POWER OF BRAND AWARENESS IN GENERATING LOYALTY AMONG YOUTH THROUGH REPUTATION, CUSTOMER ENGAGEMENT AND TRUST

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A R T I C L E I N F O	A B S T R A C T
	Despite the growing interest in brand awareness for enhancing loyalty among mobile phone users, there is limited empirical evidences that focuses on contingencies of how brand awareness can enhance the brand loyalty. This work focused on the role of brand awareness in creating loyalty through process mediation of brand reputation, customer engagement, and brand trust. Self-administered questionnaires are used to collect the data from 356 young mobile users through online survey and personal visits. These results indicated that brand awareness enhances the loyalty of mobile users. Furthermore, the link between the brand awareness and the loyalty is fully meditated through brand reputation, customer engagement and brand trust. The mediating mechanism is significantly proved individually as well as through the process mediation. The findings of the study make a significant contribution in branding literature by providing a comprehensive model which will help the brand managers and mobile companies to understand the value of brand reputation, customer engagement and trust towards the specific brand.

1. INTRODUCTION

The shopping style of the current generation has completely changed towards mobile phones (Nand, Pitafi, Kanwal, Pitafi, & Rasheed, 2020). Now customers are paying more attention to the brands that results in increasing the sale of smart phones as well as created the stiff competition in the industry (Kim, Lee, & Lee, 2020). Market is evident that the sale of smart phones is highest and it even surpassed the sale of laptops worldwide (Ehatisham-ul-Haq et al., 2017). Each company is working hard to introduce new unique features of its product that will distinguish it from its competitor. Now companies are focusing more towards customers' preferences than ever before due to the presence of diversified products. This increases the importance of brand for consumers in decision making process (Duarte, & Raposo, 2010) and emphasize to study the role brand in shifting the focus of customer from technical performance to emotional preferences (Kiran, Thomas, Johny, & Jose, 2019). However, without a notable reputation, products or services cannot be identified and hence, cannot influence the purchasing process.

There has been the creation of several new brands in the mobile phone industry. The success or failure is based on the company's reputation among customers. The term brand has involved the consideration of researchers and companies for uninterruptedly and reliably, delivering prospects and value to the consumers (Divakaran, 2018). Branding is measured as a critical apparatus for industries to explore and differentiate the products or services. Indeed branding is reflected as marketing approach widely applied to enrich company image (Mizik, 2014). Brand loyalty is considered as a more valuable component of the company. The importance of brand loyalty is tremendously critical to business sustainability. For many companies, brand loyalty has been recommended as a bread and butter of what keeps the business alive. Several brand managers knows that brand loyalty is a fundamental feature of consumer retention (Mandal & Mandal, 2017). As per extant literature, approximately one billion social media consumers all over the world have an access to mobile brands on social websites. Through proper engagement with the customer on social media can beneficial for loyal customers (Anderson, Hamilton, & Tonner, 2016). Companies are designing awareness campaigns to attract the customers. The innovation plays an important role in attracting the attention of potential customers. But if a company fails to design an effective marketing strategy for consumer awareness, then it will negatively influence the branding strategy. As often poorly planned marketing campaigns annoyed the customer and companies has to bear the loss of losing the loyal customers (Jackson et al. 2014).

Therefore, Companies are spending the huge budget on establishing the brand loyalty especially, for reputable branding. But the key component of brand loyalty is awareness (Sultan et al., 2019) which is useful because customers are directly linked to the brand. The effect of brand awareness on loyalty is substantial and helpful to develop and embellish the reputation of the brand (Bilgin, 2018). In other words, merely having a brand is not sufficient. It has been crucial for companies to create brand awareness that will help in getting the attention of its targeted customers. If the customers have sufficient information about the company and its products then accessibility and recognition of the product becomes easy. This will also benefit the company in financial and economic terms as it increases company's sale as well as give the production unit benefit of cost reduction in the form of economies of scale. In the competitive world and continuous development in mobile technology, brand awareness has become a critical factor in success for creating customers loyalty towards a specific brand. Companies are competing with each other globally to create awareness about their product or service. When a customer prefers one product over the other one, it becomes a threat for that company and an opportunity for the other company. In adition, companies are making considerable efforts to establish its brand name in the market and create loyalty. They are doing so because, there is an earnest desire of every company to create brand loyalty in its customers. In return, the customer always prefer to purchase their products. On the other hand, consumers also have the curiosity to become acquainted with the brand that they used in their daily life (Ranginwala & Towbin, 2017). Therefore, brand awareness is very important for customers as well as for the companies to get competitive edge and for increasing the number of loyal customers (Giovanis & Athanasopoulou, 2016).

However, there is an increasing trend of the various brands to fascinate the consumers from the platforms of reputation (Kruger, Kuhn, Petzer, & Mostert, 2013). Currently, the consumer can quickly get involved towards a brand through effective awareness. Though, customers' awareness can develop brand reputation in competitive market as well (Lee et al., 2014). Excellent brand reputation strengthens the reputation of a company's' brand in the competitive market (Ranginwala & Towbin, 2017). Once a company successfully establishes its reputation, then attraction and retention of customers becomes easy for it. Brand reputation has been based on impressions and expectations that consumers relate to a brand. It is the consequence of those elements that a brand is comprised such as advertising, setting a price, product expansion, public associations, consumer facility, and processes. It is necessary for the growth of company either small or big (Park & Kim, 2014). Companies through brand awareness successfully establish their reputation that also leads them to attain brand loyalty. Customer engagement is about engaging consumer to interact and share the knowledge that companies produce for them in a brand (Sheeraz, Tanweer, Khan, & Mahmood, 2017). The employee's support is one of the most useful sources of established brand engagement in the company (Kalia et al., 2017). Customer engagement is necessary for increasing the brand loyalty (Ureña, 2015). It is an emerging topic of marketing which is required to be further explored particularly among the youth (Kumar, 2015). If the customer is engaged with a brand then he/she will prefer it every time. The extremely engaged customer purchase extra from brands they are loyal with. If the company has a poor customer engagement strategy, then it will miss several chances to interact with customers. However, there is no particular procedure to establish engagement among customer because customer engagement is the outcome of positive consumer experiences (Sheeraz et al., 2017). The loyal customers remain engaged with a specific brand, irrespective of competition. A company through brand awareness and reputation can successfully create customer engagement but brand trust is also important in this regard.

The prominence of brand trust for creating long-term customer relations and also engageent with the brand is remain less explored in the marketing literature (Li, Xu, Li, & Zhou, 2015). Mobile companies cannot create trust in one night. They have to work on quality products or services to influence customers. However, they generate an atmosphere in which employee can work well together and keep involved with the mission of the developing brand trust among customer (Keeling, McGoldrick, & Beatty, 2010). The study on consumer engagement in various products or services, regarding the worth of brands is still underexplored and requires more in-depth investigation (Islam & Rahman, 2016). Because there is a need to examine customer choice and their knowledge about involvement such as how to ensure the fully trusted brand and other marketing activities that generate loyalty towards a specific brand in a highly competitive market. Secondly, from the arrival of various brands, brand managers have misdirected their fundamental role as developing the trust among the customers. Due to highly competitive environment in the technology sector, customers have a crucial role to be engaged towards the brand and keep trusting it.

Therefore, this study aims to investigate the role of brand awareness in generating loyalty among youth through reputation, customer engagement and trust and seeks to make a significant contribution to the literature. As brands are valuable for companies and marketers, therefore, they are continually trying to improve their relation with current as well as with prospective consumers. This study has an important contribution towards the brand loyalty which is the crucial feature of consumer relations and demonstrates the commitment of customer towards a brand. For instance, several renowned mobile brand companies are spending billions each year to create their brands resonate with

customers. Moreover, researchers have widely focused on the eminence of generating loyalty in enhancing the purchasing behavior of mobile phone customers (Mabkhot, Salleh, & Shaari, 2016). Also, availability of several products, the complex competitive environment provides challenges for companies to create brand loyalty (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). Secondly, it is beneficial in introducing new products and services in the market especially using the tool of brand awareness. Lastly, for a prosperous future, companies must generate and accomplish strong associations with their customers through developing trust in their brands.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Brand awareness and brand loyalty

Brand awareness is related to customers memory and the recall time of that specific brand which customers intended to buy (Xie & Chen, 2014). It is an aptitude of a potential customer to recognize or memorize a particular brand for a product classifications and further leads to become loyal to that particular brand (Keller, 2016). The stages of brand awareness can meaningfully affect the type of market segment, and subsidize to the development of other product essentials like brand appearance, brand worth and brand loyalty (Koo, Yu, & Han, 2020). Brand awareness has a long-lasting impression of products or services in the mind of consumers (Jackson, Harrison, Swinburn, & Lawrence, 2014). When a new product is presented in a market, the primary purpose is to provide awareness to the targeted customers about its features (Zabadi, Shura, & Elsayed, 2012). One of the essential elements in marketing efforts is brand awareness which captures customer consideration via the amount of commercial messaging that they see or hear. It could be the mental shortcuts to create their choices on purchasing products and services. As consumers recall the brand in their mind, it is easy to connect with them what the brand is and what the brand is offering to the buyer.

Although, customer get attracted towards familiar brand in the market but still there is a need to continuously develop distinguishing features in the product that it will be easily recognized by the customers (Giovanis & Athanasopoulou, 2016). Brand awareness is linked with consumers associations with the brand that companies try to make them aware. It contains straightforward properties of the product (Alexandris & Tsiotsou, 2012; Pouromid & Iranzadeh, 2012). The more aware customers are more loyal towards a specific brand. However, other brand names avoid the risk of consumption because of the assumption that the brand is already known to be reliable (Cheng, Gaur, & Rahim, 2020). Here, brand loyalty is defined as customers' promise towards a brand, an instrument for the development of a name, the obligation of the customer to buy the same product in future or to remain in touch with the relevant brand (Belaid & Temessek Behi, 2011). It is as inspirational, uniformity, and simplicity. Launching a fantastic brand image through awareness is vital in the initial phases of raising the brand.

The important stages to form brand loyalty discusses the attitudinal preference for a leading brand and the purpose of consuming the brand as a most crucial choice. Moreover, when the customer is aware by what the brand itself means or its achievement, the customer needs to be a part of the excursion of the development of the brand. For a brand, loyalty requires a continuous association with a brand (Oliver, 2014). The administration of brand should focus on especially three features to be reflected: the financial value-added, the role of the brand (i.e., how it affects the buying behavior), and its asset (i.e., how the brand will compete effectively from its competitors) (Hakala, Svensson, & Vincze, 2012). Every brand needs to fascinate the customer through a proper awareness campaign which in return creates a positive demand of the offered product or service. If the customers are pleased with their precise brand, they would make a repeated buying and show commitment that help to create brand loyalty.

H₁: Brand awareness has a positive impact on brand loyalty of the young mobile users.

2.2 Mediation of brand reputation among brand awareness and brand loyalty

The reputation of a brand cannot be ignored. Reputation plays a vital role in building a trust worthy relationship between the company and customers. Customers can purchase the products or services of the company without any fear even through online channels. Helm and Jones, (2010) reported approximately that 89% of customers make their purchasing decisions based on brand popularity and 74% on the basis of brand reputation. Brand reputation is built through maintaining the quality of the product, extensive online and offline advertisement for brand awareness, customer interactions and their feedbacks (Dorčák, Markovič, & Pollák, 2017). Brand opinion is also estimated as the additional worth given by existing and potential consumers to the brand name, symbols, and personality. A good brand reputation is used as a protective tool in the competitive environment and provided additional advantage to the companies. It will be a great achievement for the company if customers at least heard about their brand names, identify it among multiple available brands and prefer it to purchase (Spry, Pappu, & Bettina Cornwell, 2011).

The reputation of a brand of any product or service effects on brand loyalty. Brand reputation and loyalty have strong effect on making brand worth among customer (Rajagopal, 2010). However, low reputation of the brand will face additional harmful consequences than a high reputation of the brand (Helm & Jones, 2010). Additionally, customer more attracted and quickly responded to the negative news that can affect the brand reputation and damage the image of the company (Eisend & Küster, 2011). In addition, reputation is shaped from how workers, consumers, stakeholders, participants, and the general public view what a company does and what it stands for.It can also play vital role to make strong commitments towards the brand (Alexandris & Tsiotsou, 2012). Loyalty has strong and everlasting impacts on the minds of customers. Today, various entrepreneurs are focusing on loyalty on their products. Through this way, they can maximize the sales and can remain in touch with their customers. Companies are trying to enhance or develop the brand equity; they should enrich the Loyalty (Kruger et al., 2013). Brand awareness is associated with the power of the brand in the thoughts of customers, and it allows customers to distinguish and remember the brand. Brand awareness and brand loyalty relationship are more reflected through the mechanism of reputation (Eisend, & Küster, 2011). So, the present study hypothesizes that brand awareness influences brand reputation. Brand awareness is making the minds of customers towards a brand, and recognized brands are more possible to be involved in customers' thought that induce them to repurchase the particular brand again and again (Islam, & Rahman, 2016).

H₂: Brand reputation mediates the relationship between brand awareness and brand loyalty.

2.3 Mediation of customer engagement among brand awareness and brand loyalty

Companies are putting their all efforts and resources to keep the consumers engage with their brand (Sheeraz et al., 2017). There are plenty of numerous brands available in the market. Sometimes customers get confused to choose and remain long engage with the brand. Engaging a customer is very tricky especially when the switching cost is low. Consumer's interactive appearances when trying to select brand, before buying, are consequences of several elements of enthusiasms. Companies brand managers are always kept engage their customers by organizing some entertaining activates. The team has a specific motive to focus on quality material and distributing the brand information among customers. Customer engagement has interpreted the variety of activities around the people in the form of promoting brands (Smith & Gallicano, 2015). However, previous studies suggested that consumers with highly positive reputation are always more valuable for the company instead of that who did not support company (Beukeboom, Kerkhof, & de Vries, 2015). Furthermore, several previous studies showed the massive positive attitude of consumer towards a brand that leads to higher purchase intention of the customer (Schivinski & Dabrowski, 2016). The feature of customer performance fluctuates expressively in diverse beliefs; some people are more brand conscious than others. Buying choices of customers toward the similar manufactured goods are frequently prejudiced by the loyalty (Islam & Rahman, 2016). In this regard, customer engagement is very essential. Therefore, companies are spending huge amount of investment on marketing and branding. As the recent era is evident that people are becoming more brand conscious than ever before. The brand awareness is also not a big deal as due to the excessive usage of social media people are aware about the product or service of every brand. So still the problem is to create brand loyalty. That can be attained only if customer is engaged with the brand.

Therefore, companies are making continuous struggle to draw the attention of potential customers towards their brands through brand awareness that help in increasing the customer engagement (Ozturk, Nusair, Okumus, & Hua, 2016). On the other hand, companies can energetically cooperate with customers for their specific product and brand expansion (Keller, 2016). So that customer's repeatedly purchase their product and becomes brand loyal. The relationship among customer engagement and brand loyalty is well recognized in the literature (Islam & Rahman, 2016). One technique to shape and reinforce brand loyalty is to involve the potential customers in the brand community (Dessart, Veloutsou, & Morgan-Thomas, 2015). Engaging with a relevant brand can leads towards loyalty of a customer (Zhang, Hu, Guo, & Liu, 2017). These evidences lead towards a mediating role of customer engagement between the relationship of brand awareness and brand loyalty.

H₃: Customer engagement mediates the relationship between brand awareness and brand loyalty.

2.4 Mediation of brand trust among brand awareness and brand loyalty

Brand trust is reflected as the foremost component for creating a passionate link among the customer and the brand (Fandos Herrera & Flavián Blanco, 2011). To build brand trust among customers, delivering high-quality products or services is one of the crucial objectives of companies. In todays world, the worth of brand trust cannot be ignored. The brand-customer association is understood as an additional factor for making a good contact between the company and its customers (Zehir, Şahin, Kitapçı, & Özşahin, 2011). Brand trust has numerous characters in

information distribution, with the customer as well as in the company. There are several studies propose belief as a vital feature of successful information administration and readiness to distribute knowledge (McNeish & Mann, 2010). Trust can play an important role in increasing the sale of the product. Once company can win the trust of the customer then it will be easy for them to retain it. The bad news can greatly affect the customer as compare to good news. It affects the trust level of the customers. Often competitors use negative marketing propaganda to harm the company's reputation. Therefore, it is essential maintain the direct relation with the customers and to aware them about the situation.

By tradition, trust has been perceived as a consequence of individual information about the previous performance (Nilsson & Mattes, 2015). If the customer is satisfied with the product of the company then its trust will be high on the brand ant it prefers to purchase it again and again. That is why, it can be undertaken that brand trust has a significant outcome of customer choices. Companies with brand awareness can generate positive informational signals that help to develop consumers' trust and results in retaining the customers (Kabadayi & Alan, 2012). Brand trust is more expected to be an outcome of customer engagement. In addition, such customers who are further engaged are expected to be in an additional trusting, maintaining high associations with a company. However, the researcher also recommends that positive connections in conversation and association with brand improve trust stages among customers (Sashi, 2012). Hence, developed engagement is predictable to generate extra trust in the affiliation with the brand. Therefore, it is expected that the relationship of brand awareness and brand loyalty will be enhanced through brand trust.

H₄: Brand trust mediates the relationship between brand awareness and brand loyalty.

2.5 Mediating role of brand reputation, customer engagement and brand trust

The companies try to develop the customer-brand relationship to retain the customers loyal towards their brands and (Le Roux et al., 2017). Brand loyalty is a process for a consumer to repurchase a product, again and again, while contending brands may also obtainable (De Mooij & Hofstede, 2011). The brand awareness in this regard plays a vital role to inform the customers about the brand characteristics, distinguishing features and competitive advantage of their product and service. It increases the brand loyalty but still the mediating mechanism could explain this relationship in a better way. Researches' have recommended the reputation as a splendid noteworthy feature for attaining and firming customer trust and confidence in the company's products. The loyalty inspires the customers to repurchase form similar stores and encourage them for frequent purchases of their favorite brand (Dorčák et al., 2017). However, brand awareness has the effective aptitude of a possible customer to classify or recall a brand in a precise company's products classification. Brand loyalty signifies a consumer's extremely held commitment to re-buy or frequently preferred brand for purchasing. The word reputation is used to indicate to understand that permit companies to construct deeper, extra expressive and maintainable connections with their consumers. Brand reputation has been considered most important feature to create customer engagement with the brand. Company brand needs to create this engagement through proper platforms so that the reputation of company should improve (Sheeraz et al., 2017). However, through linking with the prospective consumer's straight, company can build its repute and prosperous customers. Furthermore, companies with high reputation of brand are having high levels of positive engagement among customer (Alexandris & Tsiotsou, 2012).

Brand trust is considered crucial for a positive assessment of the brand; trust produces brand loyalty as a consequence of making extremely appreciated relations with the company or brand (Dessart et al., 2015; Kiran et al., 2019). Brand trust is considered as a mediator between variables. To generate brand trust among consumers, conveying extraordinary features of products or services is one of the fundamental objectives of companies in creating loyal customers. The impression of a brand customer relationship is assumed as an extra feature for creating a proper connection between the company and its consumers. Brand trust can enhance the loyalty of customers and loyal customers are big source of revenue. In addition, brand loyalty can be directly generated from brand identification, which represents the trust of customer on specific brand. The ways through brand loyalty can be enhanced (Schivinski, & Dabrowski, 2016). Generating and preserving a brand reputation is vital in recent competitive environment. Brand reputation is focused as attaining the attention of the customers and engages them with a particular brand for winning the trust of the customers (Keller, 2016). Through recognizing the customers, the company can amend its advertisement to provide effective content that can increase reputation, customer engagement and trust and to encourage the customer to purchase the products (Lee et al., 2014). Today numerous companies are pushing their all resources and skilled management to develop their reputation, keep the customers engage with their brand and generate their trust which will lead to loyalty towards a specific brand.

H₅: Brand reputation, customer engagement, and brand trust mediate the relationship between brand awareness and brand loyalty.

3.   RESEARCH METHODOLOGY

3.1   Population and sample

This study has focused on the mobile phone industry. Smartphones are becoming more shophisticated and technology intensive indsutry that has created the stiff competion in the market (Ehatisham-ul-Haq et al., 2017). It recently graped the attention of its user by introducing new features. That's why it has become difficult for the customers to remain loyal towards a particular btrand. The target population was the youngsters because the usage of smart phone among them is tremendously increasing in Pakistan (Nand et al., 2020). Secondly, students particularly belong to the age group of 18 to 29 years were found to be more addictive users of smart phones as compared to the other age groups (Klimova, 2018). Therefore, the targeted age group of the current study was 18-30 years.

3.2   Data collection

The data was collected through survey by employing a convenience sampling technique as the size of the target population was unidentified (Farrokhi & Mahmoudi-Hamidabad, 2012). Questionnaires were distributed through personal contacts and also by online via emails, social media like Facebook, Twitter, etc. The participants were also requested to forward the questionnaire to others in their contact list those fulfilling the criteria of the study. A total of 500 questionnaires were distributed, 420 were returned which yields the response rate of 84%. After inspection, 64 questionnaires were found to be incomplete, therefore excluded from the list. Finally, sample consists of 356 respondents based on youngsters of various mobile brand users. Final sample consisted of 236 males and 120 females, majority of respondents are single i.e., 65%. The age group has been characterized into three groups: 18 to 22 (24%); 23 to 26 (58%); and 27 to 30 (18%). As far as their education is concerned, majority of them have completed their Master's Degree 142 (40%). Respondents were also asked to rank their priority of brand choices. They gave highest weight age 31% to quality; then features (27%); pricing (21%); looks (15%); easiness to use (6%) respectively.

Table 1.   Respondents demographic

Categories	Frequency	%
Gender		
Male	236	66%
Female	120	34%
Marital Status		
Single	230	65%
Married	126	35%
Age		
18-22	85	24%
23-26	206	58%
27-30	65	18%
Education		
Intermediate	63	18%
Bachelor	120	34%
Master	142	40%
M-Phil	31	9%
Priority of Brand		
Quality	110	31%
Features	96	27%
Pricing	75	21%
Looks	54	15%
Easiness to Use	21	6%

3.3   Measurements

Extensive literature review was conducted to select the most appropriate measure for the study variables. Keeping in view the operationalized definitions of the constructs, brand loyalty was measured through 7 items by Laroche et al., (2013); customer engagement by 8 items taken from Hollebeek, (2011); brand reputation by 4 questions from Veloutsou and Moutinho, (2009); brand awareness is extracted by Yoo et al., (2000) and measured through 3 items;

and finally brand trust is assessed on the basis of 5 questions by adopting the way of Chandon et al., (2009). All the questionnaire items measured the level of agreement of the respondents at 7-point scale.

4. RESULT AND DISCUSSION

Partial Least Square (PLS) was used to estimate formative and reflective measurement models. Also, PLS, in reality, evaluates a composite measurement model (Hair, Hollingsworth, Randolph, & Chong, 2017). In addition, several researchers have suggested PLS-SEM due to its frequent crucial consequences especially over covariance-based SEM, for instance, it can facilitate multiple data analysis challenges such as formative constructs, and it is recommended extraordinarily suitable tool as compared to others (Hair, Ringle, & Sarstedt, 2011). Table 2 presented the values of Cronbach's Alpha (α), Composite Reliability (CR), and Average Variance Extracted (AVE) respectively for each study variable. The benchmark CR values is 0.70, it shows the internal consistency existed, and the adopted scale is reliable.

Table 2. Validity and reliability of latent constructs

Constructs	α	CR	AVE
BA	0.758	0.861	0.674
BL	0.900	0.922	0.629
BR	0.850	0.899	0.689
BT	0.826	0.877	0.589
CE	0.896	0.917	0.579

Note: BA= Brand Awareness, BL= Brand Loyalty, BR= Brand Reputation, BT= Brand Trust, and CE= Customer Engagement.

All constructs were assessed for their reliability and validity. Table 2 showed that the CR and α values are ranged from 0.861 to 0.917 and 0.758 to 0.896 respectively. The reliability and validity of CR and α values is above 0.70 and all the values are within range. So these are acceptable and validate the reliability of the data. All values of AVE is also within the range suggested by Chin, (1998) and fulfill the minimum criteria of 0.50 which confirmed convergent validity as well.

Table 3. Discriminant validity

Constructs	BA	BL	BR	BT	CE
BA	0.821				
BL	0.669	0.793			
BR	0.770	0.709	0.830		
BT	0.657	0.641	0.655	0.767	
CE	0.718	0.780	0.779	0.697	0.761

Note: BA= Brand Awareness, BL= Brand Loyalty, BR= Brand Reputation, BT= Brand Trust, and CE= Customer Engagement

Table 3 presented the values of variables i.e., ranging from 0.821 to 0.761 respectively. The bold diagonal values are the square root of the variance shared between the constructs and their measures while other entries represent the correlations. Therefore, we can determine that model is free from discriminant validity issues. Now, we apply the SEM which is a method that permits the researcher to measure the influence of each item in explaining the variance, which is not probable in regression analysis. The variance inflation factor (VIF) test for all variables is also calculated to check the multicollinearity among the latent constructs. VIF is the proportion of adjustment in a model with numerous terms, distributed by the variance of a model with one term only. It computes the rigorousness of multicollinearity in a usual least squares regression analysis. All the VIF values are ranging from 1.721 to 1.854.
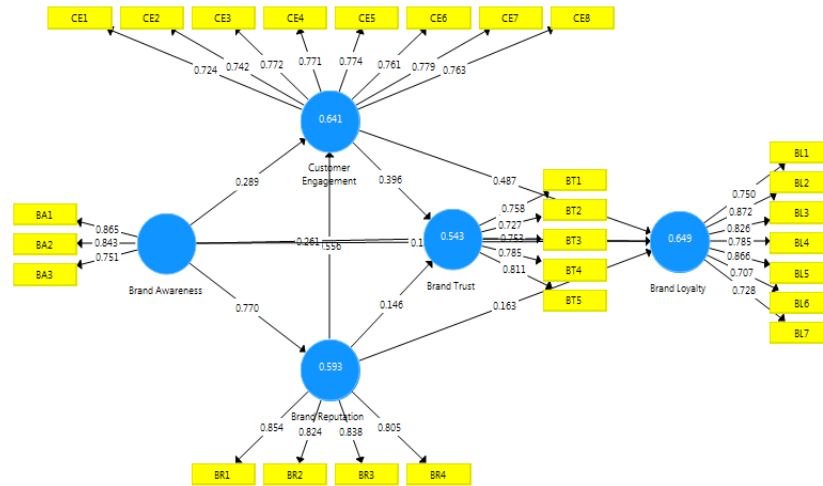
Fig. 1.   R², Outer Loadings, Path Coefficients

Path coefficients are considered as the summary of all results. Table 4 shows the impact brand awareness on brand loyalty through mediators of brand reputation, customer engagement, and brand trust. p-value (probability value) should be less than 0.05 which shows that all the results are positive and significant. It is also known as the significance level. On the other hand, the result showed the t value is higher than 1.96 at 5%. However, PLS algorithm and Bootstrapping are operated through mediators. Lastly, PLS-SEM algorithm is used to calculate the structural model relationship, which represents the hypothesized relationship among the constructs.

Table 4.   Hypotheses Testing

Hypothesized Path	Standardized Value	T Statistics	P Values	Decision
i. *Direct Effect*				
BA > BL	0.116	2.086	0.038	*
BA > BR	0.770	32.82	0.000	**
BA > BT	0.261	3.999	0.000	**
BA > CE	0.289	4.990	0.000	**
BR > BL	0.163	2.531	0.012	*
BR > BT	0.146	2.253	0.025	*
BR > CE	0.556	10.13	0.000	**
BT > BL	0.118	2.234	0.026	*
CE > BL	0.487	8.565	0.000	**
CE > BT	0.396	6.368	0.000	**
ii. *Indirect Effect*				
BA > BR> BL	0.125	2.501	0.013	
				*
BA > CE > BL	0.141	4.373	0.000	**
BA > BT> BL	0.031	1.988	0.047	*
BA > BR > CE > BT > BL	0.020	2.042	0.042	*

*Note:** < 0.01; * < 0.05*

Table 4 shows that all hypothesis of this research are supported. There are total ten direct significant relations all are supported. Moreover, the brand loyalty is significantly influenced by brand awareness (β=0.116, p < 0.038). All direct relations have been significantly proved. Also, the significant relation between brand awareness and reputation (β=0.770, p < 0.000) supported. After that H3 between brand awareness and trust (β=0.261, p < 0.000).Then brand awareness and customer engagement (β=0.289, p<0.000) and brand reputation and brand loyalty (β=0.163, p < 0.012). Brand reputation and brand trust (β=0.146, p < 0.025). The brand reputation and customer engagement (β=0.556, p <

0.000). After that brand trust and loyalty (β=0.118, p < 0.026). The significant relation between customer engagement and loyalty (β=0.487, p< 0.000) has been supported. Last hypothesis between customer engagement and brand trust (β=0.396, p < 0.000). This research study implemented the bootstrapping method recommended by Hayes et al. (2011) to test the mediation effect of brand reputation, customer engagement, and brand trust. All the mediating hypotheses are also supported and accepted. The results of our analysis also demonstrate a strong evidences for all the mediating variables: brand reputation (β=0.125, p < 0.013); customer engagement (β=0.141, p < 0.000); and brand trust (β=0.031, p < 0.047) respectively between the customer awareness and brand loyalty. These mediating variables positively effect this direct relationship and ultimately increases the loyalty. This research also examined the triple process mediation for instance brand reputation, customer engagement and brand trust between brand awareness and brand loyalty. The brand awarness create reputation of a brand that will create customers engagement which lead to create brand trust, and then finally brand loyalty will be achieved (β=0.020, p < 0.042).

5. DISCUSSION AND CONCLUSION

This research explores the important aspects of shaping brand loyalty towards prominent smart phone brands in Pakistan. This study has been proved crucial in responding some serious queries that were established in prior study. Because producing consumer loyalty is significant for business organization containing mobile telecommunication users. Firstly, this study is concerned with mobile telecommunication industry, this study investigates the important constructs in marketing perspectives i.e. awareness of brand, customer engagement, reputation of brand, brand trust and brand loyalty. This findings supported the concept recommended by Bilgin, (2018) indicated that brand trust has a crucial part in the procedure of making customer engagement towards a brand especially in the smart phone industry. The smart phone sector is facing cut thrown competition. All the companies try to get edge over others in quality, innovation, and features etc. of the product in order to attract the potential customers. Although attracting customers is important for them but the most important factors for the companies is to retain the customers. For that purpose, customer engagement with the brand is essential and only trust in this regard lead to attain the brand loyalty (Mandal & Mandal, 2017). Therefore, it is suggested that through the consumer engagement with the brand; the companies would be capable of generating a trusted brand.

Apart from defining the result of brand trust on consumer loyalty, this work is also focused on the influence of the customer engagement on brand loyalty. The findings of this study are similar to the Jackson et al. (2014) work in which he also highlighted the importance of customer engagement and its influence on customer loyalty. However, in this study the influence of engaged customers towards specific mobile brand is discussed. Customer engagement is developed through brand awareness and reputation. If companies successfully create awareness of its brand that build up positive image among the customers then customers automatically feel engaged with that brand and becomes loyal to it. They repeatedly purchase the similar brand due to its good reputation. Brand engagement also create a trusted feeling for the companies. Customers can trust the brand and even make an online shopping of it. This trusted environment also causes in rising the rate of customers loyalty. The particular findings of the work is tested the process of mediation roles of brand awareness, customer engagement, and brand trust. The process mediation has been proved to make a customer loyal towards the specific brand. The path starting from brand awareness to brand loyalty including the effects of mediation such as brand reputation, customer engagement and brand trust in generating loyalty has been accepted in the hypothesis. Although, products or services are converting into a brand, and the quality of brands or effective awareness can enhance the growing chances of the company each day (Kruger et al., 2013).

Furthermore, customer engagement is compulsory to retain customers loyal for their brands and prevent them from switching toward the other brands. On the other hand, there have been enormous variations in the demographic features of the Pakistani customer. Roughly some elements have based on salary and consumption, growing literacy stages, differences in household and female role in the society. In an economic market, atmosphere and diverse financial, governmental and informative surroundings, customers have a huge opperunity of products and services at their door. For this reason, companies have to be very sharp and smart for gaining the trust and generation of loyalty among customers. Intense competitions among companies had forced them to generate effective awareness which has a direct impact to produce loyal customers. Futhermore, this word was done to analyze the outcome of brand awareness on brand loyalty.

Finally, all proposed direct hypotheses are strongly supported in this study. This shows that for enhancing the loyalty of brand among youth, brand awareness has been crucial. This research has also discussed part of customer engagement that has explained the strong correlation between the brand awareness and brand loyalty. However, this work is able to contribute in literature by introducing the mediators as brand reputation, customer engagement, and brand trust. The mediating affects and the independent role of brand awareness are directly contributing to knowledge on how brand-oriented companies of the mobile phone can target customers to enhance their brand loyalty.

5.1 Implications of the research

This study has several implications for the scholars as well as for the companies brand managers. As a theoretical viewpoint, this empirical examination of the relations between customer engagement and brand loyalty expansion features works as a significant phase to create additional awareness of customer engagement in the perspective of customer brand association improvement, thus participating to the existing literature. Companies have extensively utilized branding as a source of distinguishing their goods or amenities from others. From a customer viewpoint, brand purposes to indicate excellence and assistance to diminish any apparent hazards occurs in the buying. Contented consumers then frequently converted into loyal consumers who help the corporation in several ways. For example, loyalty initiates an enthusiasm typically to pay extra amounts and a lesser chances of attraction to what competing companies suggest.

5.2 Limitation and future directions

In spite of numerous significant contributions to the literature, this research has a few limitations. Although, the study was conducted cautiously, numerous limitations are pointed out, which might be reserved as recommendations for further investigation. Firstly, this research emphasize on cross sectional design for data collection, which may affect the impact of brand awareness on brand loyalty. In future, the longitudinal design could be used. Secondly, since this research work is a quantitative type of study, the results created cannot be generalized to the whole inhabitants of Pakistan. Moreover, studies could apply the same practice in other industry areas in a wider extensive alternating viewpoint. Furthermore, currently in this study there was only one mobile industry. In future, some other renowned industries (automobile, poultry and garments) can be selected which can provide us a better understanding of the relationship between brand awareness and brand loyalty. In other words, social media marketing can also play the role in generating and stimulating their benefits in awareness (Lau, Lui, & Chu, 2017). Thirdly, this study only focuses on youth as the target population. We can also modify the population other than youngsters. Finally, the customer's nationwide cultural background is possibly extremely significant in this matter. The occurrence of the customer engagement thought distinguishes the chances presented by the captivating features of technologies and apparatuses to transform the association among consumers and sellers (Tsimonis & Dimitriadis, 2014). Crises can badly effect the company's reputation and brand image. The customer engagement is the straight direction of every company.

5.3 Conclusion

This research identifies various means to recognize the worth of brand awareness towards loyalty of a brand through the process mediation mechanism. Nowadays, the mobile telecommunication industry is growing rapidly which creates an intense struggle between mobile telecommunication industries. In a highly competetive environment, companies with brand awareness and the loyal customers can survive and sustain in their business. But there are limited studies organized to determine the effect of the reputation of brand, engaged customer and trust of the brand in creating loyalty. Therefore, this study shed light on these mechanisms in enhancing the loyalty towards a specific brand. PLS-SEM results show that brand awareness has a positive effect on loyalty. Moreover, the mediating mechanism of brand reputation, customer engagement and brand trust is fully supported by our data. The findings of the study reveal that the best and effective brand awareness could assist in generating loyalty among youth mobile phone users. This research will be crucial for various companies that are focusing on building band reputation through various tactics.

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