



ANALYSIS OF THE INFLUENCE OF BRAND ADVERTISING AND BRAND ATTACHMENT ON CONSUMER PURCHASING DECISIONS IN THE FASHION INDUSTRY

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This study aims to analyze the influence of brand advertising and brand attachment on consumer purchasing decisions in the fashion industry. This study is motivated by the importance of understanding marketing strategies that can drive consumer behavior amidst increasingly competitive brand competition. A quantitative approach was used in this study, with a survey method through online questionnaire distribution to randomly selected respondents. A total of 172 valid respondents participated in this study. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique through SmartPLS software. The results showed that brand advertising had a significant effect on brand attachment and on purchasing decisions. In addition, brand attachment also had a significant effect on purchasing decisions. These findings indicate that effective advertising strategies can not only increase consumer brand attachment but also directly and indirectly drive purchasing decisions. Therefore, companies in the fashion industry need to integrate emotional approaches in advertising to strengthen brand attachment and create consumer loyalty.

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INTRODUCTION

The fashion industry is one of the creative economy sectors that has a broad scope, including fashion design, clothing production, distribution, marketing, and retail. This industry not only plays an important role in economic growth, but also influences the culture and lifestyle of people globally (Barnes & Lea-Greenwood, 2010). In Indonesia, the fashion industry shows significant growth. Data from the Central Statistics Agency (BPS) noted that in the first quarter of 2019, this sector experienced an annual growth of 29.19%. Furthermore, according to the Indonesia Economic Outlook, the fashion sub-sector contributes around 15% of the total creative industry sector in Indonesia (BPS, 2019).

In the context of consumer behavior, purchasing decisions are not solely influenced by

price or product quality, but also involve complex psychological processes. According to Kotler (2022), the consumer decision-making process consists of five stages, namely problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. At the alternative evaluation stage, consumers compare various brands based on personal preferences and tendencies to choose the most appropriate product. In practice, purchasing decisions include various aspects, such as brand selection, distribution channels, purchase amount, purchase time, and payment method. This complexity often encourages consumers to use heuristics or shortcuts in decision making (Solomon, 2018).

One of the important factors that influence purchasing decisions is brand advertising. In an

increasingly saturated market where consumers are exposed to countless brand messages every day, understanding the role of brand advertising becomes essential. Advertising not only functions as a marketing communication tool, but also shapes the image and perception of consumers towards a brand. Effectively designed advertising can increase brand awareness, create emotional appeal, and drive purchase intention (Belch & Belch, 2015). Consistency in delivering advertising messages can also strengthen the relationship between brands and consumers, thus having a positive impact on purchasing decisions. Therefore, investigating brand advertising is crucial not only to understand its impact on consumer decision-making, but also to help companies allocate marketing resources more effectively and build sustainable competitive advantages (Luzon et al, 2022; Kelley et al, 2022). Moreover, in the digital era where consumers are more skeptical and selective, the effectiveness of advertising strategies becomes a key differentiator for brand success (Zulfikar, 2022). Academic inquiry into brand advertising can provide deeper insights into how advertising influences consumer psychology, which is essential for refining evidence-based marketing practices.

In addition to advertising, brand attachment is also an important determinant in purchasing behavior. Consumers who have a strong emotional bond to a brand tend to show higher loyalty, have greater purchase intentions, and are even willing to pay higher prices for products from that brand. Brand attachment also encourages consumers to actively promote the brand through social media or personal recommendations to others (Park et al., 2010). Thus, a deep understanding of the influence of advertising and brand attachment on consumer purchasing decisions is crucial for companies in designing effective marketing strategies.

However, several previous studies have shown that although brand advertising and brand attachment each play an important role in shaping purchasing decisions, the simultaneous relationship between the three has not been studied in depth. Belch & Belch (2015) showed that brand advertising can shape strong perceptions and emotional responses to brands. Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. A study by Mulyana and Nugroho (2021) found that brand advertising has a significant influence on brand attachment in the retail sector, while Lestari and Santoso (2020) confirmed the influence of brand attachment on purchasing decisions in the local fashion industry. Research by Handayani and Wibowo (2021) in the context of fashion e-commerce also emphasized that strong advertising can shape brand perception values that impact purchasing

decisions. This study aims to fill this gap by building a structural model that simultaneously tests the direct and indirect relationships between brand advertising, brand attachment, and purchasing decisions in the Indonesian fashion industry sector.

LITERATURE REVIEW

Brand Advertising and Brand Attachment

Brand advertising is a strategic effort to create, strengthen, and maintain a brand's position in the minds of consumers. Not only as a tool to convey product information, advertising also aims to form an image, symbolic associations, and emotions towards a brand. When consumers are repeatedly exposed to advertising messages that are emotionally relevant and visually and verbally consistent, this can create brand familiarity, which is the basis for the formation of brand attachment (Thomson, MacInnis, & Park, 2005).

According to Park et al. (2010), brand attachment refers to a deep emotional bond between consumers and a brand, which is formed through positive experiences, social influence, and brand communications, including advertising. Advertisements that display emotional values, such as nostalgia, aspiration, or personal identity, have a great ability to build psychological bonds. A study by Pappu and Quester (2008) also showed that an effective advertising strategy can increase overall brand equity, one of the dimensions of which is attachment or emotional attachment to the brand. Thus, brand advertising is one of the initial determinants in the formation of brand attachment.

H₁: The Influence of Brand Advertising on Brand Attachment

Brand Advertising and Purchase Decision

Purchase decisions are the result of a series of cognitive and affective processes influenced by various factors, including exposure to advertising. Advertising plays a role in shaping perceptions, generating needs, and building preferences for brands (Kotler & Keller, 2022). In the five-stage model of consumer behavior—problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior—advertising plays a significant role in the early and middle stages, especially in information search and evaluation of alternatives (Solomon, 2018).

Brand advertising can increase brand awareness, build brand image, and convey messages that highlight the functional and emotional benefits of the product. Effective advertising can reduce consumer uncertainty and

perceptual risk, thereby accelerating the decision-making process (Belch & Belch, 2015). Therefore, it can be concluded that the more effective a product's brand advertising is, the greater its influence on consumer purchasing decisions.

H₂: The Influence of Brand Advertising on Purchase Decisions

Brand Advertising, Brand Attachments, and Purchase Decisions

The relationship between brand advertising, brand attachment, and purchase decision can be explained through the Stimulus-Organism-Response (SOR) theory approach, which states that consumer behavior is influenced by external stimuli (stimulus), internal reactions (organism), and final behavioral responses (response) (Mehrabian & Russell, 1974; Bagozzi, 1986). In this context, brand advertising acts as an external stimulus received by consumers through exposure to marketing messages. This stimulus triggers an internal reaction in the form of consumer emotional attachment to a brand (brand attachment) as a form of organism, which ultimately influences the decision to make a purchase (purchase decision) as a form of response. Research by Dwivedi et al. (2015) shows that advertisements designed by emphasizing emotional values, brand personality, and uniqueness are able to strengthen consumer brand attachment, which in turn increases purchase intention and realization.

Therefore, brand attachment plays a role as a mediating variable that bridges the influence of brand advertising on purchase decisions. Companies that are able to strategically craft advertising messages, not only with an informative approach but also by building emotional bonds, tend to be more successful in driving purchasing decisions compared to a purely rational approach.

H₃: The Influence of Brand Advertising through Brand Attachment on Purchase Decision

Brand Attachment and Purchase Decision

Brand attachment has been identified as a strong predictor of brand loyalty and purchase intention. Consumers who have an emotional attachment to a brand are not only more likely to repurchase, but also exhibit loyal behaviors such as providing positive recommendations and persisting in competitive situations (Park et al., 2010). Japutra, Ekinici, and Simkin (2014) stated that consumers who are attached to a brand will have high involvement in the purchasing process, and demonstrate long-term commitment to the brand.

In consumer behavior studies, brand attachment is considered to have a significant

long-term effect on purchase decisions. This attachment contributes to the formation of brand trust, brand love, and brand advocacy, which are the end results of emotional experiences and consistent interactions with the brand (Albert & Merunka, 2013). This distinguishes brand attachment from ordinary brand preference because attachment includes a deeper affective aspect, which directly influences actual and potential purchase decisions.

H₄: Influence of Brand Attachment on Purchase Decision

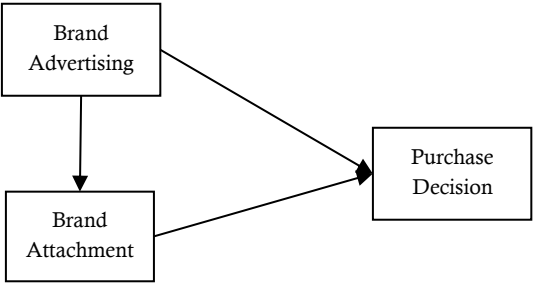


Figure 1. Research Model

METHOD

This study uses a quantitative approach with a descriptive-causal research type. This design was chosen to provide an empirical description of the influence between variables and to test the causal relationship between brand advertising, brand attachment, and consumer purchasing decisions in the fashion industry. The descriptive approach is used to describe the characteristics of the data and respondents' perceptions of the variables studied, while the causal approach is used to test the influence and relationship between variables through a structural model.

Data were collected using a survey method using a questionnaire instrument arranged based on a five-point Likert scale, ranging from "strongly disagree" to "strongly agree". The distribution of questionnaires was carried out online and distributed randomly (simple random sampling) to fashion consumers without any specific demographic restrictions. This technique was chosen to obtain representative data and avoid selection bias in the sampling process. From the entire distribution of questionnaires, 172 valid respondents were obtained whose data could be further processed.

The variables studied in this study include brand advertising, brand attachment, and purchase decision. Data analysis was performed using Smart PLS 3.0 software with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The analysis process consists of two main stages: outer model analysis to test construct validity and indicator reliability, and inner model analysis to evaluate causal relationships between latent variables. Path coefficient, T-statistic, and p-value are used to

determine the significance of the influence between variables. The model is considered to have a significant influence if the T value> 1.96 and p <0.05.

RESULT AND DISCUSSION

This research is a quantitative study with a descriptive-causal approach. Data were collected through a survey using a 5-point Likert scale questionnaire distributed online. The sampling technique used simple random sampling in

general (random) without specific demographic criteria. A total of 172 valid respondents were obtained from the distribution of the questionnaire. The variables measured include brand advertising, brand attachment, and purchase decision. The data were processed using SmartPLS 3.0 software with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, through outer model and inner model analysis to test validity, reliability, and relationships between variables. The results of the validity and reliability test in this study are as follows:

Table 1. Indicators Reliability and Construct Reliability and Validity

	Alfa Cronbach	rho_A	CR	AVE
Brand Advertising	0.862	0.863	0.901	0.647
Brand Attachment	0.807	0.830	0.864	0.561
Purchase Decision	0.854	0.872	0.896	0.633

The results of the outer loading analysis show that most of the indicators in this study have a loading factor value above 0.70, which indicates that each indicator has a strong contribution in explaining the latent variables it measures (Hair et al., 2019). The results of the reliability and construct validity tests show that all variables in the model meet the recommended criteria for reliable and valid measurements. The Cronbach's Alpha value for each construct is above the minimum threshold of 0.7 (Hair et al., 2019), which indicates that the indicator items in each construct have good internal consistency: Brand Advertising (0.810), Brand Attachment (0.736), and Purchase Decision (0.776). In addition, the Composite Reliability (CR) value is also above

0.7, namely Brand Advertising (0.887), Brand Attachment (0.851), and Purchase Decision (0.870). This strengthens the finding that the constructs in this study are compositely reliable. In terms of convergent validity, all constructs have Average Variance Extracted (AVE) above 0.5—namely Brand Advertising (0.725), Brand Attachment (0.655), and Purchase Decision (0.690)—which indicates that more than 50% of the indicator variance can be explained by the construct in question (Fornell & Larcker, 1981). Thus, the constructs in this model are declared convergently valid and reliable for use in further structural model testing. The results of the hypothesis test show that all relationships in the model are significant:

Table 2. Results of Hypotesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Brand Advertising → Brand Attachment	0.628	0.631	0.042	14.789	0.000	Accepted
Brand Advertising → Purchase Decision	0.377	0.376	0.089	4.220	0.000	Accepted
Brand Attachment → Purchase Decision	0.238	0.241	0.101	2.350	0.019	Accepted
Brand Advertising → Brand Attachment → Purchase Decision	0.149	0.153	0.066	2.248	0.025	Accepted

Based on the results obtained from the SmartPLS 3.0 analysis, all hypothesized relationships in the structural model are statistically significant. The path coefficient from brand advertising to brand attachment is 0.628 with a t-statistic of 14.789 and a p-value of 0.000, indicating a strong and significant influence. Likewise, brand advertising has a direct and significant effect on purchase decisions, with a path coefficient of 0.377 ($t = 4.220$, $p = 0.000$). Furthermore, brand attachment also significantly influences purchase decisions, evidenced by a path coefficient of 0.238 ($t = 2.350$, $p = 0.019$). Finally, the indirect effect of brand advertising on purchase decisions through brand attachment is also significant, with a coefficient of 0.149 ($t = 2.248$, $p = 0.025$), confirming the mediating role of brand attachment. These findings suggest that brand advertising not only directly influences purchase decisions but also exerts an indirect effect through the enhancement of brand attachment.

Significant Relationship between Brand Advertising and Brand Attachment

In theory, brand advertising is the main communication tool that companies use to build emotional associations and positive perceptions of the brand. Visually, narratively, or emotionally appealing ads can create an affective connection between consumers and brands. According to Park, MacInnis, and Priester (2010), brand attachment is formed when consumers have an emotional and personal connection to the brand, which can be triggered by consistent and relevant advertising messages.

Brand attachment encompasses two main dimensions: affective attachment and symbolic relationship. Effective advertising often highlights values that align with the consumer's identity, reinforcing this emotional connection. Recent research shows that digital advertising and social media that are personal and emotional can strengthen consumer engagement and increase brand engagement. Even in conditions of ad saturation, emotional attachment can maintain a positive attitude of consumers towards brands.

In addition, a study in the Journal of Advertising (2024) revealed that brand attachment can mitigate the negative effects of ad saturation, indicating that previously successful ads build emotional bonds allow brands to remain favored even if consumers are overexposed to ads. Even in the context of luxury hospitality, emotional attachment formed through advertising that highlights values and community (brand tribalism) has been shown to encourage value co-creation behavior by customers (Open Psychology Journal, 2024).

More broadly, a study by the Unstereotype Alliance (2024) found that socially inclusive

advertising can increase consumer loyalty and engagement, highlighting the importance of social relevance and representation in building emotional brand attachment. This proves that the affective and symbolic dimensions of brand attachment can be strengthened through advertising strategies that align with the values and aspirations of the audience.

Significant Relationship between Brand Advertising and Purchase Decision

The classical theory in marketing communication states that advertising influences purchasing decisions through a gradual process known as the Hierarchy of Effects Model (Lavidge & Steiner, 1961). This model states that consumers move from the cognitive stage, to the interest/affection stage (affective), and then to the action stage (conative) which leads to a purchase decision.

According to Kotler and Keller (2022), strategically designed ads can lead consumers from only knowing the brand to being willing to buy it. Communications delivered through advertising provide information about product excellence, functional benefits, and brand image and value, all of which play a role in reinforcing purchase intent and decisions.

Recent research also supports this view. A study in the Journal of Advertising (2024) found that ads that are able to build emotional attachment not only increase brand perception, but also significantly affect affective and conative stages. Consumers who have brand attachments tend to show a higher tolerance for ad frequency and have a greater tendency to make purchases. In addition, findings from the Journal of Consumer Sciences (2024) show that the influence of advertising on purchase decisions becomes stronger in products with high engagement rates, especially when ads manage to connect brand values with consumers' personal preferences.

Thus, both classical theory and current empirical findings affirm that advertising not only creates awareness, but also plays a strategic role in shaping consumer attitudes, attachments, and final decisions.

Brand Attachment as a Significant Mediator between Brand Advertising and Purchase Decision

Brand attachment plays an important role as a mediating variable in the relationship between brand advertising and consumer purchase decisions. When advertising manages to build emotional attachment, consumers not only recognize and love the brand, but also develop a strong desire to own it. In this context, advertising serves not only as an information tool, but also as a trigger of affection that strengthens purchase intent.

Recent research in the Journal of Consumer Sciences (2024) shows that brand attachment significantly mediates the relationship between perception of advertising and purchase intent, especially in the product category with high engagement. The results of this study reinforce the finding that advertising effectiveness increases when consumers feel emotionally and symbolically connected to the advertised brand. In addition, research published in The Open Psychology Journal (2024) confirms that emotional attachment formed through brand advertising encourages consumers to engage in co-creation and advocacy behaviours, which indirectly support purchasing decisions. Thus, brand attachment is not only the result of a successful advertising strategy, but also serves as an emotional bridge that connects the advertising message with consumer behaviour in making a purchase decision.

Significant Relationship between Brand Attachment and Purchase Decision

Brand attachment is an emotional factor that significantly influences consumer purchasing decisions. When consumers have a strong emotional attachment to a brand, they tend to show higher preferences, greater loyalty, and a tendency to make repeat purchases. This attachment makes consumers see brands not just as products, but as part of their identity.

Recent research by Ugalde et al. (2024) reveals that brand attachment has a direct influence on purchase decisions, especially in products that have high symbolic or emotional value. Another study in The Open Psychology Journal (2024) shows that consumers with high levels of brand engagement are more likely to engage in active buying and brand advocacy, as they feel personal value in using the product. These findings reinforce the strategic role of brand attachment as an important predictor in consumer purchasing behaviour. Thus, it can be concluded that brand attachment is not only a form of consumer affection for the brand, but also a major determinant in the purchase decision-making process.

CONCLUSION AND RECOMMENDATION

This study concludes that brand advertising has a significant influence on brand attachment and consumer purchasing decisions in the fashion industry. Effectively designed advertisements, especially those that touch on emotional aspects and personal values, have been shown to increase consumer attachment to brands. Furthermore, brand attachment has also been shown to play an important role in driving purchasing decisions, indicating that consumer emotional involvement is a key factor in purchasing behavior.

These results strengthen the Stimulus-Organism-Response (SOR) model, where brand advertising acts as a stimulus, brand attachment as an internal reaction (organism), and purchase decision as a form of response. Thus, this research model empirically supports the mediating role of brand attachment in the relationship between brand advertising and purchasing decisions.

Based on the research results, it is recommended for fashion industry players to not only prioritize informative aspects in their advertising strategies, but also create narratives that build emotional connections with consumers. Advertisements that emphasize brand identity, emotional values, and uniqueness can strengthen brand attachment which ultimately increases the likelihood of a purchase.

In addition, companies are also advised to maintain consistency in advertising messages across channels in order to form a complete brand perception and attachment. For further research, it is recommended to involve additional variables such as brand trust or brand experience, as well as expand demographic segmentation to gain a broader understanding of the purchasing behavior of fashion consumers in Indonesia.

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