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Ing Force Of Customer Loyalty. For The Supermarket Industry, Favorable Store Image Is Very Helpful To Foster Customer Loyalty [30] [31]. Even In The Virtual Context, The Impact Of Brand Image On Customer Loyalty Remains Significant [32], And Merrilees & Fry (2002) Verified Their Relationship Through Surveys At E-commerce Companies [33]. 4. Mar 29th, 2024

The Impact Of Brand Image On Consumer Behavior A

Brand Awareness Is A Dimension Of Brand Equity That Affects The Decisions Of The Consumer Both At The Affective Level And The Behavior Level. Presumably, Marketers Expect That Brand Awareness Will Keep The Brand In The Consumer's Evoked Set While Consumer Decides About The Brand For Consumption. Brand Aware Feb 10th, 2024

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