

CHAPTER V CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1 Conclusion

This conclusion section provides a final result of the analysis and discussion in this study regarding brand equity variables, purchase intention, purchase behavior, short-term happiness, and long-term happiness. The conclusions and suggestions that researchers will convey, especially from the results of hypothesis testing, are as follows:

1. Brand equity has a significant effect on purchase intention among Erigo consumers. The first conclusion is that marketers should give priority to building brand equity by focusing on brand awareness, with the aim of increasing product recognition and familiarity among domestic and international consumers. Building brand awareness can be achieved through promotional activities conducted on social media platforms and conventional methods. Social media promotion involves several strategies, such as creating content on popular platforms like TikTok and Instagram Reels and partnering with well-known individuals in the desired demographics. Conventional promotion strategies include strategically placing billboard ads in key locations and creating engaging video ads. The main objective of these efforts is to increase brand recognition among consumers and drive their propensity to make purchases
2. Purchase intention has a significant effect on short-term happiness in Erigo consumers. This third conclusion is that product marketers need to create

consumer purchase intentions so that they can influence consumer mood. The purchase intention of a product should be able to increase the happiness of consumers' lives. To make consumers happy, the product must be able to meet consumer expectations. Marketers must be honest about product quality and accept consumer criticism to be used as evaluation material in the future. Consumers are even willing to spend more money to buy the product.

3. Purchase intention has a significant effect on purchase behavior for Erigo consumers. This third conclusion is that product marketers must be able to effectively foster consumer purchase intentions, turning them into real purchasing behavior. Consumers are more likely to buy products that effectively meet their needs and wants. This goal can be achieved by assessing and improving product quality to match emerging trends, increase convenience, and meet consumer preferences. Another alternative strategy is to collaborate with influencers or brand ambassadors to increase brand recognition and appeal to potential customers. Consumers often gain persuasive influence over their purchasing decisions from individuals they follow and respect.
4. Purchase intention has a significant effect on long-term happiness in Erigo consumers. The fourth conclusion is that product marketers must focus on fostering purchase intentions that have a positive impact on long-term consumer satisfaction. The overall purchase experience has the potential to generate long-term happiness. To increase customer purchase intentions, marketers must provide exceptional after-sales service to individuals who

have completed transactions. Consumer satisfaction is more likely to occur when they receive satisfactory service either before or after their product purchase.

5. Brand equity has a significant effect on short-term happiness through mediation of purchase intention. The fifth conclusion is that considering the concept of brand equity is very important for product marketers to stimulate consumer buying intentions and foster temporary feelings of satisfaction. Marketers have the ability to improve the brand image of their company or product, thereby strengthening customer satisfaction through improved service and product quality. This phenomenon affects consumer perceptions, which results in an increase in purchase intention. Improved service quality and product quality lead to improved consumer perceptions, resulting in short-term consumer satisfaction.

6. Brand equity has a significant effect on purchase behavior through the mediation of purchase intention. The sixth conclusion is that brand equity is very important for product marketers to stimulate consumer buying intentions and foster purchasing behavior. Marketers can implement a global promotion strategy to increase brand recognition among potential customers on an international scale. This can be achieved by utilizing various social media platforms such as TikTok, Instagram, and other similar services. Another approach is to collaborate with influential personalities around the world or forge partnerships with established global companies. These efforts can result

in brand recognition, leading to consumer purchase intent and subsequent purchase behavior.

7. Brand equity has a significant effect on long-term happiness through the mediation of purchase intention. The final conclusion is that it is very important for product marketers to consider the concept of brand equity to foster consumer purchase intentions and long-term satisfaction. Marketers are advised to prioritize the formation of brand associations to increase consumer memories of products. This phenomenon has the potential to foster brand loyalty among consumers. Brand loyalty often develops when products meet consumers' expected quality levels and when consumers receive satisfactory service levels. Consumers who demonstrate brand loyalty tend to experience higher levels of satisfaction when making transactions with a particular brand.

5.2 Limitations

This study has several research limitations that must be considered. These limitations need to be considered by future researchers as this study itself is certainly not a perfect study and still has many flaws that need to be corrected. Overall, these limitations highlight potential areas for further investigation and expansion in this area of research. Some of the limitations of this study include:

1. Respondents in this study are Indonesian consumers who have purchased products from Erigo at TikTok Shop.
2. This study focuses on the role of purchase intention in mediating the relationship between brand equity and purchase behavior, short-term

happiness, and long-term happiness. Future research can explore other variables as potential mediators.

3. This study used quantitative research methods to analyze the relationship between variables. Future research could incorporate mixed research methods to provide stronger descriptions and interpretations of the data collected.

5.3 Suggestions

Researchers refer to the limitations of the above research to provide suggestions to future researchers in order to perfect and make further research better and more accurate and bring benefits to future researchers. The following are suggestions that researchers provide:

5.3.1. For Future Researchers

This research is expected to be a reference for future researchers. So that future researchers can add references regarding the role of brand equity variables related to purchase intention on the Erigo brand so that consumers can find out what values are contained in an Erigo brand, then they can develop an interest in buying. Second, purchase intention related to purchase behavior on the Erigo brand so that consumers can find out consumers who are interested in buying whether they will decide to buy Erigo products or not. Third, purchase intention related to short-term happiness in the Erigo brand so that consumers know whether the product will make them happy when buying, purchase intention related to long-term happiness in the Erigo brand so that consumers know whether the product will affect the quality of their overall happiness.

5.3.2. For The Community

Erigo is a local clothing brand that is in great demand by people in Indonesia, especially young people. This makes Indonesian people must have knowledge or awareness about the quality of products on Erigo products. Erigo itself has a quality that is comfortable to use for traveling activities, of course it is also supported by an attractive design and has comfort when used. In addition, Erigo has a goal to show other countries that the creativity of Indonesian children and also participate in lifting Indonesian tourism. Even though Erigo has good quality, the brand still maintains the affordability of their products so that people are interested in buying these products and even foster purchasing behavior on these products. This can also make consumers feel short-term happiness and long-term happiness, because by maintaining quality and price affordability, consumers can grow feelings of happiness and can affect the overall quality of life of consumers.

5.3.3. For Erigo

The suggestions for Erigo. First, Erigo is expected to maintain the consistency of the quality of the products they produce. This aims to maintain brand equity so that it remains stable or can increase. Second, Erigo is expected to create more attractive products and continue to prioritize comfort. This aims to increase the purchase intention of a consumer. Third, Erigo is expected to create a promotional strategy and improve their product design so that it is more attractive. This aims to foster purchase behavior from within consumers. Fourth, Erigo is expected to maintain relationships with consumers and provide quality products. This aims to make consumers feel short-term happiness through improving their

mood. Fifth, Erigo is expected to make high quality products at affordable prices. This aims to make consumers feel long-term happiness because it can affect the overall quality of life of consumers.



LITERATURE

- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing Towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in E-Commerce. *Procedia Computer Science*, 161, 851–858.
- Aitchison, T. (2023, July 25). *Brand Equity: Why it is Important When You Grow Your Market Share*. LinkedIn. <https://www.linkedin.com/pulse/brand-equity-why-important-when-you-grow-your-market-dr-tony/>
- Alwan, M., & Alshurideh, M. T. (2022). The Effect of Digital Marketing on Purchase Intention: Moderating Effect of Brand Equity. *International Journal of Data and Network Science*, 6(3), 837–848.
- Amed, I., & Berg, A. (2022, October 30). *The State of Fashion 2023: Resilience in the Face of Uncertainty*. Business of Fashion. <https://www.businessoffashion.com/reports/news-analysis/the-state-of-fashion-2023-industry-report-bof-mckinsey/>
- Amri, S., & Prihandono, D. (2019). Influence Lifestyle, Consumer Ethnocentrism, Product Quality On Purchase Decision Through Purchase Intention. *Management Analysis Journal*, 8(1).
- Annur, C. M. (2023, October 4). *Sebelum Tutup di Indonesia, Pangsa Pasar TikTok Shop Diprediksi Melesat pada 2023*. Databoks.
- Arfin. (2023, October 24). *Larangan Transaksi Jual-Beli Di TikTok Shop*. Kementerian Keuangan Badan Pendidikan Dan Pelatihan Keuangan.
- Arviana, G. N. (2021, December 17). *Brand Equity, Nilai Plus yang Buat Pelanggan Abaikan Harga Mahal [Brand Equity, a Plus Point that Makes Customers Ignore High Prices]*. Glints. <https://glints.com/id/lowongan/brand-equity/>
- Barbosa, B. (2017). Happiness in Marketing. *Entornos Creativos, Empleados Felices: Una Ventaja Competitiva En La Gestión Empresarial y Territorial*, 75–90.
- Baumeister, R. F., DeWall, C. N., Vohs, K. D., & Alquist, J. L. (2010). Does Emotion Cause Behavior (Apart from Making People Do Stupid, Destructive Things)? In *Oxford University Press*. Oxford University Press.
- Behboodi, O., Arabshahi, M., & Pashaei, M. (2022). The Effect of Tourists' Memories on Tourist Purchasing Behavior: An Approach to Spiritual Tourism (Case Study: Tourists in Mashhad). *International Journal of Tourism, Culture and Spirituality*, 5(1), 1–21.
- Belanche, D., Casaló, L. V., & Guinalú, M. (2013). The Role of Consumer Happiness in Relationship Marketing. *Journal of Relationship Marketing*, 12(2), 79–94.

- Brunello, A. (2018). Brand Equity in Sports Industry. *International Journal of Communication Research 25 Deontology and Journalistic Ethics*, 8(1), 1–6.
- Burhanudin, B. (2023). Masstige Marketing: Addressing Short-term and Long-term Happiness. *International Journal of Consumer Studies*, *In press*.
- Chen, C. F., & Chang, Y. Y. (2008). Airline Brand Equity, Brand Preference, and Purchase Intentions-The Moderating Effects of Switching Costs. *Journal of Air Transport Management*, 14(1), 40–42. <https://doi.org/10.1016/j.jairtraman.2007.11.003>
- Chen, M., Zhang, J., Xie, Z., & Niu, J. (2021). Online Low-key Conspicuous Behavior of Fashion Luxury Goods: The Antecedents and Its iImpact on Consumer Happiness. *Journal of Consumer Behaviour*, 20(1), 148–159.
- Chen, X., Li, Y., Davison, R. M., & Liu, Y. (2021). The Impact of Imitation on Chinese Social Commerce Buyers' Purchase Behavior: The Moderating Role of Uncertainty. *International Journal of Information Management*, 56.
- Clarisa, M. I., Ellitan, L., & Kristiyanto, V. S. (2023). The Influence of Brand Equity on Brand Loyalty of Adidas Shoes Mediated by Customer. *Journal of Entrepreneurship & Business*, 4(2), 103–113.
- Cleave, P. (2023, February 1). *Customer Happiness: Why It Matters And How To Measure It*. SmartSurvey. <https://www.smartsurvey.co.uk/blog/customer-happiness-why-matters-how-measure>
- Commer, P. J., Sci, S., Chaudhary, M. A., Chaudhary, N. I., & Ali, A. Z. (2020). Enhancing University's Brand Performance during the COVID-19 Outbreak: The Role of ICT Orientation, Perceived Service Quality, Trust, and Student's Satisfaction. *Pakistan Journal of Commerce and Social Sciences*, 14(3), 629–651.
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Contreras-Contreras, P. (2023). Consumer Happiness: Origin and Development of the Concept. *Anduli*, 23, 83–98. <https://doi.org/10.12795/anduli.2023.i23.05>
- Darmawan, D. (2022). Studi Pada Perilaku Pembelian Rokok Tanpa Cukai Berdasarkan Harga Dan Citra Merek. *Jurnal Industri Kreatif Dan Kewirausahaan*, 5(2), 1–14.
- Durmaz, Y., Jablonsk, S., & Yakup, D. (2012). Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and an Empirical Study. *Global Journal Of Management and Business Research*, 12(15), 1–28.
- Fathurahman, A. A., & Sihite, J. (2022). Effect Of Promotion, Brand Image, and Product Quality On Re-Purchase Interest Through Customer Satisfaction As Intervening On Erigo Apparel Products. *Dinasti International Journal Of Management Science*, 3(4).
- Firmansyah, D., Pasim Sukabumi, S., & Al Fath Sukabumi, S. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114.

- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50.
- Ghozali, I. (2006). *Structural Equation Medeling; Metode Alternatif dengan PLS*. Badan Penerbit Undip. Semarang.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS), Edisi 4* (4th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Greater Good. (2023). *Happiness Defined*. Greater Good Magazine. <https://greatergood.berkeley.edu/topic/happiness/definition>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to Use and How to Report The Results of PLS-SEM. *European Business Review*, 31(1), 2–24.
- Hassan, H., Hsbollah, H. M., & Mohamad, R. (2021). Examining The Interlink of Social Media Use, Purchase Behavior, and Mental Health. *Procedia Computer Science*, 196, 85–92.
- Hickins, M. (2023, May 30). *Top 10 Fashion Industry Challenges in 2023*. Oracle. <https://www.oracle.com/retail/fashion/fashion-retail-challenges/>
- Hussein, A. S. (2015). Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares dengan SmartPLS 3.0. *Universitas Brawijaya*, 1, 1–19. <https://doi.org/10.1023/A:1023202519395>
- Ishak, S., Che Omar, A. R., Khalid, K., Intan, I. S., & Hussain, M. Y. (2020). Cosmetics Purchase Behavior of Educated Millennial Muslim Females. *Journal of Islamic Marketing*, 11(5), 1055–1071.
- Jacobs, B., Fok, D., & Donkers, B. (2020). Understanding Large-Scale Dynamic Purchase Behavior. *Marketing Science*, 40(5).
- Kemendikbud. (2023, February 18). *“Wastra” Is Featured in The 2023 Fashion Trend of Indonesia*. Kemendikbud. <https://kemendikbud.go.id/en/articles/wastra-is-featured-in-the-2023-fashion-trend-of-indonesia>
- Khan, N., Rahmani, S. H. R., Hoe, H. Y., & Chen, T. B. (2014). Causal Relationships among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry. *International Journal of Business and Management*, 10(1), 1–10.
- Khan, S., & Hussain, M. (2013). Determinants of Consumer Happiness and Its Role in Customer Loyalty. *International Review of Management and Business Research*, 2(1), 2306–9007.

- Khare, A., & Kautish, P. (2022). Antecedents to Green Apparel Purchase Behavior of Indian Consumers. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 32(2), 222–251.
- Kim, H. Y., & Lee, Y. (2020). The Effect of Online Customization on Consumers' Happiness and Purchase Intention and the Mediating Roles of Autonomy, Competence, and Pride of Authorship. *International Journal of Human-Computer Interaction*, 36(5), 403–413.
- Kumar, A., Paul, J., & Starčević, S. (2021). Do Brands Make Consumers Happy?- A Masstige Theory Perspective. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102318>
- Kyguolienė, A., & Zikienė, K. (2021). Impact of Brand Equity on Purchase Intentions Buying Food Products in Lithuania. *Management Theory and Studies for Rural Business and Infrastructure Development*, 43(3), 373–382.
- Kytö, E., Virtanen, M., & Mustonen, S. (2019). From Intention to Action: Predicting Purchase Behavior with Consumers' Product Expectations and Perceptions, and Their Individual Properties. *Food Quality and Preference*, 75, 1–9.
- Leclercq-Machado, L., Alvarez-Risco, A., Gómez-Prado, R., Cuya-Velásquez, B. B., Esquerre-Botton, S., Morales-Ríos, F., Almanza-Cruz, C., Castillo-Benancio, S., Anderson-Seminario, M. de las M., Del-Aguila-Arcentales, S., & Yáñez, J. A. (2022). Sustainable Fashion and Consumption Patterns in Peru: An Environmental-Attitude-Intention-Behavior Analysis. *Sustainability (Switzerland)*, 14(16).
- Liu, Y., & Wu, Y. (2019). On the Influencing Factors of Consumer's Purchasing Behavior in Online Group Buying-Taking Group Buying of Catering as an Example. *Atlantis Press*.
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The Influence of Social Media on Purchase Intention: The Mediating Role of Brand Equity. *Cogent Business and Management*, 8(1).
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How Smartphone Advertising Influences Consumers' Purchase Intention. *Journal of Business Research*, 94, 378–387.
- Maruto, D. R., Kusuma, A. A. G. A. A., & Yasa, N. N. K. (2015). Pengaruh Motivasi, Persepsi Kualitas, dan Sikap Konsumen Pada Perilaku Pembelian Ulang. *E-Jurnal Manajemen Ubud*, 4(8), 1–20.
- Maya, V. (2023, March 23). *25 Winning Strategies To Make and Keep Customers Happy*. Customer First Academy. <https://customersfirstacademy.com/happy-customers/>
- Meng, L. (Monroe), Duan, S., Zhao, Y., Lü, K., & Chen, S. (2021). The impact of online celebrity in livestreaming E-commerce on purchase intention from the

- perspective of emotional contagion. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102733>
- Millar, M., & Thomas, R. (2009). Discretionary Activity and Happiness: The Role of Materialism. *Journal of Research in Personality*, 43(4), 699–702.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 3159–3199.
- Nasermoadeli, A., Ling, K. C., & Maghnati, F. (2013). Evaluating the Impacts of Customer Experience on Purchase Intention. *International Journal of Business and Management*, 8(6).
- Naszariah, R., Naseri, N., Mohd Esa, M., Abas, N., Zamratul, N., Ahmad, A., Azis, R. A., & Norazmi Bin Nordin, M. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 10).
- Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Chrissikopoulos, V. (2014). Shiny Happy People Buying: The Role Of Emotions On Personalized e-Shopping. *Electronic Markets*, 24(3), 193–206.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase Intention and Purchase Behavior Online: A Cross-Cultural Approach. *Heliyon*, 6(6).
- Pina, R., & Dias, Á. (2021). The Influence of Brand Experiences on Consumer-Based Brand Equity. *Journal of Brand Management*, 28(2), 99–115.
- Purohit, S., Arora, V., & Radia, K. N. (2023). Masstige Consumption, Brand Happiness, and Brand Advocacy: A Service Perspective. *International Journal of Consumer Studies*.
- Purwanti, T. (2022, September 8). *Siapa Pemilik Erigo, Brand Lokal yang Go Internasional [Who Owns Erigo, a Local Brand that Goes International]*. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20220908093142-17-370292/siapa-pemilik-erigo-brand-lokal-yang-go-internasional#:~:text=CEO%20Erigo%20Muhammad%20Sadad%20mengungkapkan,karyawan%20atau%20tim%20satu%20pun>.
- Puspaningrum, A. (2022). The Role of Brand Preferences As Mediator The Influence of Brand Equity on Purchase Intention. *Journal of Economics, Finance And Management Studies*, 05(03).
- Putri, H. P., Sari, N. S., & Rahmah, N. (2022). Faktor-Faktor yang Mempengaruhi Proses Riset Konsumen: Target Pasar, Perilaku Pembelian dan Permintaan Pasar (Literature Review Perilaku Konsumen). *Jurnal Ilmu Manajemen Terapan*, 3(5), 1–11.

- Putri, I. N. (2021). The Assessment Of Instagram Effectiveness As Marketing Tools On Indonesia Fashion Local Brand. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(10), 01–13.
- Rashid, A., Salman Qadri, S., & Rasheed, R. (2021). Impact of Advertisement on Cosumer Purchase Behavior: Cosmetic Products in Karachi. *Journal of Jilin University (Engineering and Technology Edition)*, 40(08).
- Rausch, T. M., & Kopplin, C. S. (2021). Bridge The GAP: Consumers' Purchase Intention and Behavior Regarding Sustainable Clothing. *Journal of Cleaner Production*, 278.
- Rizaty, M. A. (2022, August 19). *Industri Tekstil Kembali Melesat 13,74% pada Kuartal II/2022 [Textile Industry Surges 13.74% in Q2/2022]*. Data Indonesia. <https://dataindonesia.id/industri-perdagangan/detail/industri-tekstil-kembali-melesat-1374-pada-kuartal-ii2022>
- Rustanti, D., Purbowati, D., Haris, A. P., Gracela, Y., & Lubis, A. Y. (2023). Literature Review Analisis Kepuasan Pelanggan Terhadap Kualitas Produk dan Kinerja Karyawan (Studi Kasus Erigo Store) [Literature Review Analysis of Customer Satisfaction with Product Quality and Employee Performance (Erigo Store Case Study)]. *Jurnal Ilmu Multidisplin*, 1(4).
- Sa'adah, A. N., Rosma, A., & Aulia, D. (2022). Persepsi Generasi Z Terhadap Fitur TikTok Shop Pada Aplikasi TikTok. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 1–10.
- Sääksjärvi, M., Hellén, K., & Desmet, P. (2016). The Effects of The Experience Recommendation on Short- and Long-term Happiness. *Marketing Letters*, 27(4), 675–686.
- Sadya, S. (2023, April 6). *Kinerja Industri Tekstil Meningkatkan 9,34% pada 2022 [Textile Industry Performance Increases 9.34% in 2022]*. Data Indonesia. <https://dataindonesia.id/sektor-riil/detail/kinerja-industri-tekstil-meningkat-934-pada-2022>
- Sarmad, I., & Ali, R. (2022). Connecting the Dots of Brand Experience and Happiness: The Mediating Role of Happiness Orientations. *Reviews of Management Sciences*, 4(2), 14–30.
- Schnebelen, S., & Bruhn, M. (2018). An Appraisal Framework of The Determinants and Consequences of Brand Happiness. *Psychology and Marketing*, 35(2), 101–119.
- Šeinauskienė, B., Maščinskienė, J., & Jucaitytė, I. (2015). The Relationship of Happiness, Impulse Buying and Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 213, 687–693.
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media. *Sustainable Tourism in the Social Media and Big Data Era*, 12(4).

- Singh, N. (2023, January 9). *Why Building and Measuring Brand Equity Is Key To Long-term Growth*. Canva. <https://www.canva.com/learn/what-is-brand-equity/>
- Siska, A., & Lilik, W. (2023). The Role Of Celebrity Endorsement On Purchase Intention of ERIGO Products. *World Journal of Advanced Research and Reviews*, 17(2), 393–403.
- Statista. (2023, January 8). *Apparel - Indonesia*. Statista. <https://www.statista.com/outlook/cmo/apparel/indonesia>
- Sun, Y., Gonzalez-Jimenez, H., & Wang, S. (2021). Examining the Relationships Between e-WOM, Consumer Ethnocentrism and Brand Equity. *Journal of Business Research*, 130, 564–573.
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. *CommIT Journal*, 16(1), 9–18.
- Supriyanto, A., Chikmah, I. F., Salma, K., & Tamara, A. W. (2023). Penjualan Melalui Tiktok Shop dan Shopee: Menguntungkan yang Mana? *BUSINESS: Scientific Journal of Business and Entrepreneurship*, 1.
- Sürücü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand Awareness, Image, Physical Quality and Employee Behavior as Building Blocks of Customer-Based Brand Equity: Consequences in The Hotel Context. *Journal of Hospitality and Tourism Management*, 40, 114–124.
- Tannady, H., & Purnamaningsih. (2023). Determinant Factors Customer Satisfaction And Its Implication On Customer Loyalty: From The Perspective Of Customers Of Vespa. *International Journal of Science*, 4(2), 1–5.
- Tao, H., Sun, X., Liu, X., Tian, J., & Zhang, D. (2022). The Impact of Consumer Purchase Behavior Changes on the Business Model Design of Consumer Services Companies Over the Course of COVID-19. *Frontiers in Psychology*, 13.
- Tharmi, & Senthilnathan, S. (2012). The Relationship of Brand Equity to Purchase Intention. *IUP Journal of Marketing Management*, 1–20.
- ThePro3DStudio. (2021, March 9). *17 Actionable Fashion Marketing Tips to Improve Your Brand Awareness*. LinkedIn. <https://www.linkedin.com/pulse/17-actionable-fashion-marketing-tips-improve-your-brand-/>
- Trisatya, A. A., & Absah, Y. (2023). The Effect of Consumer Ethnocentrism on Purchase Intention of Indonesian Local Fashion Brands. *Advances In Economics, Business and Management Research*, 887–895.
- Tsordia, C., Papadimitriou, D., & Parganas, P. (2018). The Influence of Sport Sponsorship on Brand Equity and Purchase Behavior. *Journal of Strategic Marketing*, 26(1), 85–105.

- Tully, S. M., & Sharma, E. (2017). Context-Dependent Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential Purchases. *Journal of Consumer Research*, 44(5), 960–973.
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 441–453.
- Wang, S., Wang, J., Yang, F., Wang, Y., & Li, J. (2018). Consumer Familiarity, Ambiguity Tolerance, and Purchase Behavior Toward Remanufactured Products: The Implications for Remanufacturers. *Business Strategy and the Environment*, 27(8), 1741–1750.
- Weiting, L., Kesaprakorn, P., & Surat, I. A. (2022). Exposure to Starbucks Advertisements on Facebook Affecting Taiwanese Customers' Perception of Starbucks' Brand Equity and Purchase Intention. *Hatyai National and International Conference*, 13, 1–15.
- Yec. (2021, September 17). *Brand Equity: Why It Matters and How To Built It*. Forbes. <https://www.forbes.com/sites/theyec/2021/07/12/brand-equity-why-it-matters-and-how-to-build-it/?sh=9a0741610dea>
- Yeop Abdullah, O., Keong Othman Yeop Abdullah, H., Altaf, M., & Anwar, F. (2020). Malaysian SMEs Performance and the use of E-Commerce: A Multi-Group Analysis of Click-and-Mortar and Pure-Play E-Retailers Arfan Shahzad (Corresponding Author). *Pakistan Journal of Commerce and Social Sciences*, 14(1), 1–33.
- Yola Munthe, F., & Sihombing, M. (2023). The Influencer Of Viral Marketing And Brand Awareness On The Purchase Intention Erigo Products (Studies on College Students in Medan City). *Journal of Business Administration And Management*, 01.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal Of Management and Business Research*, 15(2), 1–7.
- Yunita, O. V. N., & Nirawati, L. (2022). Pengaruh Kualitas Pelayanan dan Ekuitas Merek terhadap Keputusan Konsumen dalam Membeli Produk H&M di Kota Surabaya dengan Electronic Word of Mouth Sebagai Variabel Moderator [The Effect of Service Quality and Brand Equity on Consumer Decisions in Buying H&M Products in Surabaya City with Electronic Word of Mouth as a Moderator Variable]. *SEIKO: Journal of Management & Business*, 5(2), 2022–2563.
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The Impact of Live Video Streaming on Online Purchase Intention. *Service Industries Journal*, 40(9–10), 656–681.
- Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service

Quality, Food Quality, Physical Environment Quality, and The Moderating Role of Gender. *Foods*, 9(4).

Zulfikar, I. (2022). Building a Strong Brand: Marketing Strategy to Increase Brand Awareness and Consumer Loyalty. *Neo Journal of Economy and Social Humanities (NEJESH)*, 1(4).

