



## Table of Contents

Introduction	9
Urgency of Research	10
Theoretical Basis	11
Brand	11
Brand Equity	12
Brand Association	14
Perceived Quality	15
Brand Awareness	16
Brand Image	18
Product Country Image	19
Brand Fondness	20
Purchase Intention	21
Brand loyalty	22
Dynamics	23
Methods	27
Research Participants	27
Research Design	29
Research Instruments	29
Perceptual Brand Equity	30
Behavioral Brand Equity	30
Results	31
Assumption Test	31
Correlation Analysis	33
Path Analysis and Hypothesis Testing	34
Discussion	38
Limitations and Suggestions	44
Managerial Implications	46
Theoretical Implications	46
Conclusion	47
<b>REFERENCES</b>	<b>48</b>
<b>APPENDICES</b>	<b>54</b>



## List of Tables and Figures

Figure 1. Aaker's Awareness Pyramid (Aaker, 1991)	18
Figure 2. Research Hypothesis	27
Table 1. Respondents Distribution	28
Table 2. Model Summary Dependent Variable BL	31
Table 3. Model Summary Dependent Variable PI	31
Table 4. Linearity Test Dependent Variable BL	32
Table 5. Linearity Test Dependent Variable PI	33
Table 6. Correlation Matrix	34
Figure 3. Path Analysis	35
Table 7. Hypothesis Testing	32

## List of Appendices

Appendix 1. Research Instruments	54
Appendix 2. Google Forms	56
Appendix 3. License for Instrument Usage	67
Appendix 4. Ethical Clearance	71
Appendix 5. Reliability Test	72