

REFERENCES

I acknowledge the use of Gemini [<https://gemini.google.com/app>] to search sources for citations and augment wording in drafting this thesis. I take full responsibility and accountability for the contents of the work. The following prompts were entered into Gemini:

- In path analysis, is t-test necessary to do hypothesis testing? Or is checking the p-value of the path coefficient sufficient?
- Is path analysis determined by the t value or the standardized coefficient beta?
- Is there any evidence that brand association does not influence brand loyalty due to for infrequent luxury purchases, building trust might be more crucial for loyalty than relying solely on associations.
- Can you give me a journal where brand association doesn't affect brand loyalty?
- Is there an indirect effects on country image towards purchase intention mediated by brand loyalty?

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