

# Brand Equity's Effect on Brand Loyalty and Customer Satisfaction as Mediating Role- A Study on Education Sector

Yashwanth R\*

Department of Humanities, PSG College of Technology, Coimbatore, India. \*Corresponding Author's Email: yashwanth.ram89@gmail.com

## Abstract

The study examines the relationship between brand loyalty and brand equity in the South Indian education services sector via the lens of customer satisfaction. Physical quality, employee behaviour, brand identification, trust, and environment are some of the seven brand equity aspects that are used in the study. Parents and students' responses to a questionnaire were utilised to gather information on their satisfaction levels. 350 respondent's data were reliable, which was then analysed using SPSS and AMOS. Except for the final theory, which has received minor support, all theories have been proven correct. Customer happiness and effect of environment have been eliminated from the improved model fit since they were found to be irrelevant and insufficient to appropriately moderate the effect of environment. The study, which is only applicable to the South Indian education service industry, will give policymakers and staff members the knowledge they need to please students and parents and build institutional loyalty. It was discovered that, in the instance of the study region, the effect of physical quality, staff behaviour, brand identity, and trust on brand loyalty had been totally mediated by satisfaction.

**Keywords:** Brand equity, Brand loyalty, Customer satisfaction, Service sector, South India.

## Introduction

Manufacturers, merchants, and service companies are primarily focused on the customer. Customers purchase and consume the produced commodities. Therefore, in order to compete and gain a competitive edge over rivals, businesses strive to retain customers by satisfying their needs and fostering loyalty among them by providing high-quality goods and services. In this sense, patrons who consistently choose a particular brand when they think of education, show loyalty to that establishment. Equity, satisfaction, and loyalty have an effect on educational institutions' business operations as well (1). The happy and devoted customers place less importance on price and convenience. Since happy customers are more likely to tell others about a brand, managers and marketers work hard to create high-quality goods that will win over customers.

A brand's reputation is determined by the perceptions of its customers. A brand that enjoys a good reputation is more likely to have significant brand equity. The term "brand equity" refers to the collection of assets and liabilities related to a brand, including its name and symbol, that can increase or decrease the value that a product or

service offers to a business and/or its clients (2). Therefore, it is possible to view brand equity as a crucial intangible resource for a company. Customers may feel more at ease making purchases of products or services if brand equity is maintained and increased (3) described as a positive distinguishing impact on consumer responses to goods or services with that brand after learning the brand name. Brand equity gives customers alternatives when they are faced with almost similar items.

These days, the word "branding" has come to mean the manager's application of marketing and communication strategies and tactics to set a business or product apart from rivals and leave an impression on consumers. A brand's identity, personality, product design, brand communication (via trademarks and logos, for example), brand awareness, brand loyalty, and other branding (brand management) techniques are the essential elements that comprise its toolkit. One of the few elements of product differentiation that still exists in the twenty-first century is branding, as many businesses feel there is nothing to differentiate between various product categories (4).

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## Problem statement

Customer loyalty to a brand is contingent upon brand trust (5). Additionally, there is a strong correlation between brand loyalty and brand trust. This link is based on how brand trust directly affects brand loyalty. Numerous studies indicate that trust reduces uncertainty when customers feel especially vulnerable because they know they can rely on the trusted brand.

A customer is more inclined to trust a brand if it can consistently meet their expectations and best interests. Before considering to trust a brand, for instance, a buyer will determine whether the brand is safe, has reliable quality, or functions as intended (6). Consequently, brand trust is the outcome of a consumer's deliberate and thorough evaluation of a brand and serves as a gauge of that brand's credibility. This can encourage recurring consumer purchasing behaviour, which can then result in brand loyalty and subsequent purchasing behaviour. Thus, a brand that consistently delivers on its promise of value to clients through exceptional performance is considered trustworthy, as it ensures customer brand loyalty (7).

The current study focuses on how student happiness influences the link between brand equity and brand loyalty in educational institutions. Most importantly, by demonstrating how customer satisfaction mediates the link between trust and brand loyalty, the study adds to the corpus of knowledge about Indian educational institutions.

## Aim and objective

The primary goal of the research is to investigate how brand equity affects brand loyalty, with the function of customer happiness serving as a mediating factor.

The secondary objectives of the study are

- To analyze customer perceptions of brand quality and trust.
- To study the impact of how consumer happiness affects brand equity and brand loyalty by acting as a mediator.

## Importance of the research

The role and practices involved in providing educational services need to be drastically rethought in order to implement customer-centric educational solutions. Given the crucial role that service receivers play, the desires, expectations, and experiences of users—that is, students—

should guide the most significant educational goals and indicators. Needs are not taken into account while developing instructional solutions at the university level. The need for graduates to tailor their achievements to the demands of the job market is given more weight.

The percentage of graduates with jobs is one indicator that shows this. Services are meant to be beneficial. Value is determined by how a service is delivered to the recipient and how they use it, not by the product itself. This concept applies to all services, including education. When it comes to learning objectives and process organisation, the traditional approach views the student as the eventual solution's benefit. These are pre-made learning pathways that include teaching aids, information, lessons, and techniques to help teachers reach the objectives. The receiver has minimal influence over the content, and when arranging the content, this influence is rarely considered (8). The educational service now provided is a closed, inbred system of operation that is vulnerable to the consequences that are assumed to be recognised, despite the fact that its image has been somewhat simplified. This method applies values in an autarkic way, and student results validate the importance of the values. Services are different from products in that they are influenced by customer happiness and brand equity, but this study made an effort to determine how brand equity affects brand loyalty with satisfaction acting as a mediating factor. This highlights how significant and unique the study is.

## Literature review

**Brand Loyalty:** The American Marketing Association defines loyalty as "the circumstance in which a consumer typically purchases the same manufacturer-originated product or service repeatedly over time rather than purchasing from multiple suppliers within the category." Customers who are loyal and pleased with their purchases from a particular manufacturer are less affected by the promotions and price cuts offered by competitors (9). Customer loyalty, long-term connections with customers, and customer pleasure are therefore viewed as essential elements of business success in today's economic environment. Companies try to develop customer loyalty and maintain long-term connections with them through meeting their demands and enticing customers (10).

**Brand Equity:** A brand is defined as what consumers believe about its reputation. When a brand is in good standing, its chances of having significant brand equity rise. Brand equity is referred to as "the set of brand assets and liabilities associated with the brand, its name and symbol; which adds or subtracts from the value provided by a product or service to a company and/or customers of that company" (11). Therefore, it is possible to view brand equity as a crucial intangible resource for a company. Enhancing and preserving brand equity can boost customers' trust in purchasing products or services.

**Service quality:** The excellent quality of the services makes a wide range of electronic services available to customers. The concept of service quality is the connection between the buyer's expectations and the response performance. High service quality will satisfy the variety of client needs and increase competitive advantages. This proved that when performance was clearly adequate or above consumers' expectations, service quality was acceptable (12).

**Brand Identification:** Individuals join social groups to express a sense of belongingness, according to the organisational identification hypothesis (13). Similar to this, a consumer exhibits their social identity through associating with and using a brand's products. The person distinguishes themselves from other social beings as a result of their brand consumption. Brand identification results in social circle affiliation or disassociation. Additionally, identification increases customer loyalty to the company.

**Environment:** From the study the service industry using the consumer's evaluation of the return intention, physical environment and satisfaction. Additionally, a consumer's intention to return goods is determined by his level of satisfaction, which has been found to be influenced by the physical environment (14). When examining the factors that affect consumer equity looked into the environment as a subset of value equity, where value equity, and brand equity, relationship equity were found to be factors.

**Trust:** Consumer vulnerability and scepticism have been reduced through the use of trust in non-physical service contexts. Customer loyalty has been found to be higher in businesses where

customers have confidence in them and believe they can adequately meet their demands (15).

**Customer Satisfaction:** Satisfaction has a direct bearing on customer loyalty, which is distinct from concepts like quality, loyalty, and attitude (16). According to one definition, consumer happiness is their fulfilled response. A component of an item or service, or the good or service itself, must be determined to have delivered a satisfying amount of fulfilment, including a level of maximum fulfilment (17).

### **Variable and hypothesis identification**

#### **Customer satisfaction and service quality (physical condition and personnel behaviour):**

It has been discovered that customer satisfaction and service quality are related. According to studies, service quality is a prerequisite for customer happiness. Customer happiness and service quality have a favourable relationship. Furthermore, the relationship has been supported. According to empirical studies done in the service industry (18), there is a strong correlation between these two notions. Physical quality and staff behaviour were utilised in the current study to measure two aspects of service quality, and it is hypothesised that these two factors are related to customer satisfaction.

*H1: Physical quality has a connection with brand and satisfaction.*

*H2: Staff behavior has a connection with brand and satisfaction.*

#### **Brand identification and customer satisfaction:**

The client will be satisfied with a brand when brand identification boosts a person's favourable social group representation and rich sensations of association (19). Brand identification would lead to consumption that is iconic and emotionally attached. According to (16) identification was found to be important for the growth of the service profit chain and to affect customer satisfaction, loyalty, and perceptions of service quality.

*H3: Brand identification has an impact with brand and satisfaction.*

**Trust and customer satisfaction:** It was discovered that contentment and trust go hand in hand. Studies conducted in hospitality settings offer proof of the link between satisfaction and trust. In the literature, trust is examined as a prerequisite to enjoyment. According to these studies, there are many different factors that influence trust, and they all have an important

bearing on how customers interact with businesses (such as how satisfied they are). Positive word-of-mouth, an organization's promotional efforts, and other forms of communication may all contribute to the public's trust in it. This trust will affect how customers evaluate the business when they directly visit the business. Consumer satisfaction will rise as a result of positive behaviour towards a company as a result of consumer trust (20).

*H4: Trust has significance with brand and satisfaction*

**Customer satisfaction and Environment:**

Customer happiness and behavioural intention are both influenced by environment, which is taken into account while designing an interior space (21). The physical atmosphere has an effect on how satisfied customers are with the institution. The environment is taken into account in terms of how it affects the consumer's general contentment.

*H5: Environment has a relationship with customer satisfaction with the brand.*

**Satisfaction and Brand loyalty of Customer:** In the context of services, the relationship between

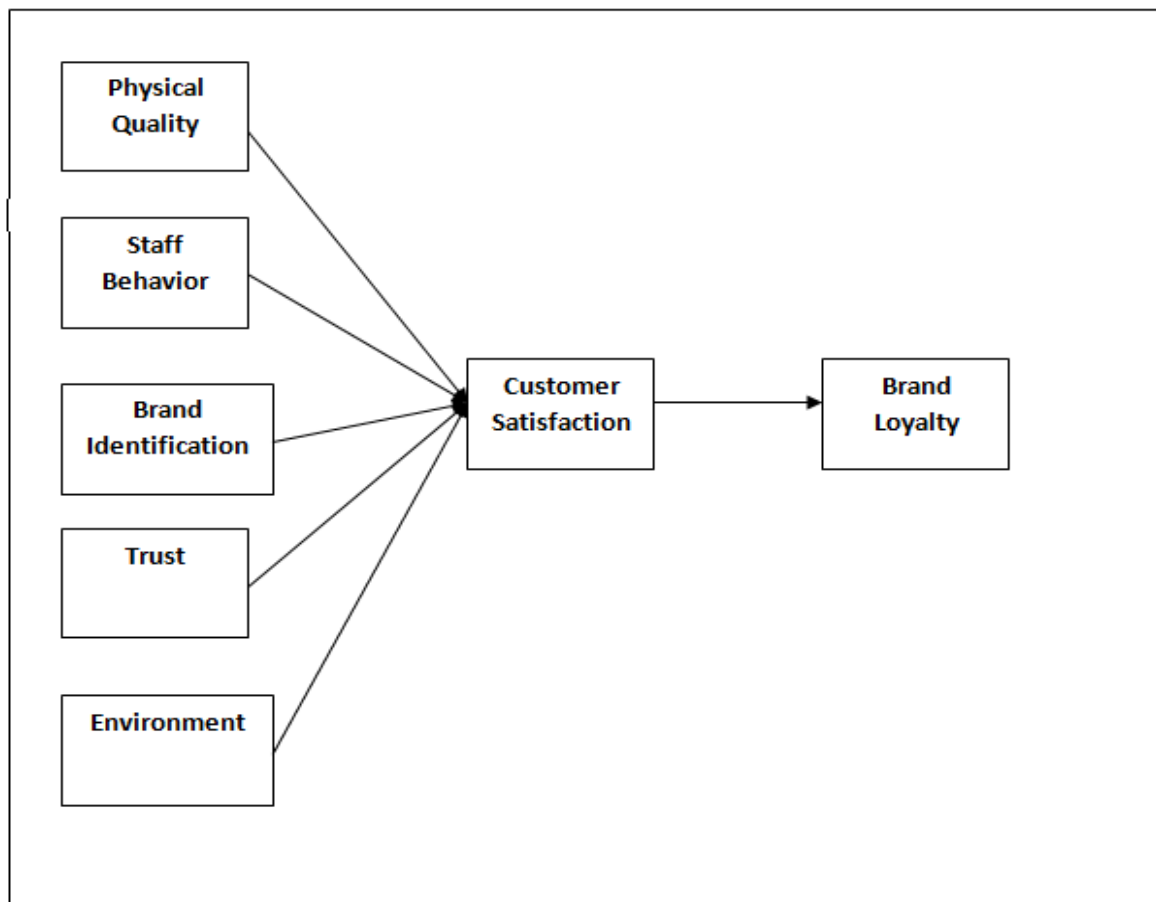
loyalty and satisfaction has been studied in the past. The association between these notions and the service sector has been established (22). The relationship between satisfaction and loyalty has also been explored. Furthermore, research. Provided facts to support the hypothesis that satisfaction of customer and loyalty are positively correlated (23).

*H6: Customer satisfaction has an impact on brand loyalty*

**Satisfaction as the Mediating role:** The impact of satisfaction on service quality and loyalty in the retail banking industry is moderating. It has also been demonstrated that satisfaction mediates the relationship between the two constructs. Customer satisfaction acts as an additional mediator between the impacts of service quality and brand loyalty as well as desire to return.

*H7: Brand identification, Physical quality, staff behavior, environment and trust have an impact on brand loyalty that mediates satisfaction.*

**Conceptual Framework:** Figure 1 explains the conceptual framework



**Figure 1:** Conceptual framework

## Research methodology

### Approach

The research adopts quantitative analysis as approach since the investigation is based on statistical analysis of fact and information to solve the problem identified. The adopted design is descriptive, where the research explains the purpose (i.e. why) of investigation in a detailed manner. Sampling technique followed here is random Sampling.

### Target and Data collection Methodologies

The statistical methodologies used for the data collection is both primary and secondary. Through survey method as data collection technique and by utilizing the framed questionnaire, Indian based educational institutions are selected for the study. Thus the sampling unit was reduced as South Indian based participants particularly from Tamil Nadu, since the target is large and unknown (24). A closed-ended survey is employed to gather data. The survey questionnaire is disseminated via a number of online social media sites, including Facebook, Instagram, and others. Google forms were used to create the questionnaire, and the link was distributed to the intended audience.

Even while traditional PLS-SEM investigations still provide insightful information about the significance and strength of the proposed model linkages, more advanced modelling and estimating approaches shed further light on the recommended correlations. Research has produced a multitude of additional analysis procedures and methodologies, increasing the methodological toolkit that researchers might use when employing the approach (e.g., to perform robustness tests). One disadvantage of using SEM with smaller sample sizes is that it cannot be used; nevertheless, the high sample size in this study helped to reduce the likelihood of mistakes (25).

### Tools used and the time period

Survey data was gathered using social media sites such as Facebook, LinkedIn, Twitter, and Instagram. Regression analysis, simple percentage analysis, descriptive statistics, Cronbach alpha, and structural equation modelling were among the statistical techniques used to examine the data.

Software programmes SPSS version 23 and AMOS version 23 were used to review and interpret the data that was gathered. The time period chosen was: June 2022 – December 2022 where the participants were given ample time to respond.

There is no recognised goodness-of-fit metric for PLS-SEM. Because of this, some studies come to the conclusion that there is limited value of PLS-SEM for theory testing and confirmation (26). However, recent work has been revisiting or proposing new goodness-of-fit metrics that were first suggested in the early days of PLS-SEM which has expanded the applicability of the method (27). The goodness-of-fit index (GoF) as "an operational solution to this problem as it may be meant as an index for validating the PLS model globally," making it one of the first metrics to be offered. The GoF's applicability from a conceptual and empirical standpoint, demonstrating that the measure is not a good-fit standard for PLS-SEM (28).

### Sampling

The estimated minimal survey required is 385 based on the Cochran formula. Sample is estimated with the margin-error at 5%, confidence interval-level at 95% and the unknown population is considered as 50%. From the conducted online-survey, the respondents were filtered based on the parameters 'location' and 'age' as limitations due to the purpose of the developed research from which college students are the better target. Thus based on the desired samples, invitations were sent to 400 people. However, the responses were 389, among which there were surveys turned out to be inconsistent and inappropriate (39 surveys) along with non-participation (11 participants) due to non-interest. Post reduction and filtering the remaining 350 surveys were considered as study sample. Thus, the response rate for the survey is 85.75%, which is a good estimation. Finally, the sampling technique adopted is random and cluster sampling, where the age is noted as important factor since the study is based on students.

Research instrument is explained in Table 1.

### Ethical considerations

All the students and their parents were informed about the research before collecting the data and the survey was taken after taking their consent to participate.

**Table 1:** Instrument

Variable	No of Items for measurement	Author
Physical Quality	3	Madanoglu (2004) and Ekinci (2001)
Staff Behavior	3	Madanoglu (2004) and Ekinci (2001)
Brand Identification	3	Ashforth and Mael (1992)
Trust	3	Morgan, Sirdeshmukh, Hunt (1994); Singh, and Sabol (2002)
Environment	3	Goh and To (2008)
Customer Satisfaction	3	Hult, Cronin, Brady (2000)
Brand Loyalty	3	Berry, Zeithaml and Parasuraman (1996)

**Analysis**

A 350-person sample size dataset was used for the analysis. The first part of the analysis included descriptive datasets with simple percentage, mean, and standard deviation as well as reliability tests using the Cronbach alpha test; the second part involved variable analysis using SEM analysis as a statistical analysis method. The results are:

The findings of the analysis of the descriptive datasets are displayed in Table 2, where the majority of respondents (60.9%) were female, where the majority (40.8%) have a postgraduate degree, and 35.7% of the respondents who took part are students in various grades between the ages of 14 and 25, followed by those between the ages of 26 and 35 (32.3%).

**Table 2:** Demographic analysis

		Frequency (f)	Percent (%)	Valid %	Cumulative %
<b>Education</b>	School-level	27	7.7	7.7	7.7
	UG	129	36.9	36.9	44.6
	PG	140	40	40	84.6
	Doctorate	54	15.4	15.4	100.0
	Total	350	100.0	100.0	
<b>Gender</b>	Male	135	38.6	38.6	38.6
	Female	215	61.4	61.4	100.0
	Total	350	100.0	100.0	
<b>Age</b>	14-25years	125	35.7	35.7	68.0
	26-35years	113	32.3	32.3	32.3
	36-45 years	48	13.7	13.7	81.7
	46-55 years	39	11.1	11.1	92.9
	Above 56 years	25	7.1	7.1	100.0
	Total	350	100.0	100.0	

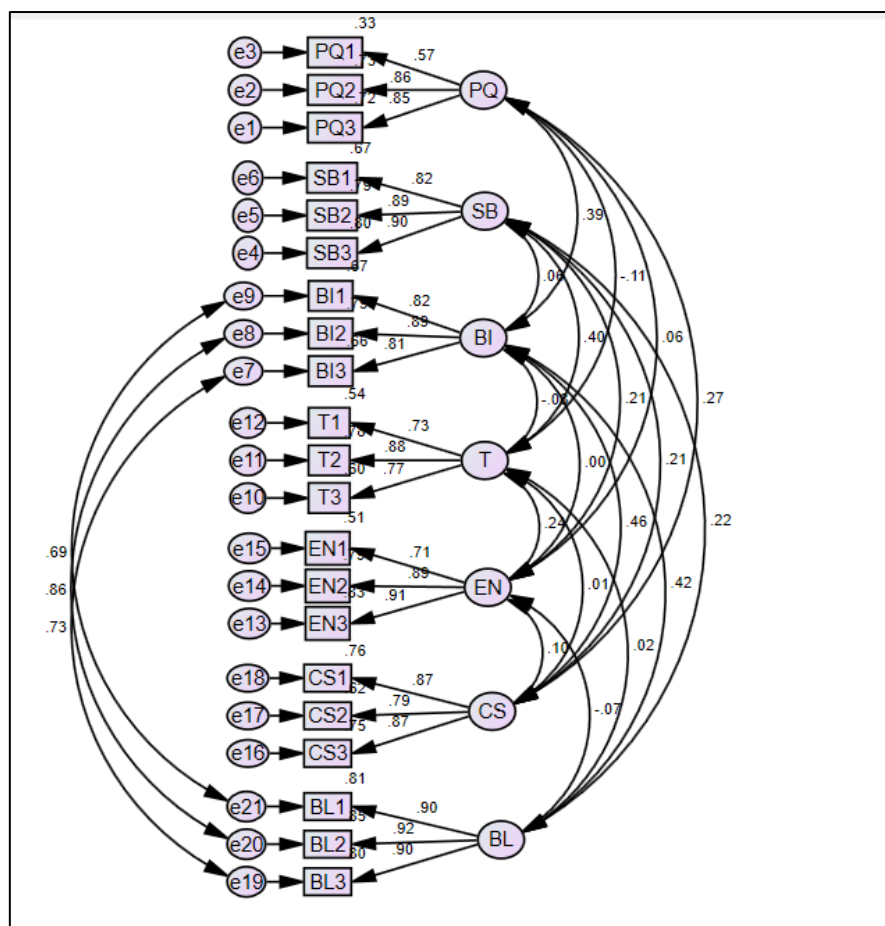
**Table 3:** Reliability statistics

Item Name	Alpha	Value
Physical quality	.828	
Staff Behavior	.822	
Brand identification	.653	
Trust	.826	
Environment	.796	
Satisfaction	.764	
Brand Loyalty	.712	

The dependability of the variables in this study has been examined and measured using the Cronbach alpha (a) reliability test. The result achieved is a good fit when the internal consistency is close to 1, and it is not a good fit when it is closer to 0, as per the test's standard measurements. A 0.9 indicates excellent, a 0.8 indicates good, a 0.7 indicates acceptable, a 0.6 indicates dubious, and a below 0.5 indicates undesirable, according to the situation.

Table 3 shows that the values obtained are reasonable and well-suited to the study. The variables are therefore appropriate and trustworthy.

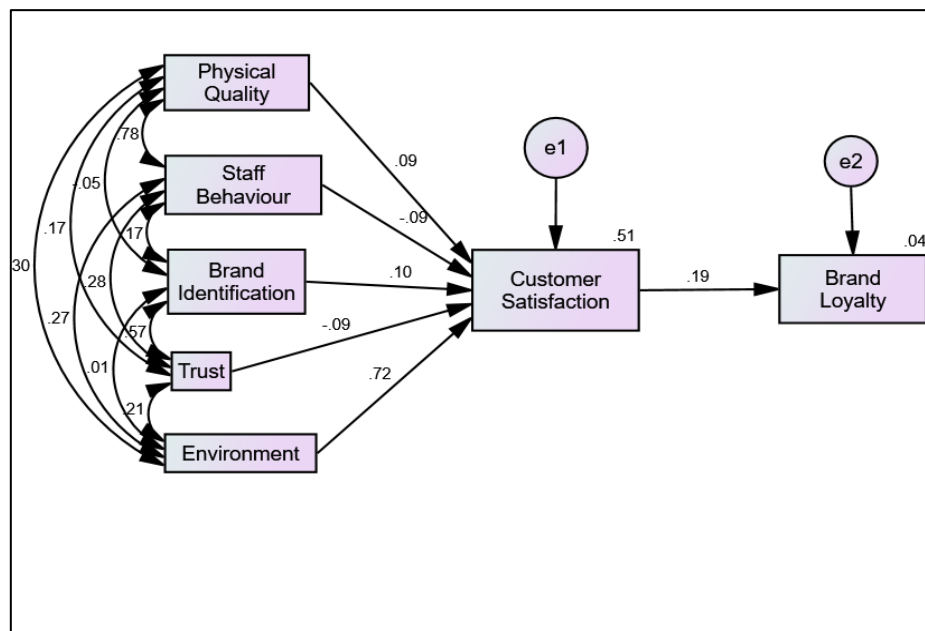
**SEM analysis:** Convergent validity of the model was examined prior to testing the structural model using CFA (confirmatory factor analysis) and along with that factor loading of each item is also carried out. As the factor loading is low and significant covariance with other terms used in the survey, a few questions had to be eliminated in order to achieve a good fit. After that, the path fit that is depicted in Figure 2 was obtained. All of the numbers are closer to the cut-off points for a satisfactory match, which denotes acceptance (29). The average variance extracted from a concept is greater than the squares of inter-correlation when the discriminant validity formula is met. The discriminant validity is met if the average variance retrieved is greater than the square of the inter-correlations. Table 4 provides an explanation of the study's regression weights.



**Figure 2:** Path diagram

**Table 4:** Regression weights

			Estimate	S.E.	C.R.	P	Label
CSTOT	<---	PQTOT	.072	.052	1.407	.005	
CSTOT	<---	SBTOT	.186	.047	2.999	***	
CSTOT	<---	BITOT	.111	.052	2.132	.033	
CSTOT	<---	TTOT	.166	.048	13.916	***	
CSTOT	<---	ENTOT	.812	.045	18.029	***	
BLTOT	<---	CSTOT	.142	.039	3.664	***	



**Figure 3:** CFA; In the figure confirmatory factor analysis the efficiency of factors were analysed. The e1 and e2 are error variables and the others are main variables.

**Table 5:** The notes explains the degree of freedom and p value which measures the data and CFA fit for the study

Computation of degrees of freedom	
Number of distinct sample moments:	28
Number of distinct parameters to be estimated:	23
<b>df</b> (28 - 23):	5
<b>Result (Default model):</b> Minimum was achieved	
<b>X<sup>2</sup>:</b>	6.83
<b>df:</b>	5
<b>p:</b>	.020

**Confirmatory Factor analysis:** Chi-square analysis (refer table 5) shows that the generated SEM model for the proposed research (refer figure 3) obtained the minimum acceptable values, with Chi-square (X<sup>2</sup>) = 6.83; df = 5 p =.020. Regression analysis and confirmatory factor analysis yielded values that indicate the developed SEM model had a minimum discrepancy function of 1.366, a degree of freedom of 5, an RMSEA of 0.032, a comparative fit index of 0.998, and a PClose value of 0.636.

Based on the analysis and findings, the model created fits the study perfectly. The model fit analysis values are displayed in the CMIN analysis (see table 6). According to Table 7, the model's RMR (root-mean-square residual) value is less than 10 (0.066), and its goodness-of-fit value is closer to 0.95 (0.994), indicating that it is an excellent fit for the study objectives that were defined. With values of 0.992, 0.991, and 0.998, respectively, the



adjustment measures of the SEM model under analysis are the incremental fit index, the tucker-

Lewis index, and the normed fit index (see Table 8).

**Table 6:** CMIN Index

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	6.830	5	.234	1.366
Saturated model	28	.000	0		
Independence model	7	849.325	21	.000	40.444

**Table 7:** RMR, fit index

Model	RMR	GFI	AGFI	PGFI
Default model	.066	.994	.969	.178
Saturated model	.000	1.000		
Independence model	1.015	.642	.523	.482

**Table 8:** Baseline data

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.992	.966	.998	.991	.998
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Table 9:** RMSEA data

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.032	.000	.086	.636
Independence model	.336	.317	.356	.000

**Table 10:** Parsimony measures

Model	PRATIO	PNFI	PCFI
Default model	.238	.236	.238
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

The model's RMSEA scores (see Table 9) are within the permissible range, with the model achieving a 0.32 df 5 score. As a result, the RMSEA shows that the variables in the generated model have a close match with the degree of freedom.

The created model's PRATIO (Parsimony-adjusted ratio) measurements are examined (see Table 10) as the last assessment in the confirmatory factor analysis (CFA) procedure. The suggested models' df is connected to the null model in this measure, and the PRATIO is multiplied by PCFI (parsimony CFI) and NFI (parsimony NFI). The accuracy and complexity of the produced model may be determined by comparing this result with the AIC (akaike information criterion) in SEM, which often

shows researchers the higher the accuracy of the two models (default and alternate), the lower the value.

As a result, it is seen and investigated that the SEM model generated demonstrates that the variables are related to one another and is significant, effective, and appropriate for the study objective. According to Table 11, the remaining hypotheses—physical quality, staff conduct, trust, brand identification, and environment are related to brand loyalty while hypotheses 6 and 3 are denied. Similar to this, customer satisfaction is mediated by brand recognition, employee conduct, environment, trust, and physical quality to achieve brand loyalty. So, proposition 7 is accepted.

**Table 11:** Hypothesis results

H1: Physical quality has a connection with brand and satisfaction.	Accepted
H2: Staff behavior has a connection with brand and satisfaction.	Accepted
H3: Brand identification has an impact with brand and satisfaction.	Rejected
H4: Trust has significance with brand and satisfaction	Accepted
H5: Environment has a relationship with customer satisfaction with the brand.	Accepted
H6: Customer satisfaction has an impact on brand loyalty.	Accepted
H7: Brand identification, Physical quality, staff behavior, environment and trust have an impact on brand loyalty that mediates satisfaction.	Accepted

## Discussion

With the exception of H6, which was not supported since two variables were removed from the model, all the hypotheses have received full support. The study outcomes differ from other studies (30). Although the study finds a connection between environment and satisfaction, the cause is not strong enough to be demonstrated through testing. Two variables are deleted as the result from the model due to discrepancy and the significance of the results. The cause may be related to the fact that in the educational services industry, students and their parents may not always come for reasons related to lifestyle and environment, and instead, may do so for reasons related to brand trust, quality, staff behaviour, etc. Different conclusions are reached as a result of Indian people's diverse ways of thinking.

The study concentrates on the influence of loyalty and equity within South India when it comes to the services provided by educational institutions for students. The study has described how customers behave in terms of loyalty, equity, and satisfaction. Second, the connection between the variables has been examined. Finally, it can be said that satisfaction of customer is not investigated as a mediator between brand loyalty and trust; the study's originality value is that it has supported this association (31). The find of the research is to know whether satisfaction is a mediator between loyalty and equity. In general, this study aims to contribute to the literature on equity in the South Indian educational services sector, with a focus on the services offered in South Indian institutions' brand equity.

The overall study adds to earlier research that has been done in the literature. All of the students, who come from different cultural backgrounds, are first included in the study. This study was carried out in India, a developing country, because the majority of studies had carried out in advanced countries. It looked at student behaviour as well as student

happiness and loyalty (32). The findings differ from those of other nations because, as indicated by the regression coefficients, Indians place a higher value on trust as factors that contribute to their satisfaction. The study makes a contribution by examining how fully satisfaction of customer mediates the effect between loyalty and equity. The data also chains the idea that fulfilment acts as a mediator between loyalty and trust.

## Managerial and theoretical Implications for institution authorities

Experts in the field of marketing can draw significant conclusions from the study's model's effectiveness and support. Staff conduct and physical quality serve as functional representations of service brand equity, while ideal self-concept and brand identification serve as symbolic representations. In addition, staff behaviour can be addressed by lump-sum incentives to employees and effective training, as a satisfied client will be devoted and make use of services repeatedly in order to be satisfied, retain students, and build goodwill (33). The authorities are encouraged to gain students' trust by using advertising that uses words like "best education," "best and practical education," and "Good job opportunities," as well as by improving the design of the brand to better fit with students' self-concepts. If students are given a clear identity of the brand they prefer most, their brand identification may also improve. As brand differentiation from competing brands encourages students to return, this will increase the number of students who remain loyal to that brand (34).

There are several theoretical advances in this area. This study is one of the few in the field of services marketing research to assess how student happiness affects the relationship between brand equity and loyalty using mediated-moderated analysis. The results also provide a more thorough contextual understanding of the connection between the elements of brand equity and

customer satisfaction. Firstly, this work has proposed an integrated model to fully assess the mediating function of satisfaction and explore the connections between the components of happiness and brand equity. Previous studies have only looked at brand awareness and customer satisfaction as stand-alone models (35). Furthermore, the current research has broadened our knowledge of how students see, evaluate, think about, and interact with educational institutions. These findings may provide useful guidance for addressing problems in marketing and enhancing the efficacy of branding. Customer satisfaction is added to the brand equity model, and the relative contributions of each structure in direct-indirect interactions are shown through their simultaneous analysis. The variables evaluate the way in which students interpret comparisons, brand memory, brand knowledge, the manifestation of beliefs or understanding of attributes, and sustained brand loyalty (36).

According to the research's findings, consumers ought to be driven by their brand loyalty and perception of a particular brand during its whole life on the market. In order to inspire brand equity, brand knowledge should be adjusted to preserve user distinctiveness. The study's findings also show that the user creates the brand equity since brand familiarity positively affects their standard of living and social distinctiveness. The study's outcome has yielded invaluable insights that can be employed to design unique strategies aimed at capturing student's interest by emphasising the brand value of the services offered. The service providers need to understand that some factors influence consumers' awareness of brand equity. Based on the study's findings, marketers should prioritise building brand equity as a strategy to attract potential clients because the data show significant direct and indirect relationships between the brand equity metrics (37).

### **Conclusion, Limitations and Recommendations**

Limitations are common in any research and likewise there are also several shortcomings in the current study. The target can be full country in future research in order to improve generalizability of the survey because the data was collected from respondents in a single region (South India) and results are only applicable to that region. In addition, no comparisons across

culture, group and gender were done. Other researchers' can conduct studies to compare the shortfalls of the present study. Educational industry is taken in this study but other service sectors can also be taken into account in future.

### **Abbreviation**

Nil

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I would like to thank all the people who made their valuable time available for my research work.

### **Author Contributions**

As I am the only author the complete work was done by me.

### **Conflict of Interest**

None

### **Ethics Approval**

The research was carried out ethically by the author.

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