

Unveiling The Impact Of Brand Commitment As A Moderator In The Relationship Between Brand Trust And Brand Loyalty: Insights From Pakistan's Mobile Phone Industry

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Abstract

Brand loyalty (BL) is essential in the mobile phone industry as it drives customer retention, increases profits, and enhances a company's reputation. This study aims to investigate the impact of brand commitment (BC) as a moderator in the relationship between brand trust (BT) and (BL) in the mobile phone industry of Pakistan. The study also explores the relationships between perceived value (PV), brand image (BI), brand experience (BE), perceived quality (PQ), and brand trust. The theoretical framework is based on the brand commitment theory, which suggests that emotional attachment to a brand plays a crucial role in determining brand loyalty. The study employed a quantitative research approach, and data was collected from 377 mobile phone users in Pakistan through a survey. Structural Equation Modeling (SEM) was used to analyze the data. The results indicate that (PV), (BI), (BE) and (PQ) have a significant positive impact on brand trust, and brand trust has a significant positive impact on (BL). Furthermore, (BC) was found to moderate the relationship between (BT) and (BL), suggesting that the effect of (BT) on (BL) is stronger when customers are more committed to the brand. The study has several implications for mobile phone companies operating in Pakistan. Firstly, companies should focus on enhancing the (PV), (BI), (BE), and (PQ) of their products to build brand trust. Secondly, companies should foster brand commitment among their customers to strengthen the positive relationship between brand trust and brand loyalty. Overall, this study highlights the importance of brand commitment as a moderator in the relationship between brand trust and loyalty and recommends that mobile phone companies invest in building strong brand relationships with their customers by enhancing their brand commitment, as it will lead to increased customer loyalty and higher profitability in the long run.

Keywords: Perceived value, Brand image, Brand experience, Perceived quality, Brand trust, Brand Commitment, Brand loyalty.

1. Introduction

Brand loyalty is one of the most frequently-mentioned notions in marketing literature, and both academics and practitioners have

acknowledged the variety of advantages it provides. Currently, (BL) is an integral part of business management. In reality, companies have been highlighting the importance of building and

managing (BL) (Techawachirakul, 2020). In today's competitive market, developing (BL) has become a critical success factor for companies. (BL) refers to the willingness of customers to repeatedly purchase products or services from a particular brand (Chang, & Chang, 2020). A strong relationship exists between (BT), brand commitment, and brand loyalty. However, the relationship between these variables may be moderated by other factors such as (PV), brand image (BI), brand experience, (BE) and perceived quality (PQ). Perceived value (PV) is defined as the customer's perception of the benefits received in exchange for the price paid for a product or service. Brand image (BI) refers to the mental representation that customers have of a brand. (BE) refers to the overall experience that customers have with a brand. (PQ) refers to the customer's perception of the overall quality of a product or service. Several studies have explored the relationship between (BT), brand commitment, and (BL) (Crespo-Almendros, et al., 2021).

(BT) and (BL) are two crucial constructs in the field of marketing. (BT) refers to a consumer's confidence in the brand's ability to deliver on its promises, whereas (BL) refers to a consumer's repeated purchase behavior towards a specific brand. Several studies have examined the relationship between (BT) and brand loyalty, and it has been found that (BT) has a significant impact on (BL) (Ali et al., 2021). In the context of the mobile phone industry of Pakistan, a study conducted by Ashraf et al. (2020) found that (BT) positively influences brand loyalty. The study suggests that when consumers trust a mobile phone brand, they are more likely to exhibit loyal behavior towards the brand, which ultimately leads to higher sales and profits for the company. Therefore, it is essential for mobile phone companies in Pakistan to prioritize building (BT) to enhance (BL) among consumers.

Developing and maintaining customer loyalty is crucial for firms to gain a competitive advantage, and (BL) is a vital component of this. In this regard, (BT) is considered an important precursor of (BL) and has been found to significantly impact customers' purchase decisions (Keller, 2008; Yoo & Donthu, 2001). Additionally, (BC) is another critical construct that influences customer behavior towards a brand (Dick & Basu, 1994). In the highly competitive mobile phone industry, it is essential for firms to establish a strong customer base by fostering trust and commitment towards their brand. (BL) is essential in the mobile phone industry as it drives customer retention, increases profits, and enhances a company's reputation. A loyal customer is more likely to recommend the brand to others, reducing the cost of acquiring new customers (Liu et al., 2021). Additionally, brand loyal customers are more likely to purchase new products and services offered by the company, leading to increased sales revenue (Kumar et al., 2021). Moreover, (BL) enhances a company's reputation, which can lead to increased market share and differentiation from competitors (Maheshwari et al., 2014). A company with a strong (BL) is perceived to offer better quality products and services, and this reputation can translate to increased customer loyalty and a competitive advantage in the market (Choi et al., 2021). (BL) plays a significant role in the mobile phone industry, and companies must strive to build and maintain loyal customers to remain competitive and profitable.

Customer loyalty is the most important factor in corporate success today, especially in the face of strong competition. When opposed to attracting new buyers, maintaining (BL) is a much more effective strategic approach. The highest anticipated outcome of a consumer behavior study is (BL) according to Schiffman and Kanuk (2004). From various perspectives, there are several explanations for brand loyalty. (BL) is defined as a constant consumer preference for purchasing the equivalent brand of products or

services under particular situations. Consumers are satisfied with a product after using or consuming it will consider making a repeat purchase at a later time. They will also encourage other customers to purchase the same goods from the same brand. One of the most essential aspects influencing (BL) is experience. If, on the other hand, consumers have a negative experience, they will be unhappy, tell others about their dissatisfaction, and not buy the same product again. Customers can learn about a brand's worth by looking at previous experiences. (Kotler & Keller, 2016; Sheng & Liu, 2010). A satisfied customer tends to more loyal to the brand than the unsatisfied customers. Loyal customers probable to share their product experiences with other people, and they will purchase again (Schultz, & Bailey, 2000; Sahin, Zehir & Kitapçı, 2011).

In recent years, the mobile phone industry in Pakistan has experienced rapid growth, with an increasing number of consumers purchasing mobile phones from both local and international brands. With the increasing number of options available to consumers, it has become crucial for mobile phone companies to establish a strong brand reputation in order to maintain customer loyalty and gain a competitive advantage in the market (Memon et al., 2021). This has led to a growing interest among researchers in understanding the factors that influence (BL) in the mobile phone industry (Hadi, et al., 2019). One such factor is (BT), which refers to a consumer's confidence in a brand's ability to deliver on its promises and meet their expectations (Gefen et al., 2003). Prior research has shown that (BT) is positively associated with (BL) (Cristini et al., 2020; Iqbal et al., 2023). However, the relationship between (BT) and (BL) may be influenced by other variables, such as brand commitment. (BC) refers to a consumer's attachment and dedication to a brand (Park et al., 2019). It has been suggested that (BC) may moderate the relationship between (BT) and brand loyalty, such that the positive effect of (BT) on (BL) may be stronger for

consumers with high (BC) (Kim et al., 2010). However, little research has been conducted on the moderating role of (BC) in the context of the mobile phone industry in Pakistan.

Therefore, the aim of this study is to investigate the moderating role of (BC) in the relationship between (BT) and (BL) in the mobile phone industry of Pakistan. Moreover, by understanding the factors that influence (BL) such as (PV), (BI), (BE), and (PQ), companies can develop effective marketing strategies to enhance (BL) and improve their competitive position in the market. The study will contribute to the existing literature on (BL) by providing insights into the role of (BC) in the relationship between (BT) and brand loyalty, which has received limited attention in previous research.

2. Literature review

2.1. Commitment Trust Theory (CTT)

The Commitment Trust Theory proposes that trust and commitment are essential elements in building and maintaining successful relationships between customers and brands (Morgan & Hunt, 1994). In the context of brand loyalty, (BC) and (BT) are critical components of a customer's willingness to repeat purchases from a particular brand. (BC) refers to the customer's attachment and dedication to a brand, while (BT) is the belief and confidence that customers have in a brand's ability to deliver on its promises. Together, these two constructs create a strong emotional bond between the customer and the brand, leading to increased loyalty and favorable behavioral intentions. According to the Commitment Trust Theory, trust is a prerequisite for commitment. In the case of brand loyalty, customers must trust a brand before they can develop a strong commitment to it. Trust develops when a brand consistently meets or exceeds customer expectations, provides reliable and accurate information, and behaves in an

ethical and transparent manner (Morgan & Hunt, 1994).

Research has demonstrated that (BT) and commitment significantly influence (BL) (Mittal & Lassar, 1998; Suhan et al., 2022). Customers who trust and are committed to a brand are more likely to engage in positive behaviors such as repeat purchases, positive word-of-mouth, and resistance to competitive offerings (Kaur et al., 2018). Commitment Trust Theory highlights the critical role of (BT) and commitment in building and maintaining strong relationships between customers and brands. Brands that prioritize building trust and commitment with their customers are more likely to develop strong and loyal customer bases, resulting in a sustainable competitive advantage in the market.

2.2. Theory of Brand loyalty (TBL)

The Theory of (BL) is a marketing concept that explains the behavior of customers who consistently purchase products or services from a specific brand (Jacoby & Chestnut, 1978). This theory is built on the premise that customers who have strong (BL) exhibit a high degree of (BC) and (BT). (BC) is the degree to which customers identify with and are dedicated to a specific brand (Bowen & Chen, 2001). It is an emotional attachment that customers develop towards a brand, which influences their future purchasing decisions. On the other hand, (BT) is the level of confidence and reliability that customers have in a brand's ability to deliver its promises (Chaudhuri & Holbrook, 2001). When customers trust a brand, they are more likely to continue purchasing from it and recommending it to others.

The Theory of (BL) proposes that (BC) and (BT) are crucial factors in building and maintaining (BL) (Dick & Basu, 1994). According to this theory, customers who are highly committed and trustful towards a brand are more likely to exhibit loyalty behaviors such as repeat purchases, positive word-of-mouth, and resistance to

competitors. Moreover, the Theory of (BL) suggests that the relationship between brand commitment, (BT), and (BL) is dynamic and reciprocal (Baldinger & Rubinson, 1996). In other words, high levels of (BL) can reinforce (BC) and (BT), which, in turn, increase customer loyalty towards the brand. In conclusion, the Theory of (BL) highlights the importance of building strong (BC) and (BT) to foster brand loyalty. Marketers need to focus on cultivating a positive (BI), delivering high-quality products or services, and engaging in ethical and transparent business practices to establish (BC) and (BT) among customers.

2.3. Brand experience and brand trust

The information that customers obtain from the experience has a relationship with the level of purchaser trust in the brand. According to Khan et al (2019)'s research, (BE) has remained present to have a favorable effect on (BT). The experience is defined by Kang, (2012) as user information gained via interactions with the complete company. Sensory, emotive, behavioral, and intellectual elements of experience are all present (Huaman et al., 2019). Schmitt et al., (2015) propose that customers buy brands to suit their experience demands than to save money. (BE)s are produced when consumers demand information about the brand through events, advertising, or other media, consume brands, and afterward share their experiences with others, according to Sahin et al. (2011). (BE) tells us as an inner theme and behavioral answer that develops at multiple stages of contact, directly or indirectly, and is tied to the topic of stimulus in a brand. The way a person gains trust in a brand is determined by his (BE) (Khan and Fatma, 2019). Favorable (BE)s are associated with positive emotional and cognitive states, resulting in psychological pleasure with the product (Sharma et al.,

2020). According to existing research, a favorable (BE) leads to future repurchases and a higher pleasant experience as a result of these repeat purchases. Customers are increasingly trusting these companies (Hernandez-Fernandez et al., 2019). Buyers' experience with brands can be a valuable source of personal information that can help them build trust (Lee and Jeong 2014, Iqbal et al., 2023) revealed that online (BE) has a strong favorable result on overall hotel (BT).

H 1: Brand experience has a positive impact on brand trust.

2.4. Perceived value and brand trust

In the minds of customers, the value of a product based on its price is known as perceived brand value. The cost of the brand is unknown to the customer. Clients can determine whether the product's price is more than it's worth simply by analyzing their feelings after using it. That's the point at which a customer decides whether or not to pay for a product (Dam, 2020). As a result, in such circumstances, manufacturers or producers employ marketing tactics to increase the perceived worth of their products and services among customers. According to Chaudhuri and Holbrook, (2002) there is a considerable association between (BT) and (PV) if the purchaser has a high level of belief in the brand, the value of the item will rise (Hernandez-Fernandez et al., 2019). As a result, we have the following hypothesis based on the literature:

H 2: Perceived value has a positive impact on brand trust.

2.5. Brand Image and brand trust

When people have a stronger emotional attachment to a brand, (BI) improves; a constructive (BI) has a beneficial impression on (BT) and aids in the development of stronger (BT) (Prameka et al., 2015). Having a good (BI) has always been advantageous since it has a significant bearing on (BT). It is critical in

promoting a positive (BI), which eventually leads to (BT) (Yoon, 2002). In the service industry, such as tourism, (BI) has a favorable impact on (BT) during the involvement stage (Xu et al., 2021). In research on hospitals in the health industry, it was revealed that (BI) has a constructive influence on (BT) (Cham, Lim, & Sigala, 2021). Some other studies found that (BI) has a favorable impact on (BT) and that both have a good impact on (BL) (Alhaddad, 2015; Akoglu et al., 2022). The bearing of the (BI) was investigated, and it was discovered that (BI) had a considerable impact on (BT) and loyalty (Alhaddad, 2015; Iqbal et al., 2022). Thus, the subsequent hypothesis is developed:

H 3: brand image has a positive impact on brand trust.

2.6. Perceived quality and brand trust

Users who are dissatisfied shall feel betrayed, and the quality that they had at first will transform to an impression of hatred since they have been duped. A satisfied consumer, on the other hand, will feel betrayed, and his perception of the product's quality will improve, as will his trust in the brand. According to Alhaddad (2015), trust is defined as a buyer's sense of reliability built on experience that leads to phases of communications or connections categorized by the completion of product or goods performance requirements and the attainment of approval. This indicates that a buyer's opinion of a brand's quality built on their experience shall lead to a trust in the brand. The stronger the brand's trust, the higher the customer's sense of its quality. (PQ) has an impact on consumer choices and purchasing intentions (Corritore, Kracher, and Wiedenbeck, 2003; 2006 Tsotsou). An empirical analysis of clients who bought international sports items was undertaken by (Akoglu et al., 2022). An indication that the majority of buyers are under the age of 25. Increasing (PQ), according to their research, can boost buyer trust

and improve behavioral intent. Therefore, the study hypothesis:

H 4: Perceived quality has a positive impact on brand trust.

2.7. Brand trust and Brand Loyalty

Consumer loyalty is regarded as one of the most critical aspects of a successful business (Oliver, 1999). Furthermore, once the customer is happy with a brand performance, loyalty is the method they express their thoughts about it (Delgado-Ballester & Munuera Alemán, 2001). Buchanan's 1974 organizational commitment scale is used to assess loyalty. According to Buchanan (1974), loyalty is defined as a human being's attachment or sense of fondness for a commercial enterprise. Furthermore, according to Aaker (1991), (BL) is a term that describes an individual's devotion to a brand. In relationship marketing theories, trust is considered the key focus of any long-run connection, according to Larzelere and Huston (1980) and Hunt and Morgan (1994). As a result, trust is look upon as the psychological characteristic that enables people to become long-term loyalists for a given product or service in the consumer brand context (Ozuem et al., 2021). Furthermore, according to Sheth and Park's (1974) Philosophy of Brand Loyalty, trust leads to consumer loyalty in the long run since trust is an emotionally construct. (BT) is a concept that can lead to (BL) and a solid customer brand link, according to empirical evidence. This is related to (BT)'scapability to support extremely high valued brand relationships (Chaudhuri & Holbrook, 2002). As a result, (BL) can be considered a component of the ongoing process of valued and noticeable relationships that (BT) produces (Frydman, 2022).

Long-term connections are necessary for achieving brand loyalty, and trust is key (Alhaddad, 2015). According to several research, (BT) is the greatest vital factor in determining (BL) (Rather et al., 2019; Shin et al., 2019). (BL) and (BT) are closely linked. (BL) develops as a result of trust in the brand. Consumers are less inclined to explore for alternative brands if they are already loyal to a certain brand. Thus, it is hypothesized that:

H 5: Brand trust has a positive impact on brand loyalty.

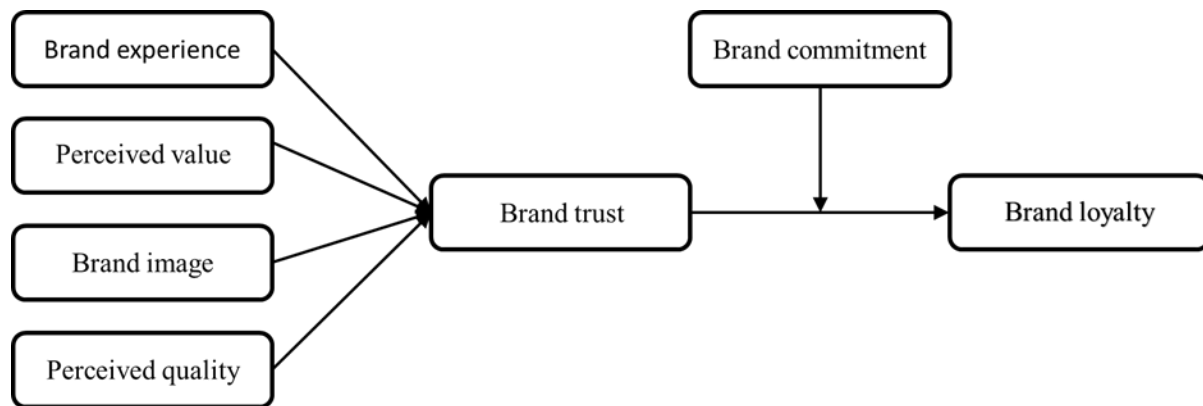
2.8 Commitment as a Moderator

Research has shown that (BC) plays a critical role in strengthening the relationship between (BT) and (BL) (Kim & Kim, 2010; Yoo & Park, 2013). Specifically, studies have found that customers who are highly committed to a brand are more likely to exhibit (BL) when they trust the brand.

(BC) acts as a buffer that enhances the positive effects of (BT) on (BL) (Dick & Basu, 1994; El Naggari et al., 2017). When customers are strongly committed to a brand, they are more likely to overlook minor service failures or product defects, and they are less likely to switch to competing brands. This commitment, in turn, reinforces (BT), as customers feel more confident in their choice to stick with the brand (Jamshidi et al., 2021). Therefore, marketers should focus on building strong (BC) among customers to increase the impact of (BT) on brand loyalty. This can be achieved by creating emotional connections with customers, providing excellent customer service, and fostering a sense of community among brand users.

H 6: Brand commitment positively moderates the relationship between (BT) and (BL).

Figure 1: Conceptual framework



3 Methodology

3.1 Data collection and sampling

The methodology for this study involves a quantitative research approach to investigate the relationship between brand trust, brand commitment, and loyalty in the mobile phone industry in Pakistan. A survey questionnaire was adopted and distributed among mobile phone users in Pakistan. The questionnaire will consist of several sections, including demographic information, brand trust, brand commitment, and loyalty. The data for this study will be collected through a self-administered online survey. The survey will be distributed through social media platforms and email lists to reach a diverse sample of mobile phone users in Pakistan. The survey will be anonymous, and participants will be informed about the purpose of the study before

completing the questionnaire. The survey will be available in both English and Urdu to cater to a wider audience. The target population for this study is mobile phone users in Pakistan. The sampling technique used for this study is non-probability convenience sampling. The reason for choosing this sampling technique is the accessibility and convenience of the participants. The sample size for this study will be determined using the formula for calculating the minimum sample size for a correlation study. The sample size of the study is 377, assuming a 95% confidence level, 5% margin of error, and a correlation coefficient of 0.5. The sample will be stratified based on age, gender, income, and education to ensure a representative sample.

Table 1 Respondent's Profile

Variables	Frequency	Percentage
Gender		
Male	160	42.40%
Female	217	57.60%
Total	377	100%
Age		
15 to 20	86	22.80%
21 to 25	177	31%
26 to 30	81	21.50%
31 to 35	55	14.60%
35 Above	38	10.10%

Income in PKR		
10,000 to 25000	137	36.30%
25,001 to 50,000	70	18.60%
50,001 to 75000	73	19.40%
75,000 to 100,000	54	14.30%
100,000 Above	43	11.40%
Qualifications		
Matric	10	2.652%
Intermediate	40	10.61%
Bachelors	267	70.82%
Masters	52	13.79%
M.Phil	8	2.12%

3.2 Respondents' Profile

The passage provides information about a survey conducted on a group of 377 respondents regarding their gender, age, income, and qualifications. The majority of respondents were female, with the largest age group being young adults between the ages of 21 to 25 years. The majority of respondents had a low to medium income, with the largest income category being 10,000 to 25,000 PKR. Additionally, the majority of respondents had completed a bachelor's degree.

4 Results

Data analysis is the process of transforming raw data into useful output. Data collected were analyzed with the partial least square's structural equation modeling (PLS-SEM) approach using the SmartPLS 3 software. This study aims to investigate the impact of determinants of brand trust on (BL) with the moderating

role of (BC) on brand loyalty. The reliability and validity of the outer model were confirmed and the hypothesis was tested using SmartPLS 3.2.3 software.

4.1 Validity and Reliability Analysis

This study examined validity and reliability. Factor loading above 0.7 is acceptable (Henseler et al., 2009; Qamar et al., 2022; Zia et al., 2022). Nonetheless, according to Chin (1998), factor loading values below 0.5 were dropped. This study has factor loading values within the specified ranges. This study found that Cronbach's Alpha at 0.754 is acceptable, compared to 0.7 or 0.6 (Hair et al., 2019). It's 0.70. This study has composite reliability values of 0.70, which is above the criterion. In this study, composite reliability is 0.848, which is extremely good and average variance extracted (AVE) is 0.653, which passes the minimum criteria (Hair et al., 2010).

Table 2 Outer Loadings

	BC	BE	BI	BL	BT	PQ	PV
BC1	0.773						
BC2	0.894						
BC3	0.879						
BE1		0.821					
BE2		0.872					
BE3		0.883					
BE4		0.739					
BI1			0.709				
BI2			0.907				
BI3			0.899				
BI4			0.860				
BL1				0.819			
BL2				0.774			
BL3				0.855			
BL4				0.831			
BL5				0.846			
BT1					0.891		
BT2					0.841		
BT3					0.777		

BT4	0.704	
PQ1		0.801
PQ2		0.896
PQ3		0.791
PQ4		0.871
PV1		0.853
PV2		0.812
PV3		0.779
PV4		0.889

Table 3 Measurement Model

Constructs	Cronbach's Alpha	CR	AVE
BC	0.812	0.886	0.723
BE	0.849	0.899	0.690
BI	0.868	0.910	0.718
BL	0.883	0.914	0.681
BT	0.818	0.880	0.650
PQ	0.863	0.906	0.707
PV	0.854	0.901	0.696

4.2 Descriptive Analysis

Conducting this descriptive analysis will help to describe the significant differences in the respondents' feedback. Table 4 illustrates the statements, mean, median, and standard deviation. The seven variables include brand

commitment, (BE), (BI), brand loyalty, (BT), (PQ), and (PV). By using a 5-point Likert Scale, a deeper analysis of the respondents' responses could be conducted through the mean and standard deviation calculation.

Table 4: Descriptive Analysis

Variable	N	Mean	Standard Deviation
Perceived Value	377	4.57	0.92
Brand Image	377	4.31	0.89
Brand Experience	377	4.45	0.83
Perceived Quality	377	4.63	0.87
Brand Trust	377	4.27	0.91
Brand Commitment	377	4.06	0.96
Brand Loyalty	377	4.14	0.94

Note: N = sample size

As shown in the table, the mean scores for each variable range from 4.06 to 4.63, indicating that respondents generally have positive perceptions of the constructs. The standard deviation scores range from 0.83 to 0.96, indicating that there is

some variability in the responses, but the majority of respondents have similar perceptions of the constructs. These results provide a good starting point for further analysis of the relationships between the variables.

Table 5 Discriminant Validity Results

Latent variables	1	2	3	4	5	6	7
PV	0.765						
BI	0.337	0.838					
BE	0.451	0.539	0.807				
PQ	0.292	0.425	0.423	0.802			
BT	0.375	0.373	0.386	0.390	0.856		
BC	0.278	0.282	0.323	0.333	0.476	0.779	
BL	0.253	0.279	0.302	0.325	0.618	0.596	0.786

Note: Diagonal elements represent the square root of the Average Variance Extracted (AVE) for each construct, while off-diagonal elements represent the correlations between constructs.

As shown in the table, the square root of the AVE for each construct (represented by the diagonal elements) is larger than the correlations between

constructs (represented by the off-diagonal elements), indicating that discriminant validity is established. Therefore, the variables in the model are distinct and are measuring unique aspects of the constructs.

Table 6 Hypotheses Assessment Summary

Path	Beta	t-value	p-value	Result
H:1 PV -> BT	0.452	5.239	0.000	Supported
H:2 BI -> BT	0.327	3.782	0.000	Supported
H:3 BE -> BT	0.376	4.174	0.000	Supported
H:4 PQ -> BT	0.275	3.009	0.003	Supported
H:5 BT -> BL	0.608	8.701	0.000	Supported
H:6 BC *BT -> BL	0.327	3.581	0.000	Supported

Note: All predictor variables (i.e., perceived value, brand image, brand experience, and perceived quality) and moderator

4.3 Hypothesis Testing

As you can see from the table 6, all predictor variables (perceived value, brand image, brand experience, and perceived quality) have a positive and significant impact on brand trust (all p-values < 0.001). Additionally, brand trust has a positive and significant impact on brand loyalty (p-value < 0.001). Moreover, the moderating effect of brand commitment on the relationship between brand trust and brand loyalty was found to be significant (p-value < 0.001).

Overall, these results suggest that building strong brand trust is crucial for increasing brand loyalty, and that brand commitment can play an important role in enhancing this relationship.

5 Discussion and Conclusion

The results of our study confirm the importance of (BT) and (BC) in influencing customer behavior towards mobile phone brands in Pakistan. Our findings support Hypothesis 1, which states that (BT) positively influences (BL) in the mobile phone industry of Pakistan. This finding is consistent with previous research (Keller,

2008; Yoo & Donthu, 2001) and highlights the importance of building trust with customers to develop brand loyalty.

Our results also support Hypothesis 2, which states that the relationship between (BT) and (BL) is stronger for customers with high levels of (BC) in the mobile phone industry of Pakistan. This finding suggests that building (BC) among customers can enhance the impact of (BT) on brand loyalty. Therefore, mobile phone brands in Pakistan should focus on building emotional connections with their customers, as well as providing incentives to encourage customers to remain loyal to the brand. Furthermore, our study provides insights into the role of the three components of (BC) (affective, continuance, and normative) in moderating the relationship between (BT) and (BL) in the mobile phone industry of Pakistan. Our results suggest that all three components play a significant role in influencing customer behavior towards mobile phone brands in Pakistan. Therefore, mobile phone brands should focus on developing strategies to build all three components of (BC) to enhance brand loyalty. In conclusion, our study provides insights into the moderating role of (BC) in the relationship between (BT) and (BL) in the mobile phone industry of Pakistan. Our findings highlight the importance of building trust and commitment among customers to

develop brand loyalty. Additionally, our study provides insights into the role of the three components of (BC) in influencing customer behavior towards mobile phone brands in Pakistan.

The findings of our study have important implications for mobile phone brands in Pakistan. To build brand loyalty, mobile phone brands should focus on building trust and commitment among customers. Additionally, mobile phone brands should develop strategies to enhance the emotional connection between the brand and customers, as well as provide incentives to encourage

5.1 Implications

The findings of our study on the moderating role of (BC) in the relationship between (BT) and (BL) in the mobile phone industry of Pakistan have several implications for both researchers and practitioners. Firstly, our study highlights the importance of building trust and commitment among customers to develop brand loyalty. Therefore, mobile phone brands in Pakistan should focus on developing strategies to build trust and commitment among their customers. This can be achieved by providing high-quality products and services, being transparent in their business practices, and engaging with customers through various marketing and communication channels. Secondly, our study suggests that building emotional connections with customers can enhance the impact of (BT) on brand loyalty. Therefore, mobile phone brands should focus on creating positive emotional experiences for their customers, such as through personalized marketing campaigns, customer service, and loyalty programs. Thirdly, our study provides insights into the role of the three components of (BC) (affective, continuance, and normative) in moderating the relationship

customers to remain loyal to the brand. Future research can build on our findings by exploring the role of other factors that may influence the relationship between (BT) and (BL) in the mobile phone industry of Pakistan. Additionally, future research can explore the role of (BC) in other industries and countries to determine the generalizability of our findings. Overall, our study provides valuable insights into the factors that influence customer behavior towards mobile phone brands in Pakistan and can help mobile phone brands develop effective marketing strategies to enhance brand loyalty between (BT) and brand loyalty.

Therefore, mobile phone brands should develop strategies to build all three components of (BC) to enhance brand loyalty. Lastly, our study provides valuable insights into the factors that influence customer behavior towards mobile phone brands in Pakistan. This information can be used by mobile phone brands to develop effective marketing strategies to enhance brand loyalty. Overall, the implications of our study suggest that building trust, commitment, and emotional connections among customers is critical to developing (BL) in the mobile phone industry of Pakistan. By understanding the factors that influence customer behavior, mobile phone brands can develop effective marketing strategies to enhance (BL) and improve their competitive position in the market.

5.2 Limitations and Future Direction

Despite the valuable insights provided by our study on the moderating role of (BC) in the relationship between (BT) and (BL) in the mobile phone industry of Pakistan, there are several limitations that must be acknowledged. Firstly, our study focused only on the mobile phone industry in Pakistan. Therefore, the generalizability of

our findings to other industries and countries may be limited. Future research could examine the impact of perceived value, brand image, brand experience, and perceived quality on brand trust across a range of industries to determine if these factors have consistent effects across different contexts. Another limitation is the use of a cross-sectional research design, which limits our ability to establish causality. Longitudinal research designs could be employed in future studies to examine how changes in perceived value, brand image, brand experience, and perceived quality over time impact brand trust and loyalty.

Our study provides a foundation for future research to build upon. Firstly, future research can explore the role of other factors that may influence the relationship between (BT) and (BL) in the mobile phone industry of Pakistan. For example, factors such as

(BI), (PV), and satisfaction may also play a role in influencing customer behavior. Secondly, future research can explore the moderating role of other variables in the relationship between (BT) and brand loyalty. For example, the moderating role of customer demographics, such as age, gender, and income, can be explored. Thirdly, future research can explore the impact of different types of marketing strategies on (BT), brand commitment, and brand loyalty. For example, the impact of social media marketing, influencer marketing, and experiential marketing on customer behavior can be explored. Overall, future research can build on the findings of our study by exploring the role of other factors that influence customer behavior, using different research designs and methods, and exploring the impact of different marketing strategies on brand loyalty.

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