calculated for Nationality, Age, Marital Status, and Highest Level of study, Occupation, and Monthly Salary. The summary of the respondent's response suggests that most of the responses are Bahraini people, precisely due to the reason that study was conducted within the Bahrain. Age was more or less evenly distributed while aged above 40 were highest in response.

Table 3: Demographical information of the sample (385 Sample taken)

Demographic Characteristic		Frequency	Percentage
Gender	Male	277	71.9%
	Female	104	27%
	Prefer not to say	4	1.1%
Nationality	African	17	4.4%
	Asian	191	49.6%
	Bahraini	132	34.3%
	European	18	4.7%
	Other	2	0.5%
	Gulf nations	25	6.5%
Marital Status	Divorced	13	3.4%
	Married	255	66.2%
	Prefer not to Say	1	0.2%
	Separated	11	2.9%
	Single	105	27.3%
Age	18 - 25	67	17.6%
	26-30	194	50.3%
	31-35	78	20.2%
	36 - 40	33	8.5%
	Above 40	13	3.4%
Highest level of study	Bachelor	218	56.6%
	Doctoral	8	2.1%
	High School Diploma	97	25.2%
	Masters	62	16.1%
Monthly Salary	1001-1500 BHD	41	11%
	1501 - 2000 BHD	10	2.3%
	251 - 500 BHD	154	40%
	501-1000 BHD	141	36.6%
	Below 250 BHD	35	9.1%
	More than 2000 BHD	4	1%
Occupation	Government	119	31.1%
	Private	229	59.8%
	Self employed	30	7.8%
	Unemployed	5	1.3%

Gender

Responses were asked about the gender in terms of male and female to understand the demographics of the respondents. The data shows that most of the responses were obtained from the female with 71.9% participation. However, the participation of the male is limited with only 27% that represent 1/4th of the population.

Nationality

The Kingdom of Bahrain is a multi-cultural society with many nationalities living in the country mostly from the South Asian and European countries. it is important to understand the responses in terms of their background social and cultural factors impact the behaviors of the customers (Hofstede, 2007). The result shows that most of the respondents are from Asian (50%) countries while the second most responded nationality is Bahraini (34%).

Marital Status

Marital status is an important attribute of the demographic variables profoundly due to the reason that single individuals who have lesser responsibility are likely to spend more on consumer goods whereas married couples are more cautious in buying. The data shows that most of the respondent in the current study are married with almost 66% of the population while the second most identified population is the singles with 27% of contribution in the current study.

Age

Further the age of the respondents is analyzed, demonstrating that most of the respondents are from the age of 26 to 30 years old and contribute to 50% of the responses. This is profoundly due to the reason that young individuals are more enthusiastic in participation for the research.

Highest Level of Study

In terms of education the highest level of education identified in the demographic variables was the bachelors, where 57% of the respondents had a bachelor's degree while only 16% had a master's degree. Also, the participation strong the respondents who had only high school diploma was about 25%. This data shows that there is participation from people from all kinds of educational backgrounds that enhances the validity of the research.

Monthly Salary

Monthly salary of the individual is an important attribute that demonstrate the financial capability or economic status of the individuals which has a high impact on their buying behavior. The current study demonstrated that there is avoid differentiation among the respondents in terms of monthly salary phone stop the identified individual shows that the highest number of people were taking a salary of 251 to 500 Bahraini dinars. According to that recent survey structured data from Bahrain the minimum salary set for Bahraini individual is 300 dinars. at the same time it is important to note that the second highest percentage which is almost equivalent to the first one is the salary between 501 - 1000 dinars, representing almost 37% of the individuals.

Descriptive Data for the Variables

Perceived Quality

According to the descriptive statistics of questions related to perceived quality it can be suggested that most of the respondents agree to the statement translating to be agree. The study findings are similar to (Keller & brexendorf, 2019) who found that brand quality can develop brand trust while giving a competitive advantage to the brand. Additionally, firms can enhance brand quality as a tool to develop its value to the customers with their product compared to the competitors' products. Perceived quality also allows the brand to charge premiums as the consumers know that the quality is of a high standard.

Table 4: Summary Statistics Perceived Quality

Variable	M	SD	n	Qualitative Description
Perceived Quality The likely quality of this brand is extremely high	4.05	0.74	385	Agree
Brand Awareness I know what this brand looks like	4.16	0.86	385	Agree
Perceived Quality The likelihood that this brand would be functional is very high	4.04	0.81	385	Agree
Perceived Quality This brand is of high quality	4.19	0.89	385	Agree
Perceived Quality This brand must be of very good quality	4.09	0.77	385	Agree

Brand Awareness

According to the descriptive statistics of questions related to Brand awareness it can be suggested that most of the respondents agree to all the statements with mean response of more than 3.50. The study findings are similar to Vajarodava& Fernando (2019) who found that brand awareness can develop brand trust while giving a personality to the brand. Additionally, firms can enhance brand awareness as a tool to develop fruitful and trusting relationships with the customers. This helps the firm to respond to competition and retain its competitive advantage.

Table 5: Summary Statistics Brand Awareness

Variable	M	SD	n	Qualitative description
Brand Awareness I believe the company and people associated with it are socially responsible	4.16	0.76	385	Agree
Brand Awareness some characteristics of this brand come to my mind quickly I can quickly recall the symbol or logo of this brand	4.15	0.77	385	Agree

Brand Awareness I know what this brand looks like	4.16	0.86	385	Agree
Brand Awareness I can recognize this brand among other competing brand by recognizing the logo	4.15	0.75	385	Agree
Brand Awareness I have difficulty in imagining this brand in my mind	4.14	0.77	385	Agree

Brand Loyalty

According to the descriptive statistics of questions related to Brand awareness it can be suggested that most of the respondents strongly agree to all the statements with mean response of more than 3.50. Surucu et al, (2019) is of the view that Customers are the most important part of brand equity since they determine value of the brand. brand loyalty is the basis of development of brands. The findings are consistent with the findings of previous research that suggested the need for an incremental brand equity strategy in which firms introduce high quality products and use strategic platforms for launching of future products (Surucu et al, 2019).

Table 6: Summary Statistics Brand Loyalty

Variable	M	SD	n	Qualitative Description
Brand Loyalty I am emotionally attached to this product service brand	4.19	0.89	385	Agree
Brand Loyalty I would be willing to pay a higher price for this brand	4.06	0.77	385	Agree
Brand Loyalty I would say positive things about this brand to other people	4.08	0.78	385	Agree
Brand Loyalty I would encourage partnership to buy service products of this brand I consider this brand my first choice in buying such services products	4.14	0.78	385	Agree
Brand Loyalty I would recommend this brand to someone who seeks my advices	4.09	0.74	385	Agree

Brand Association

According to the descriptive statistics of questions related to Brand Association it can be suggested that most of the respondents strongly agree to all the statements with mean response of more than 3.50 with the exception of second statement. Anees et al (2019) is of the view that The tangible and intangible associations can be consistently portrayed by the company so that it can be embedded in the customer's mind. In other words, customers find that the trusted brand in an easy and reliable way. The brands provide continuity in the predictability of the product benefits (Anees et al, 2019).

Table 7: Summary Statistics for Brand Association

Variable	M	SD	n	Qualitative Description
Brand Association This brand takes a good care of me	4.18	0.85	385	Agree
Brand Association I find associated to this brand	4.15	0.75	385	Agree
Brand Association I feel confident in this brand	4.12	0.78	385	Agree
Brand Association This brand meets my expectations	4.10	0.77	385	Agree
Brand Association This brand would make any effort to satisfy me	4.17	0.77	385	Agree

Purchase Intention

According to the descriptive statistics of questions related to Purchase Intention it can be suggested that most of the respondents strongly agree to all the statements with mean response of more than 3.50. The findings are consistent with the finding of Khan et al (2019) sought to identify the role of perceived quality and brand loyalty in the purchase intentions of consumers in the fashion industry. The result confirms the casual relationship exists between different variables of brand equity, however, the brand image has a weaker impact in comparison to brand image which is different than found in other studies.

Table 8: Summary Statistics Table for Purchase Intention

Variable	M	SD	n	Qualitative Description
Purchase Intention I will recommend this buy this product	4.12	0.71	385	Agree

Purchase Intention I will purchase the product from this brand	4.20	0.87	385	Agree
Purchase Intention I feel comfortable while buying this product	4.13	0.75	385	Agree
Purchase Intention I consider that any products of the brand are more than expectations	4.14	0.68	385	Agree
Purchase Intention I am willing to pay higher price to stick to the brand even if other offers lesser price	4.09	0.76	385	Agree

Overall Description of the Variables

To identify the impact of each variable, all the statements are combined with a mean composite score to determine the value in the SPSS. According to the descriptive statistics of each variable it can be suggested that most of the respondents strongly agree to all the statements with mean response of more than 3.80. These mean responses of each variable are used for variable testing.

Table 9: Summary Statistics Table for Interval and Ratio Variables

Variable	Type	Variable	M	SD	n	Qualitative Description
Independent Variable		Perceived Quality	4.10	0.57	385	Agree
Independent Variable		Brand Awareness	4.15	0.54	385	Agree
Independent Variable		Brand loyalty	4.11	0.57	385	Agree
Independent Variable		Brand Association	4.14	0.56	385	Agree
Dependent Variable		Purchase Intention	4.14	0.52	385	Agree

Regression Analysis

Linear regression was performed to classify the parameters of variables that include Brand Perception, Brand Loyalty, Perceived Value, and Brand Relationship to purchase Intent. The outcome of the linear regression model were significant, $F(4,376) = 156.32$, $p < .001$, $R^2 = 0.62$, signifying that approximately 62% of the variance in Purchase Intention is explainable by Perceived Quality, Brand Awareness, Brand Loyalty, and Brand Association. Perceived Quality significantly predicted Purchase Intention, $B = 0.14$, $t(376) = 3.05$, $p = .002$. This indicates that on average, a one-unit increase of Perceived Quality will increase the value of Purchase Intention by 0.14 units. Brand Awareness significantly predicted Purchase Intention, $B = 0.12$, $t(376) = 2.31$, $p = .021$. This indicates that on average, a one-unit increase of Brand Awareness will increase the value of Purchase Intention by 0.12 units. Brand Loyalty significantly predicted Purchase Intention, $B = 0.35$, $t(376) = 7.13$, $p < .001$. That suggests that a one-unit raise brand Loyalty will raise the value of Purchase Intention by 0.35 units on average. Significantly expected purchasing intention by the company association, $B = 0.21$, $t(376) = 4.40$, $p < .001$. That proves on average one-unit rise in Brand Association is going to increase Purchase value. 0.21 units aim. The regression model findings are summed up in table 10.

Table 10: Results for Linear Regression Analysis

Variable	B	SE	95% CI	β	t	P
(Intercept)	0.76	0.14	[0.48, 1.03]	0.00	5.44	< .001
Perceived Quality	0.14	0.04	[0.05, 0.22]	0.15	3.05	.002
Brand Awareness	0.12	0.05	[0.02, 0.23]	0.13	2.31	.021
Brand Loyalty	0.35	0.05	[0.25, 0.45]	0.39	7.13	< .001
Brand Association	0.21	0.05	[0.12, 0.30]	0.22	4.40	< .001

Pearson Correlation Analysis

A study of the Pearson correlation between Brand equity and Perceived Value was conducted. The Cohen norm was used to measure the significance of the association, where coefficients between .10 and .29 represent a small scale of effect, coefficients between .30 and .49 denote a moderate size of effect and coefficients above .50 indicate a significant size of effect (Cohen, 1988). A strong positive association ($r_p = 0.66$, $p < .001$, 95 percent CI [0.60, 0.71]) between perceived quality and purchasing intent was identified. The coefficient of correlation between perceived quality and

purchase intent was 0.66, which indicates a large size of the effect. This correlation suggests that Purchasing Intention continues to raise as perceived quality improves.

Table 11: Pearson Correlation

	Perceived Quality	Brand awareness	Brand Loyalty	Brand Association	Purchas Intention
Perceived Quality	1				
Brand awareness	.637**	1			
Brand loyalty	.609**	.743**	1		
Brand Association	.678**	.828**	.654**	1	
Purchase Intention	.660**	.684**	.740**	.680**	1

A positive significant relationship between Brand Awareness and Purchase Intention was identified ($r_p = 0.68$, $p < .001$, 95 per cent CI [0.63, 0.73]). The coefficient of correlation between Brand Awareness and Purchase Intention was 0.68, indicating a great size of the effect. This correlation suggests that Purchase Intention continues to increase as Brand Awareness increases. Table 8 presents correlation findings. Brand Loyalty and Purchasing Intention was found a positive significant correlation ($r_p = 0.74$, $p < .001$, 95 per cent CI [0.69, 0.78]). Brand Loyalty and Purchase Intention correlation coefficient was 0.74, showed a high effect size. This result means that with the increase in Brand Loyalty, Purchasing Intention usually rises. A significant positive correlation was observed between Brand Association and Purchase Intention ($r_p = 0.68$, $p < .001$, 95% CI [0.62, 0.73]). The correlation coefficient between Brand Association and Purchase Intention was 0.68, indicating a large effect size. This correlation indicates that as Brand Association increases, Purchase Intention tends to increase.

The findings are consistent with the findings of previous research like (Surucu et al, 2019) and (Wang et al, 2019) who suggested that many brands like Apple, for instance, charge premium pricing because customers have brand association with the products. Overall it can be suggested that all the variables are significantly related to purchase intention and therefore all the null hypothesis of the study are rejected. The results of the study are consistent with earlier conducted research like Ashil and Sinha (2004) and Chang and Liu (2009). Further, the research also demonstrates the strength and dimension of each variable towards the purchase intention which is positively associated.

CONCLUSION AND RECOMMENDATION

The study, thus, confirms that attributes of brand equity are highly important for purchase intention as they help in making the right choices in accordance with the Aaker's model that stands as a main theoretical framework of the current study. The findings are consistent with Bashir & Shaikh (2019) who consider that Brand equity is an important part of business identity because of its association with multiple aspects of a business. It is the perceived value that consumers have towards any product over other products. Positive brand equity tends to allow firms to charge premium prices for their products (Bashir & Shaikh, 2019). Further, another aspect that is identified in the study is that customers are highly inclined towards brand within the Kingdom of Bahrain and they may intend to pay higher for the choice of their brands. This is the aspect another aspect of brand equity is that firms need to modify or update it according to the needs of customers and their changing preferences (Keller & Brexendorf, 2019). The customers are associated with the brand due to its level of alignment with the minds of the customers that they consider it of high quality and valued at the right price. This is compatible with the Wang et al findings (2019), which identified a relationship between buying intent and brand equity. The results also suggest the need for an incremental brand equity strategy in which firms introduce high quality products and use strategic platforms for launching of future products (Surucu et al, 2019). The next step is to promote repetitive usage by creating consistent and effective messaging and communication. Brand attitude should be accessible so that customers can remember the positive evaluation. The final approach is that brand equity should be developed with consistent images to reinforce image in the mindset of customers.

The brand strategy should be properly aligned with the corporate strategy. The findings suggest that consumer purchase behavior is based on stimulation by combination of internal and external factors (Wang et al, 2019). Also, it is to be noted that the findings are consistent with the very few studies that were conducted in the Gulf region specially in Saudi Arabia where Hilal (2019) evaluated the role of referrals on brand equity in Saudi Arabia fashion clothing stores. Another important factor is identified in the current research is that brand equity allows trust to be developed with the customers. By providing consistent experiences with matchless customer experiences and superior digital presence, the firm can cover all aspects of brand equity to achieve strategic success (Khan et al, 2019). In the digital age, it is critical for businesses to choose the correct branding channels. In the digital age, it is critical for businesses to select the correct branding channels. They need to use the proper channels and methods that allow them to develop robust relationships with the customer segments. By developing a comprehensive approach, they will be able to respond to competitors in

an effective way. The tangible and intangible associations can be consistently portrayed by the company so that it can be embedded in the customer's mind. They need to use the proper channels and methods that allow them to develop robust relationships with the customer segments. By developing a comprehensive approach, they will be able to respond to competitors in an effective way.

The study also found that causal relationship exists between different variables of brand equity; however, the brand image has a weaker impact in comparison to brand image which is different than found in other studies that are consistent with the results of Khan et al (2018). This is because of the specific attributes of the customers which are different based on social and cultural factors. The study found that the relationship was significant of brand equity for all its variables towards purchase intention. The research suggests that brand equity plays a role in enhancing the purchase intentions of the consumers. Consequently, it is important for firms to develop the appropriate strategies that can allow them to achieve efficiency and effectiveness.

Company should create a high value product and at the same time project these high qualities to appropriate advertisement. Understanding the high-quality products will enhance the purchase intention. It is worth remembering for the company that accepting a high quality doesn't really equate to the real product quality. Secondly the company could create an awareness campaign of the brand. This can be conducted with the help of the local media stars. These days influencer marketing is one of you just managed to enhance the brand value. However, it is quite expensive. In Bahrain advertisement activities for the brands or small and medium enterprises are supported by the government agency Tamkeen that provides 50% of the advertisement costs. companies within Bahrain should take benefit from these support services. Online advertisement is an important tool to enhance the brand value of the products. Company will carry out digital advertisements on various social media sites including Instagram , Facebook, Pinterest as well as their own website in a minute after pictures of the goods look high quality when delivering the service in a manner that meets the customer's needs. Attractive advertisement should be completed on the website and social media platforms that will enhance the purchase intention. The future research should focus on identification of difference between different demographic variables by adding age, gender, salary and nationality as mediating variable to determine the difference between consumers.

REFERENCES

- Aaker, D. A. (2009). Managing brand equity. simon and schuster.
- Abrar ul Haq, M., Akram, F., Ashiq, U., Raza, S., & Scott, M. W. (2019a). The employment paradox to improve women's empowerment in Pakistan. *Cogent Social Sciences*, 5(1), 1707005.
- Abrar ul haq, M., Jali, M. R. M., & Islam, G. M. N. (2018a). Assessment of the role of household empowerment in alleviating participatory poverty among rural household of Pakistan. *Quality and Quantity*. 52 (6) 2795–2814:
- Abrar ul Haq, M., Jali, M. R. M., & Islam, G. M. N. (2018b). The Development of Household Empowerment Index among Rural Household of Pakistan. *Pertanika Journal of Social Sciences & Humanities*, 26(2).
- Abrar ul haq, M., Jali, M. R. M., & Islam, G. M. N. (2019b). Household empowerment as the key to eradicate poverty incidence. *Asian Social Work and Policy Review*, 13(1), 4-24.
- Abro, S., Shaikh, S., Abro, R. A., Soomro, S. F., & Malik, H. M. (2020). Aspect Based Sentimental Analysis of Hotel Reviews: A Comparative Study. *Sukkur IBA Journal of Computing and Mathematical Sciences*, 4(1), 11-20.
- Akram, F. (2017). Innovation as Mediator between Corporate Governance and Firm Performance: A Theoretical Perspective. *International Journal of Innovative Knowledge Concepts*, 5(11).
- Akram, F., Abrar-ul-haq, M., & Raza, S. (2018). A Role a Corporate Governance and Firm's Environmental Performance: A Moderating Role of Institutional Regulations. *International Journal of Management Studies (IJMS)* 25, (2).
- Akram, F., Abrar-ul-haq, M., & Umrani, W.A (2019). Assessing the Effect of Managerial Power on Firm Performance through the Perceptual Lens of Executive Remuneration. *Pertanika Journal of Social Sciences and Humanities*, 27 (1): 293-309.
- Akram, F., Murugiah, L., & Arfan, A. (2017). Cultural Aspects and Leadership Effectiveness of Women Leaders: A Theoretical Prospective of Saudi Arabia. *Pakistan Journal of Humanities and Social Sciences*, 5(1).
- Anees-ur-Rehman, M., & Johnston, W. J. (2019). How multiple strategic orientations impact brand equity of B2B SMEs. *Journal of Strategic Marketing*, 27(8), 730-750
- Ashraf, S., Abrar ul Haq, M., & Ashraf, S. (2017). Domestic violence against women: Empirical evidence from Pakistan. *Pertanika Journal of Social Sciences & Humanities*, 25(3), 1401-1418.
- Bahrain (2019): Bahrain Industry Overview: Accessed from <https://bahrain.bh> Accessed on 15 December 2019
- Bashir, M.A. and Shaikh, W.A., 2019. Impact of Brand Equity on Consumer Brand Preference and Brand Purchase Intention. *IBT JOURNAL OF BUSINESS STUDIES (JBS)*, 15(1).

- Bates, D., Mächler, M., Bolker, B., & Walker, S. (2014). Fitting linear mixed-effects models using lme4: arXiv preprint arXiv, Journal of Statistical Software.
- Bumjaid, S. E., & Malik, H. A. M. (2019). The Effect of Implementing of Six Sigma Approach in Improving the Quality of Higher Education Institutions in Bahrain. *International Journal of Engineering and Management Research (IJEMR)*, 9(2), 134-140.
- Cohen, J. (1988). Statistical power analysis for the behavior sciences (2nd ed.). West Publishing Company.
- Conover, W. J., & Iman, R. L. (1981). Rank transformations as a bridge between parametric and nonparametric statistics. *The American Statistician*, 35(3), 124-129.
- DeCarlo, L. T. (1997). On the meaning and use of kurtosis. *Psychological Methods*, 2(3), 292-307
- Field, A. (2013). Discovering statistics using SPSS (4th ed.). Sage Publications
- GCC Retail Report (2019) Retrived from <https://argaamplus.s3.amazonaws.com/cb47381c-655c-409c-8667-45b8fc0771c7.pdf>
- George, D. & Mallery, P. (2016). SPSS for Windows step by step: A simple guide and reference, 11.0 update (14th ed.). Allyn and Bacon.
- Hilal, M.I.M., 2019. Factors making up word of mouth and brand equity: a study among fashion clothing stores' customers. Allied Business Academies.
- Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2019). Do customer perceptions of corporate services brand ethicality improve brand equity? Considering the roles of brand heritage, brand image, and recognition benefits. *Journal of Business Ethics*, 154(2), 441-459.
- Keller, K.L. and Brexendorf, T.O., 2019. Measuring brand equity. In *Handbuch Markenführung* (pp. 1409-1439). Springer Gabler, Wiesbaden.
- Khan, M.M., Memon, Z. and Kumar, S., 2019. Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty. *Market Forces*, 14(2).
- Khan, N., Rahmani, S. H. R., Hoe, H. Y., & Chen, T. B. (2015). Causal relationships among dimensions of consumer-based brand equity and purchase intention: Fashion industry. *International Journal of Business and Management*, 10(1), 172.
- Khan, R. E. A., Rehman, H., & Abrar ul Haq, M. (2015). Determinants of rural household poverty: the role of household socioeconomic empowerment. *American-Eurasian J. Agric. & Environ. Sci*, 15(1), 93-98.
- Liu, M.T., Wong, I.A., Tseng, T.H., Chang, A.W.Y. and Phau, I., 2017. Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*, 81, pp.192-202.
- Mahtab, N., Abrar ul Haq, M., & Ullah, S. Causal Relationship between Foreign Direct Investment, Trade and Economic Growth: A Cross Country Analysis. *Journal of Poverty, Investment and Development*. 9(1)
- Malik, H. A. M., Abid, F., Gilal, A. R., & Raja, A. S. (2017). Use of cloud computing in Hajj crowd management and complex systems. In *2017 4th IEEE International Conference on Engineering Technologies and Applied Sciences (ICETAS)* (pp. 1-5). IEEE.
- Malik, H. A. M., Abid, F., Kalaicelvi, R., & Bhatti, Z. (2018). Challenges of Computer Science and IT in Teaching-Learning in Saudi Arabia. *Sukkur IBA Journal of Computing and Mathematical Sciences*, 2(1), 29-35.
- Malik, H. A. M., Abid, F., Mahmood, N., Wahiddin, M. R., & Malik, A. (2019). Nature of Complex Network of Dengue Epidemic as a Scale-Free Network. *Healthcare Informatics Research*, 25(3), 182-192.
- Malik, H. A. M., Mahesar, A. W., Abid, F., & Wahiddin, M. R. (2014, November). Two-mode complex network modeling of dengue epidemic in Selangor, Malaysia. In *The 5th International Conference on Information and Communication Technology for The Muslim World (ICT4M)* (pp. 1-6). IEEE.
- Malik, H., Waqas, A., Abid, F., Gilal, A., Mahessar, A., & Koondar, Y. (2016). Complex network of dengue epidemic and link prediction. *Sindh University Research Journal-SURJ (Science Series)*, 48(4).
- Menard, S. (2010). Logistic regression: From introductory to advanced concepts and applications. Sage Publications.
- Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence of sensory stimuli on brand experience, brand equity and purchase intention. *Journal of Business Economics and Management*, 18(1), 68-83.
- Murtaza, H., & Ali, R. (2015). Impact of Major Political Events on Stock Market Returns of Pakistan. *Public Policy and Administration Research*, 5(4), 68-84.
- Mahmood, N., Shah, A., Waqas, A., Bhatti, Z., Abubakar, A., & Malik, H. A. M. (2014, November). RFID based smart hospital management system: A conceptual framework. In *The 5th International Conference on Information and Communication Technology for The Muslim World (ICT4M)* (pp. 1-6). IEEE.
- Osborne, J., & Waters, E. (2002). Four assumptions of multiple regression that researchers should always test. *Practical Assessment, Research & Evaluation*, 8(2), 1-9.

- Qamri, G. M., Haq, M. A. U., & Akram, F. (2015). The Impact of Inflation on Stock Prices: Evidence from Pakistan. *Journal Microeconomics and Macroeconomics*, 3(4), 83-88.
- Qasim, M., Abrar ul Haq, M., Hussain, T., & Roshan, C. (2018). Does Women Well-being Matter for Demand and Development of Children? *Ekonometri ve Istatistik Dergisi*, (29), 169-197.
- Rahman, M., Rodríguez-Serrano, M.Á. and Lambkin, M., 2019. Brand equity and firm performance: the complementary role of corporate social responsibility. *Journal of Brand Management*, 26(6), pp.691-704.
- Raza, S., Minai, M. S., Abrar ul Haq, M., Iy, A., & Zain, A. Y. M. (2018). Entrepreneurial network towards small firm performance through dynamic capabilities: the conceptual perspective. *Academy of Entrepreneurship Journal*, 24(4), 1-9
- Rehman, A. U., Imdad Ullah, M., & Abrar-ul-haq, M. (2015). The influence of individual characteristics on organization performance and job satisfaction. *International Journal of Scientific and Research Publications*, 5(2), 1-6.
- Sabri, E.R., 2018. Consumer's purchase intention towards luxury retailer's social media advertisements—A case study of a shoe retail—UAE-Dubai Mall. *Social Networking*, 8(01), p.39.
- Senthilnathan, S. (2012). The relationship of brand equity to purchase intention. *IUP Journal of Marketing Management*, May.
- Shah, S. W. A., Haq, M. A., & Farooq, R. M. A. (2015). Agricultural export and economic growth: A case study of Pakistan. *Public Policy and Administration Research*, 5(8), 88-96.
- Shah, S. W. A., Shahzad, S. K., & Haq, M. A. (2015). Human capital and economic growth: evidence from selected asian countries. *Journal of Resources Development and Management. An International* 11 (22).
- Shah, S. W. A., Shahzad, S. K., & Haq, M. A. (2015). Human capital and economic growth: evidence from selected asian countries. *Journal of Resources Development and Management. An International*. 11 (22).
- Stevens, J. P. (2012). *Applied multivariate statistics for the social sciences* (5th ed.). Routledge Academic.
- Su, J., & Tong, X. (2015). Brand personality and brand equity: evidence from the sportswear industry. *Journal of Product & Brand Management*, 24(2), 124-133.
- Ullah, S., Abrar ul haq, M., & Ali, S. W. (2016). Governance and exchange rate in Pakistan: a time series analysis. *Science International*, 28(1), 557-562.
- Wang, F., Wong, C.H., Ng, A., Hong, H. and Lim, K.Y., 2019. Online brand image, luxury value perception and brand equity. *INTI JOURNAL*, 2019(1).
- Waqas, A., Bhatti, Z., Abid, H., Malik, M., Muhammad, G., & Sis, ". (2014). SIS: A Framework for Distributed Information Management System for School Branches. *American Journal of Systems and Software*, 2(1), 1–8. <https://doi.org/10.12691/ajss-2-1-1>