Marketing Mix And Brand Personality: The Influence Of Brand Loyalty And Brand Communication

Andrea Mae B. Allas, Erica Jane O. Alvarado, Zyra Nicole B. Camacho, Charizz R. Canales, Princess Edeborah A. Capucao, Red Beatriz L. Galang, Apple Mae I. Magramo, Assoc. Prof. Evangeline G. Lim, Assist. Prof. Jemimah A. Velasco, MBA

College of Business Administration, Polytechnic University of the Philippines Taguig Campus, Taguig City, Metro Manila, Philippines

Abstract

This research examines how the marketing mix influences brand personality, focusing on the effects of brand loyalty and brand communication. A causal-predictive design was used, and data were gathered from 183 entrepreneurs in Central Bicutan, Taguig City, through a structured questionnaire. The results show a strong relationship between the elements of the marketing mix: product, price, place, promotion, people, process, and physical evidence and brand loyalty. Each element contributes uniquely to how consumers develop attachments to brands, enhancing their overall loyalty. Furthermore, brand loyalty is found to significantly impact brand personality, which affects how consumers perceive brands in the marketplace. This perception shapes their buying decisions and influences their emotional connection to the brand. The study concludes that aligning marketing strategies with brand personality can enhance customer engagement and improve brand performance. Recommendations include customizing marketing mixes to build brand loyalty and using effective brand communication strategies to strengthen consumer relationships. By implementing tailored marketing strategies, businesses can better connect with their target audiences and foster brand advocates. This research provides valuable insights for businesses seeking to improve their marketing strategies and for academics interested in understanding branding dynamics more deeply. By exploring these connections, the study contributes to a better understanding of marketing practices and encourages future research in this field, ultimately aiming to bridge the gap between theoretical frameworks and practical applications in marketing.

Keywords: marketing mix, brand personality, brand loyalty, brand communication

Introduction

Given the heightened competition in today's markets, businesses must carefully manage how they present their products and services to foster customer loyalty and long-term success. The 7Ps marketing mix framework—an extension of the traditional 4Ps to include people, process, and physical evidence—offers a comprehensive approach to marketing strategy (Safitri et al., 2023; Tabelessy et al., 2023). By addressing these elements, companies can better meet customer needs, stand out in the marketplace, and ultimately achieve their business objectives (Mahammad, 2023). The 7Ps are instrumental in shaping customer satisfaction, which leads to increased brand loyalty (Bauman, 2023; Olive, 1997).

Brand personality further enhances the connection between businesses and their customers. As one of an organization's most valuable assets (Abedi & Azma, 2019), a strong brand personality influences consumer perceptions, shapes purchasing decisions (Sweiss et al., 2021), and fosters deeper emotional connections (Nyamekye et al., 2021). Consumers often identify with brands that reflect their own personalities (Ozer, 2015), creating a sense of attachment and loyalty (Teimouri et al., 2016; Goi et al., 2022).

Brand loyalty, which refers to the recurring purchasing behavior displayed by consumers (Tucker, 1964; Kopp, 2023), is driven by emotional connections and trust in a brand's personality (Marmat, 2023). This sense of attachment results in repeat purchases, making brand loyalty a crucial factor for sustained business success (Bilgili & Ozkul, 2015). In today's increasingly competitive market, brand loyalty plays a vital role in determining a company's success (Atulkar, 2020).

Moreover, brand communication is essential in developing and sustaining brand loyalty. Effective communication between brands and consumers helps reinforce the brand's personality across various channels (Lee, 2009; Craig & Craig, 2013), ensuring consistency in messaging (Madhavaram et al., 2005). Through consistent brand communication, companies can build a clear and cohesive brand identity that resonates with consumers (Tsaur et al., 2021; Švrakić, n.d.), enhancing the likelihood of loyalty and attachment. This consistent messaging is a key component of Integrated Marketing Communication (IMC), which synchronizes all marketing elements to create greater value for customers (Duffet & Wakeham, 2016) and strengthens brand loyalty over time.

This study bridges the gap in understanding the interconnectedness of these four variables. By examining how brand loyalty mediates the relationship between the marketing mix and brand personality, and how brand communication moderates these interactions, the research provides valuable insights for businesses aiming to foster deeper customer relationships, strengthen brand loyalty, and achieve sustainable growth in a competitive landscape. The findings can help organizations fine-tune their strategies and maximize the impact of their marketing efforts, ensuring long-term success and customer loyalty.

Marketing Mix

The marketing mix is a strategic framework that businesses develop and manage to address the needs of their target market (Othman et al., 2020). Borden's original model highlighted the integration of various elements to achieve business objectives and included twelve components, such as product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, as well as fact findings and analysis (Akroush & Mamoun, 2010; Borden, 1964, as cited in Kwok et al., 2020). McCarthy later popularized the concept with his 4Ps model—product, price, place, and promotion—although this approach faced criticism for being production-oriented rather than customer-focused (McCarthy et al., 1979, as cited in Išoraitė, 2021; Rafiq & Ahmed, 1995; Popovic, 2006). In response, Booms and Bitner (1981) expanded the model to include people, process, and physical evidence, leading to the development of the 7Ps model, which provides a more comprehensive framework for analyzing the marketing mix of service products (Loo & Leung, 2018, as cited in Kwok et al., 2020). Ultimately, the 7Ps model serves as a comprehensive guide that emphasizes the importance of considering all elements—product, price, place, promotion, people, process, and physical evidence—in contemporary marketing strategies (Goi, 2009; Altay et al., 2021).

Brand Loyalty

Brand loyalty reflects customers' commitment to consistently selecting a specific brand, influenced by their positive experiences and perceptions (Emine, 2022). This loyalty signifies an emotional connection that fosters steadfast purchasing behavior (Ade et al., 2022), leading to repeat sales and word-of-mouth recommendations that lower marketing costs (Meta et al., 2018). Its significance for customer retention and long-term profitability highlights its critical role in a company's success (Chauhan, 2023). Recognized as a strategic asset, brand loyalty is essential for achieving sustainable competitive advantages and enhancing brand equity (Sritharan, 2020). Research by Ekankumo (2023) indicates that marketing mix elements—particularly price, distribution, promotion, and product—play a vital role in creating awareness and reinforcing customer loyalty. Yuliasih (2021) further identified product as a significant influencer of brand loyalty. Additionally, Weldemarim and Ayele (2020) found that all marketing mix factors, except price, notably impacted brand loyalty for Belayab Cable plc. Pourdehghan (2015) also established that product and promotion directly influence brand loyalty among marketing mix components. Therefore, the researchers hypothesized that:

H1: Marketing mix positively influenced brand loyalty.

Brand Personality

Brand personality refers to the human traits associated with a brand, indicating consumer perceptions (Robertson et al., 2019). It enables self-expression, as consumers often select brands that reflect their ideal or actual personalities (Huber et al., 2018; Japutra et al., 2019; Mandal et al., 2021). Five key dimensions of brand personality are: sincerity (honest and friendly), excitement (daring and trendy), competence (reliable and intelligent), sophistication (glamorous

and charming), and ruggedness (strong and outdoorsy). This personality fosters emotional connections between brands and consumers, influencing loyalty (Machado et al., 2019; Sander et al., 2021). To cultivate loyalty, brands must align their personality with consumer identities and fulfill their desire for belonging (Lalit et al., 2021). Research indicates that customer experiences can enhance or diminish brand loyalty, impacting overall brand perception (Clue, 2019; Hadiza, 2014). However, limited studies explore how brand loyalty affects brand personality. This research seeks to fill that gap; hence, the researchers hypothesized that:

H2: Brand loyalty positively influenced brand personality.

Sriwardani et al. (2021) demonstrated that a comprehensive marketing mix strategy— comprising product, price, place, and promotion—significantly impacts client purchasing decisions regarding Wanaartha Life Jember products and enhances brand personality. Aghaei et al. (2013) found that an effective marketing mix in the services sector, including price, product, promotion, place, physical evidence, process, and people, positively influences brand personality dimensions. Porto and Lima (2015) supported the extensive impact of the marketing mix on brand development, highlighting the critical role of marketing strategies in shaping brand personality and consumer perceptions. Additionally, aligning brand personality with marketing activities, particularly promotional efforts, is essential for the success of marketing initiatives, emphasizing the marketing mix's direct impact on brand personality and consumer responses (Giroux et al., 2017). The role of promotion in shaping brand personality is also evident in its contribution to brand awareness and word-of-mouth, which enhances brand image and influences consumers' willingness to pay premium prices. Khasawneh et al. (2024) identified that utilizing social media and digital platforms for promotion enhances personal branding, further illustrating how promotional activities impact brand personality. Hence, the researchers hypothesized that:

H3: Marketing mix positively influenced brand personality.

Simanjuntak et al. (2020) found that elements of the marketing mix, particularly product, price, process, and brand image, significantly impact brand loyalty. Similarly, Amali and Manickkavasakam (2020) emphasized that all aspects of the marketing mix—product, price, place, promotion, people, process, and physical evidence—contribute to building brand loyalty. Ismail (2017) further indicated that social media marketing plays a crucial role in enhancing brand loyalty. Given the scarcity of research exploring brand loyalty as a mediator between marketing mix and brand personality, this study aims to fill this gap by investigating how brand loyalty mediates the relationship between these two variables. Hence, the researchers hypothesized that:

H4: Brand loyalty mediated the relationship between marketing mix and brand personality.

Brand Communication

Brand communication is a vital element of brand management that helps businesses inform, convince, enlighten, teach, remind, and expand their stakeholders' knowledge of the brand, its strengths, values, foundations, and product and service offered (Mathur, 2019). It facilitates interactions between a brand and its stakeholders, including customers, employees, suppliers, government, society, and the media (Afriani et al., 2019). The primary aim is to shape customer perceptions and enhance brand significance (D'Angelo, 2022). Consistent communication fosters brand authenticity, which boosts consumer loyalty (Yang and Battocchio, 2020). Social media has emerged as a cost-effective channel for targeted engagement (Gomez-Rico et al., 2022), while promotional elements, including advertising and public relations, are critical for enhancing brand awareness (Lazuardi and Satiri, 2022). Additionally, physical evidence supports brand messaging and can enhance consumers' intentions to return (Gorda et al., 2023). Overall, effective marketing communication significantly influences consumer behavior and drives sales (Purwanto, 2023, as cited in Heleta Švrakić & Arslanagić-Kalajdžić, 2023).

Research shows that brand communication significantly impacts brand personality, particularly its competence and sophistication dimensions (Arslanagic-Kalajdzic, 2023). Moreover, advertising processes are crucial for shaping brand personality (Balaji & Raghavan, 2009). Studies indicate that brand communication influences brand personality in various sectors, including telecommunications, with the help of brand equity. (Ali Sha et al., 2022). Given the lack of research on brand communication as a moderator between marketing mix and brand personality, this study aims to fill this gap. Therefore, the researchers hypothesized that:

H5: Brand communication moderated the relationship between marketing mix and brand personality.

The conceptual framework for this study, presented in Figure 1, illustrates the relationships between various elements of the marketing mix—price, product, promotion, place, physical evidence, people, and process—and brand personality. This framework is designed to examine how the marketing efforts of business owners in Central Bicutan, Taguig City, influence the five dimensions of brand personality: sincerity, excitement, competence, sophistication, and ruggedness, whether they are offering products or services. Additionally, it explores the direct and mediating role of brand loyalty, as well as the moderating effect of brand communication, in shaping this relationship. The study aims to provide a comprehensive understanding of how these factors interact to influence brand personality, focusing on the dynamics between marketing strategies, consumer perceptions, and brand loyalty.

Methods

Participants of the study

The study focused on business enterprises in the Central Bicutan Area of Taguig, one of the highly entrepreneurial areas of the city. The respondents came from a wide array of sectors such as product and service industries.
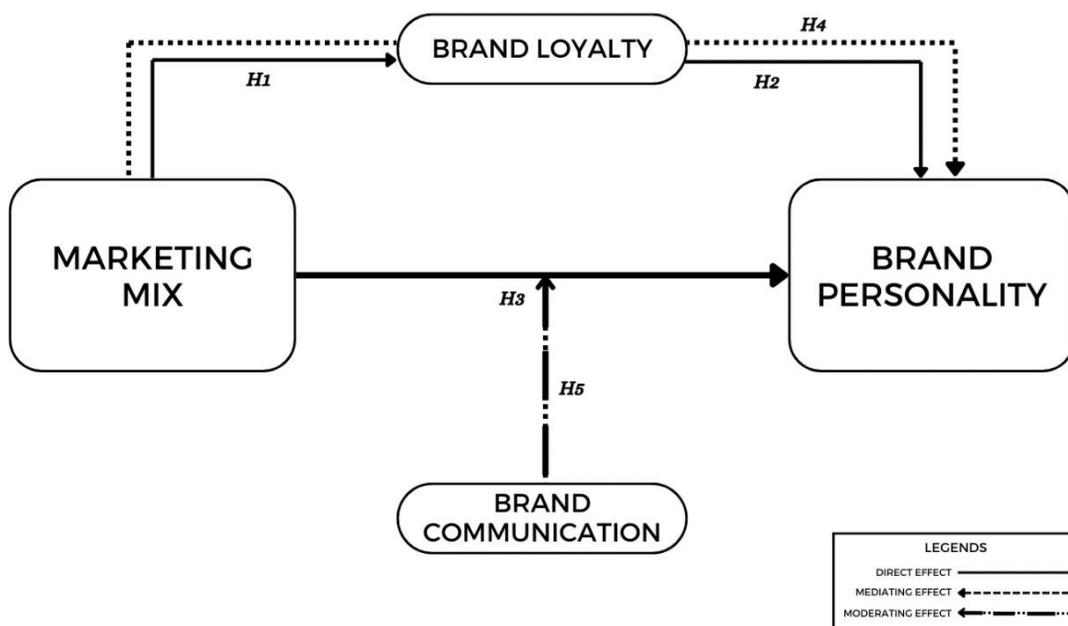

Figure 1. Research Paradigm

To determine the appropriate sample size, a Raosoft sample size calculator was used. By applying a margin of error of 5% and a confidence rating of 95%. With a total population of 347 registered businesses, the recommended sample size was 183 respondents will be statistically significant and valid.

Figure 2. Calculation of sample size using the Raosoft Sample Size Calculator

A purposive sampling is utilized to select entrepreneurs or business owners who are involved in day-to-day operations and strategic decision-making to ensure that the data collated would be reliable and relevant, focusing only on those with firsthand insight and practical expertise.

The demographic data included the respondent's profile in terms of age, gender, employment status, location of business, business operating year, business type (product or service), the size of the business in terms of number of employees, and monthly income.

Research Instrument

The study used a survey questionnaire divided into two sections: the respondents' demographic profile and the constructs of Marketing Mix, Brand Personality, Brand Loyalty, and Brand Communication. The constructs were adopted from established previous studies. The Marketing Mix were from Akroush's (2010) and Amofah's (2016) research. Brand Personality was evaluated from Gyambrah and Hammond (2017) and Meshesha (2021). Brand Loyalty was assessed from Kim et al. (2007) and Mols (1998). Brand Communication was split into internal and external categories, from Kase (2021) and Zehir et al. (2011), respectively. All constructs were measured using a five-point Likert scale.

Data Analysis

The causal-predictive research design was used in this investigation. The study used Partial Least Squares (PLS) in Structural Equation Modeling (SEM) to estimate the structural model parameters. PLS-SEM, which combines factor analysis and regression, was used to estimate complex cause-effect relationships among latent variables, aiming to illustrate the concurrent relationships between different variables (Sarstedt et al., 2021). The present study employed mediating analysis to examine the mediating role of brand loyalty between marketing mix components (product, price, place, promotion, people, process, physical evidence) and brand personality. Furthermore, moderation analysis was utilized to evaluate the influence of brand communication as a moderating variable.

Results

The study applied PLS-SEM to explore the relationships between marketing mix, brand personality, brand loyalty, and brand communication. As noted by Ab Hamid et al. (2017), analyzing the measurement model is crucial in PLS-SEM to assess how well each item's loadings reflect the defined construct. The measurement model in this research was evaluated through composite reliability for internal consistency, average variance extracted (AVE) and factor loading for convergent validity, and the HTMT correlation ratio for discriminant validity. Other scholars like Kock and Lynn (2012) suggest a composite reliability threshold of 0.70, while a minimum AVE of 0.50 is recommended (Amora, 2021; Kock & Lynn, 2012). Additionally, factor loadings should be at least 0.50, with a p-value under 0.05 (Amora, 2021; Kock, 2014). For discriminant validity, the HTMT ratio should be below 0.85, as advised by Roemer et al. (2021) and Vorhees et al. (2016).

Internal Consistency and Convergent Validity

As the study used PLS-SEM, one of its aims is to identify that the items in each construct used a more relaxed measurement methodology (Kock & Lynn, 2012) and displayed internal reliability and consistency. In that instance, high composite reliability scores suggest that all scale items consistently assess the same variable. In terms of convergent validity, the variables were tested using factor loading, average variance extracted, and P-value.

Table 4 shows the internal consistency and convergent validity of the constructs under study. Based on the results, the constructs' composite reliability scores ranged from 0.871 to 0.961.

Table 1

Internal Consistency and Convergent Validity

Construct	Item	Loading*
MM: AVE = 0.531; CR = 0.871		
	MM1	0.747
	MM2	0.603
	MM3	0.802
	MM5	0.693
	MM6	0.714
	MM7	0.796
BP: AVE = 0.832; CR = 0.961		
	BP1	0.908
	BP2	0.889
	BP3	0.901
	BP4	0.934
	BP5	0.927
BL: AVE = 0.815; CR = 0.957		
	BL1	0.860
	BL2	0.941
	BL3	0.921
	BL4	0.882
	BL5	0.908
BC: AVE = 0.576; CR = 0.931		
	BC1	0.821
	BC2	0.826
	BC3	0.682
	BC4	0.821
	BC5	0.810
	BC6	0.725
	BC7	0.726
	BC8	0.719
	BC9	0.721
	BC10	0.718

*All factor or indicator loadings are significant at 0.001 (p<0.001).

Considering the factor loadings, all items were significant at the 0.001 level. Marketing mix, brand personality, brand loyalty, and brand communication all had factor loadings above 0.50 (Amora, 2021; Kock, 2014), and the resulting factors ranged from 0.603 to 0.941. Meanwhile, the average variance obtained for the four constructs ranged from 0.531 to 0.832, which is above the
0.50 threshold (Amora, 2021; Kock & Lynn, 2012). In conclusion, the measurement model showed convergence validity.

Discriminant Validity

Henseler et al. (2015) describe heterotrait-monotrait ratios as estimates of the relationship between two latent variables. In table 5, it shows the ratio values used to test the construct's discriminant validity using the HTMT correlation ratio.

Table 2
Discriminant Validity using HTMT Ratios

	MM	BP	BL	BC
MM				
BP	0.448			
BL	0.758	0.400		
BC	0.545	0.283	0.338	

MM – Marketing Mix; BP – Brand Personality; BL – Brand Loyalty; BC – Brand Communication

In accordance with the findings, the constructs had ratio values ranging from 0.283 to 0.758, all of which were lower than the conservative criteria of 0.85 (Roemer et al., 2021; Vorhees et al., 2016). This indicates that the measurement model is accepted, and the resultant ratio values show discriminant validity.

Structural Model

Figure 4 illustrates the structural model of the study, calculated using SmartPLS 4.0 and the PLS-SEM method. This method evaluates path coefficients (beta coefficient), collinearity, coefficient of determination (R^2), effect magnitude, and predictive relevance (Q^2). The results show significant and positive beta coefficients for the relationships between marketing mix and brand loyalty ($\beta = 0.669$) and between brand loyalty and brand personality ($\beta = 0.188$). However, the relationships between brand communication and brand personality ($\beta=0.115$, $p<0.102$) and marketing mix and brand personality ($\beta=0.166$) are positive but not significant. Additionally, brand loyalty mediates the positive relationship between marketing mix and brand personality ($\beta = 0.126$, $p = 0.050$). On the other hand, brand communication, as a moderating variable, negatively affects the relationship between marketing mix and brand personality and is not significant ($\beta = -0.112$, $p<0.32$).
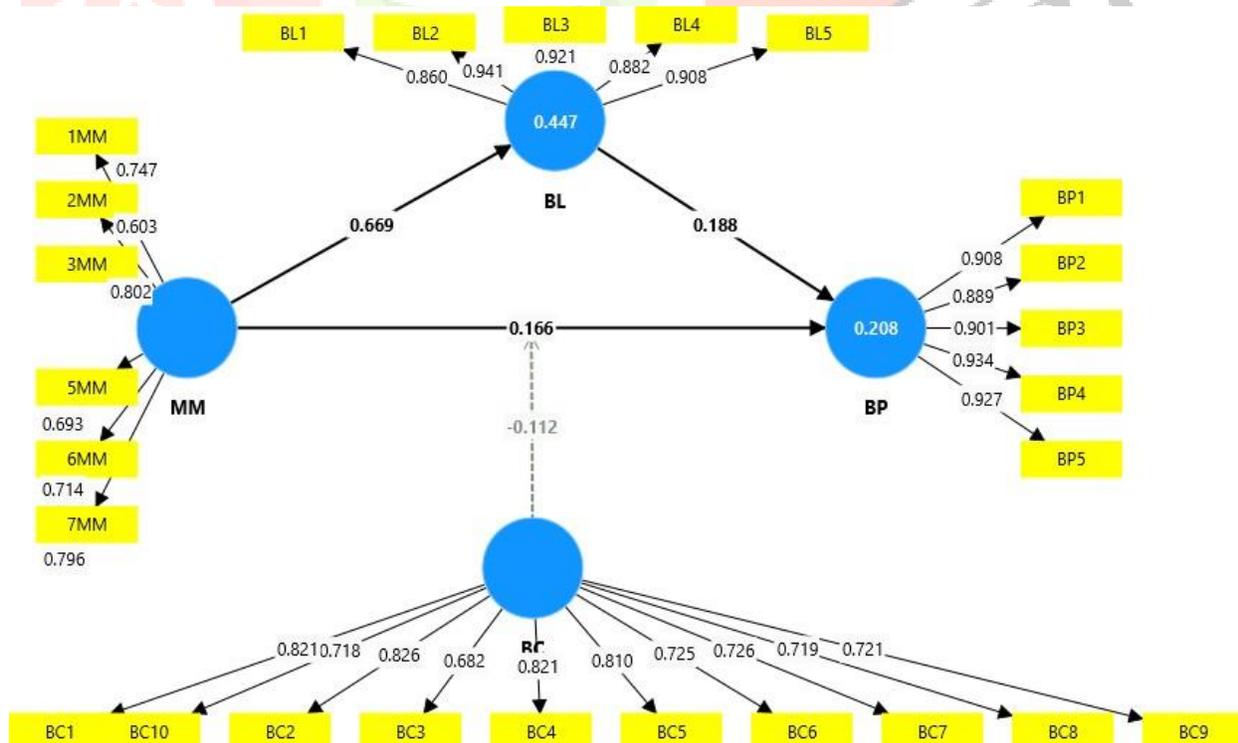

Figure 3. The structural model with parameter estimates

Direct and Indirect Effects

In this table, it presents a detailed analysis of the direct and indirect effects observed in the partial least squares structural equation modeling (PLS-SEM) framework, providing insights into the relationships and path coefficients observed in the study. The evaluation reveals a significant positive relationship where the marketing mix influences brand loyalty ($\beta = 0.660$, $p < 0.001$). The effect size, measured by Cohen's f^2, indicates a large impact (Cohen's $f^2 = 0.809$), supporting a robust effect of the marketing mix on brand loyalty. Brand loyalty demonstrates a positive influence on brand personality ($\beta = 0.188$, $p = 0.001$). Despite a small effect size (Cohen's $f^2 = 0.024$), this relationship is statistically significant, supporting the hypothesis that brand loyalty contributes, albeit modestly, to shaping brand personality. In contrast to expectations, the direct influence of the marketing mix on brand personality is not statistically significant ($\beta = 0.166$, $p = 0.089$). The effect size (Cohen's $f^2 = 0.016$) further indicates a small impact, leading to the conclusion that the marketing mix alone does not significantly shape brand personality. Brand loyalty acts as a mediator between the marketing mix and brand personality, demonstrating a significant indirect effect ($\beta = 0.126$, $p = 0.050$). The effect size is large (Cohen's $f^2 = 0.292$), indicating that brand loyalty plays a substantial role in transmitting the influence of the marketing mix to brand personality. The moderating effect of brand communication on the relationship between the marketing mix and brand personality is negative ($\beta = -0.112$, $p = 0.092$). However, this effect is not statistically significant. The effect size, represented by Cohen's f^2, is small (Cohen's $f^2 = 0.018$), suggesting a minimal impact of brand communication in altering the direct relationship between the marketing mix and brand personality.

Table 3
Hypothesis Testing – Direct and Indirect Effects

Hypothesis	Path coefficient	P	t-ratio	Effect size	Decision
Direct Effects					
H1. MM ➜ BL	0.660	p<0.001	9.5384	0.809	Supported
H2. BL ➜ BP	0.188	p<0.001	1.8472	0.024	Supported
H3. MM ➜ BP	0.166	P=0.089	5.4202	0.016	Not Supported
Indirect Effect					
H4. MM ➜ BL BP	0.126	p=0.050		0.292	Supported
Moderating Effect					
H5. MM ➜ BC BP	-0.112	p=0.092		0.018	Not Supported

MM – Marketing Mix; BP – Brand Personality; BL – Brand Loyalty; BC – Brand Communication

Summary of Hypothesis Testing Results

Table 7 provides key insights into the relationships examined in this study. It was found that a well-executed marketing mix positively impacts brand loyalty (H1: MM → BL), emphasizing the role of strategic marketing in fostering customer loyalty. Additionally, increased brand loyalty positively influences brand personality (H2: BL → BP), showing that loyal customers help shape a brand's unique characteristics. However, the hypothesis suggesting a direct impact of the marketing mix on brand personality (H3: MM → BP) was not supported, indicating that other factors beyond marketing strategies may shape a brand's identity. The study also highlighted an indirect effect, where the marketing mix enhances brand personality through brand loyalty (H5:

MM → BL → BP), stressing the importance of strong customer loyalty in reinforcing brand personality. Lastly, the moderating effect of brand communication (H6: MM → BC → BP)

showed no significant impact on the relationship between the marketing mix and brand personality, suggesting that while communication is crucial for engagement, it does not alter the fundamental link between marketing strategies and brand identity.

Table 4

Summary of Hypothesis Testing Result

Hypothesis	Decision
Direct Effects	
H1. MM ➔ BL	Supported
H2. BL ➔ BP	Supported
H3. MM ➔ BP	Not Supported
Indirect Effect	
H4. MM ➔ BL ➔ BP	Supported
Moderating Effect	
H5. MM ➔ BC ➔ BP	Not Supported

MM – Marketing Mix; BP – Brand Personality; BL – Brand Loyalty; BC – Brand Communication

Full Collinearity VIFs, Coefficient of Determination, Predictive Validity

In this table, the model aims to find and change the method variance by evaluating the VIFs. In table 8, it provides the full collinearity VIFs of marketing mix, brand personality, brand loyalty, and brand communication, with values equal to or less than 3.3 (Kock, 2015; Kock & Lynn, 2012), which is acceptable. Furthermore, the structural model study incorporates the coefficient of determination (R2) and predictive validity (Q2), with a 0.20 R2 coefficient value considered weak and irrelevant (Cohen, 1998; Kock, 2015). Stone-Geisser Q2 coefficients greater than zero show the construct's predictive importance (Geisser, 1974; Kock, 2022; Stone, 1977). Table 8 indicates that all constructs met the R2 and Q2 standards.

Table 5

FCVIF, R2, Q2

Latent construct	FC VIF	R^2	Q^2
Marketing Mix	2.241		
Brand Personality	1.302	0.208	0.148
Brand Loyalty	1.824	0.447	0.438
Brand Communication	1.213		

Discussions

This study highlighted a strong and significant relationship between the marketing mix and brand loyalty, and it is well-established in various industries such as mobile phones, beer, multivitamins, construction, telecommunications, and medical aesthetics, consistently demonstrating the pivotal role of marketing mix components in shaping brand loyalty (Luo et al., 2023; Cao et al., 2018; Simangunsong et al., 2018; Subram et al., 2018; Pourdehghan, 2015; Khumnualthong, 2021). The findings of Yuliasih et al. (2021) support the direct influence of each marketing mix element on brand loyalty, leading to enhanced consumer behavior and

satisfaction. As a result, organizations can leverage these components strategically to boost brand loyalty and maintain a competitive edge. In conclusion, the research consistently underscored that the elements of the marketing mix—product, price, promotion, place, process, people, and physical evidence— exert significant influence on driving customer loyalty.

The findings of the study further showed that brand loyalty has a direct and positive influence on brand personality. These findings are aligned with previous studies, as a higher level of brand loyalty leads to more favorable attributions of brand personality (Clue, 2019; Hadiza, 2014). This implied the importance of fostering brand loyalty to enhance brand personality image in the eyes of consumers. This study supports the hypothesis that brand loyalty positively influences brand personality, despite the limited studies that address the direct relationship between brand loyalty and personality. Future researchers utilized this study as a foundational source to further investigate and expand on the influence of brand loyalty on brand personality.

The study also revealed that marketing mix positively influences brand personality but was not significant. While it influences brand image and awareness, however, it does not affect consumers' purchasing decisions, which are crucial for having brand personality (Attor et al., 2022; Fajar et al., 2018). Although marketing mix was a factor in shaping brand personality—especially product design of bottle and label, design colors, and promotion like advertisement—there were still other variables such as the position of the brand in the market, brand name, and perceived typical user that must be considered in forming brand personality (Seimiene et al., 2014). On the contrary, the marketing mix, including product, price, place, promotion, people, process, and physical evidence, showed a positive impact on brand personality (Sriwardani et al., 2021; Aghaei et al., 2013). Additionally, the previous studies also highlighted a strong link between marketing mix strategies and brand perception (Wilcox et al., 2009; Ajiwinanto et al., 2021; Porto and Lima, 2015; Giroux et al., 2017). However, the contrasting findings among these present and previous studies suggested that there might be a positive relationship between marketing mix and brand personality, further investigation into other factors should also be considered to effectively shape brand personality.

The findings of the study further showed that brand loyalty as a mediating variable had an indirect effect on the marketing mix and brand personality. It implied how a business' product creation, pricing, distribution, and advertising drive customers, which in turn improved perception of the brand's personality attributes. Simanjuntak et al. (2020) and Amali and Manickkavasakam (2020) also found that brand loyalty is strongly influenced by the marketing mix, including

product, price, process, and brand image. Moreover, brand loyalty has been used as a mediator between various studies on brand satisfaction, brand personality, emotional attachment, and image repurchase (Mabkhot et al., 2015; Fitriani & Wahyuni, 2017; Chairy et al., 2020). Despite a lack of supporting studies, this study, conducted among business owners in Central Bicutan, showed a clear link between the marketing mix employed by businesses and customer loyalty, which ultimately contributes to brand personality development. This empirical data provided insightful information into the impact of marketing mix on brand loyalty and brand personality.

Additionally, the study investigated the moderating effect of brand communication on the relationship between the marketing mix and brand personality, which was negative but not statistically significant. Balaji and Raghavan (2009) showed that brand communication plays a role in engagement and managing perceptions, but it does not fundamentally change how marketing strategies influence brand identity. In the previous study of Rosenbaum-Elliott et al. (2018), there was a limited role of brand communication in altering the direct effects of marketing strategies on brand development. While brand communication is crucial for awareness and engagement (Lazuardi & Satiri, 2022), it does not independently shape brand identity, which is primarily determined by the correspondence of marketing strategies (Peter & Ruzzier, 2012) and brand values (Farago, 2022). This study conducted among businesses in Central Bicutan, Taguig City, revealed a nuanced perspective of brand communication due to unique strategies employed in this specific market compared to larger, established markets.

Management implications and future research directions

The researchers reached the following conclusions based on the findings. In hypothesis 1, the marketing mix significantly influenced the company's brand loyalty. This indicated that when businesses offered high-quality products, competitive pricing strategies, efficient distribution channels, effective promotional tactics, supported by well-trained staff, streamlined operations, and clear signs of reliability and quality (such as product packaging and store ambiance), they built strong customer relationships. This, in turn, led to repeat purchases and sustained brand loyalty. In hypothesis 2, the research confirmed that brand loyalty significantly impacted the development of brand personality. This meant that the longer customers remained loyal to a company, the more they perceived the brand to have desirable personality traits. Meanwhile, hypothesis 3, It was found that the marketing mix's influence on brand personality was positive but not significant, suggesting that the marketing mix did not consistently lead to the formation of a strong brand personality. In hypothesis 4, the study supported that, with the presence of brand loyalty, the marketing mix positively influenced brand personality. This emphasized the crucial role of brand loyalty as a mediating factor in shaping consumers' perceptions of a brand's personality within marketing efforts. Lastly, in hypothesis 5, it was revealed that brand communication did not significantly moderate the relationship between the marketing mix and brand personality. This suggested that within the scope of the study, brand communication strategies did not have a notable effect on how the marketing mix influenced brand personality.

To address the study's limitations and offer further recommendations, expanding the geographical scope beyond a single barangay or community to include diverse demographic and market contexts will be crucial. Instead of focusing on just one barangay, as the original researchers did, future studies should broaden the analysis to encompass additional barangays within the city or examine other cities outside of Taguig. A sample size from three to five cities, with a specific number of respondents from each, will provide a more comprehensive view of the generalizability of the findings. By analyzing variations across different regions, industries, and consumer demographics, researchers can better evaluate the robustness and applicability of the conclusions in various business environments.

Additionally, it will be advantageous to include well-known firms in the study to align the results with relevant respondents, which will also support brand communication as a moderating factor. Since the current study primarily involved product-based businesses, future research should aim for a more balanced investigation that includes both product- and service-based businesses. An equal number of respondents from each sector would offer more balanced insights. Alternatively, focusing solely on service industries could yield valuable findings, providing a deeper understanding of the distinct challenges, opportunities, and dynamics within these sectors. This focus has the potential to uncover key characteristics that influence how the marketing mix contributes to the development of brand personality within service-based industries.

Lastly, while the current research centers on business owners' perspectives, supplementing this with a consumer-centric approach will be highly beneficial. Understanding consumers' views will offer deeper insights into the relationship between marketing mix elements, brand personality, brand loyalty, and brand communication. Such an approach acknowledges the critical role of consumers in shaping brand identity and loyalty, offering a comprehensive perspective essential for effective brand management and strategic decision-making.

References

Ab Hamid, M.R., Sami, W. and Sidek, M.M. (2017, September). Discriminant Validity Assessment Use of Fornell & Larcker Criterion versus HTMT Criterion. Journal of Physics Conference Series, 890, Article ID 012163. - References - Scientific Research Publishing. (n.d.). https://www.scirp.org/reference/referencespapers?referenceid=3203891

Ade, M., Dewi, D., Kastawan, M. (2022). Peran brand love memediasi pengaruh brand trust terhadap brand loyalty pada konsumen kober mie setan. E-Jurnal Manajemen, 11(9), 1594-1594. doi: 10.24843/ejmunud.2022.v11.i09.p01

Afriani, R., Indradewa, R., & Syah, T. R. (2019, January 19). Brand Communications Effect, Brand Images, and Brand Trust Over Loyalty Brand Building at PT Sanko Material Indonesia. ResearchGate | Find and share research. https://www.researchgate.net/publication/354719371_Brand_Communications_Effect_Brand_Images_and_Brand_Trust_Over_Loyalty_Brand_Building_at_PT_Sanko_Material_Indonesia

Aghaei, M., Motalebi, A., Vahedi,, E., & Asadollahi, A. (2013, January). Design of Productive Services Marketing Mix to Improve Brand Personality in Tehran's Chain Stores. ResearchGate. https://www.researchgate.net/publication/303631973_Design_of_Productive_Services_Marketing_Mix_to_Improve_Brand_Personality_in_Tehran's_Chain_Stores

Akroush, Mamoun. (2010). The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance - Evidence from Jordan's Services Organisations. https://www.researchgate.net/publication/349771276_The_7Ps_Classification_of_the_Services_Marketing_Mix_Revisited_An_Empirical_Assessment_of_their_Generalisability_Applicability_and_Effect_on_Perfo rmance_-_Evidence_from_Jordan's_Services_Organisations

Ali Sha, S., Hayat, Q., Rauza, & Sha, S. (2022, November 22). Impact of brand communication on brand personality: Moderating mechanisms of brand equity in the telecommunication sector of Pakistan. Academia.edu - Share research. https://www.academia.edu/107116711/Impact_of_brand_communication_on_brand_personality_Moderating_mechanisms_of_brand_equity_in_the_telecommunication_sector_of_Pakistan

Altay, B. C., Okumuş, A., & Mercangöz, B. A. (2021, April 9). An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. Complex & Intelligent Systems. https://doi.org/10.1007/s40747-021-00358-1

Amali, A., & Manickkavasakam, N. (2020). Impact Of Marketing Mix Perception On Brand Loyalty With Reference To Durables. Google Scholar. https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&as_ylo=2020&q=7ps+of+marketing+influence+on+brand+loyalty&btnG=#d=gs_qabs&t=1704879392554&u=%23p%3DNQDtsk9iszEJ

Amofah, O. (2016). The Influence of Service Marketing Mix on Customer Choice of Repeat Purchase of Restaurant in Kumasi, Ghana. https://www.semanticscholar.org/paper/The-Influence-of-Service-Marketing-Mix-on-Customer-Amofah-Gyamfi/5ce3765683df8688d1a4563bd0eb8a47a88bf913?utm_source=direct_link

Arslanagić-Kalajdžić, M. (2023, June 5). How do brand communication and brand personality shape consumer loyalty? Economic and Business Review. https://www.ebrjournal.net/home/vol25/iss2/4/

Attor, C., Jibril, A. B., Amoah, J., & Chovancova, M. (2022, July 12). Examining the influence of brand personality dimension on consumer buying decision: Evidence from Ghana. Sciendo. https://sciendo.com/article/10.2478/mmcks-2022-0009?tab=abstract

Atulkar, S. (2020, April 23). Brand trust and brand loyalty in mall shoppers. Discover Journals, Books & Case Studies | Emerald Insight. https://www.emerald.com/insight/content/doi/10.1108/MIP-02-2019-0095/full/html Balaji, M., & Raghavan, S. (2009, May). Communicating brand personality - The moderating role of human personality. Just a moment... https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1400490

Bauman, L. (2023, November 13). Marketing mix: 5 Loyalty plays to grow revenue and increase customer engagement. Text Talk | Attentive. https://www.attentive.com/blog/5-loyalty-plays-to-grow-revenue-and- increase-customer-engagement#:~:text=,.

Bilgili, B., & Ozkul, E. (2015). Brand Awareness, Brand Personality, Brand Loyalty And Consumer Satisfaction Relations In Brand Positioning Strategies (A Torku Brand Sample). Journal of Global Strategic Management, Volume. 9.

Booms, B. (1981). Marketing strategies and organizational structures for service firms. Marketing of services. Borden, N. H. (1964). The concept of the marketing mix. Journal of advertising research, 4(2), 2-7.

Chauhan, J. S. (2023). Brand Loyalty and Its Impact on Repeat Purchase Behaviour of Customers: A Cross-Sectional Study in the FMCG Context, 55(1). doi: 10.48047/pne.2018.55.1.83

Clue, R. (2019). BRAND PERSONALITY AND CUSTOMER LOYALTY. https://nairaproject.com/projects/3650.html?fbclid=IwAR14tzoqKuLfWd1IzmyLmNa1-cv3JijKiD8H3G22jcL8eLqbawnkTISjSVE

Craig, S., & Craig, S. (2013, July 23). Delivering consistent messages across channels is a key issue for brand communications.

Stratton Craig Copywriting Agency. https://www.strattoncraig.com/insight/delivering- consistent-messages-across-channels-key-issue/

D'Angelo, C. (2022, April 15). Everything you need to know about brand communication: Elements, strategies, and examples. Brandfolder. https://brandfolder.com/resources/brand-communications/index.html

Ekankumo, B. (2023). Marketing mix elements and brand loyalty in the Nigerian telecommunication industry. British Journal of Management and Marketing Studies, 6(1), 84–96. https://doi.org/10.52589/bjmms-yxxasljm

Emine, O. (2022). Brand Loyalty. 113-118. doi: 10.4018/978-1-6684-5897-6.ch010

F. Cao et al. (eds.), Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023), Advances in Economics, Business and Management Research 276, https://doi.org/10.2991/978-94-6463-368-9_63

Fajar, A., Sobari, N., & Usman, H. (2018). Impact of marketing communication mix towards image, brand awareness, and costumers decision to choose islamic insurance. Universitas Indonesia, 4(2), 109-122. https://scholar.ui.ac.id/en/publications/impact-of-marketing-communication-mix-towards-image-brand- awarene

Giroux, M., Pons, F., & Maltese, L. (2017). The role of perceived brand personality in promotion effectiveness and brand equity development of professional sports teams. International Journal of Sports Marketing and Sponsorship, 18(2), 180-195. https://doi.org/10.1108/ijsms-05-2017-092

Goi, C. L. (2009). A review of marketing mix: 4Ps or more. International journal of marketing studies, 1(1), 2-15.

Goi, C. L., Chieng, F., & Goi, M. T. (2022). Avoidance of similarity and brand attachment of Generation X in sportswear brand loyalty: The roles of self-congruity. Journal of Global Scholars of Marketing Science, 33(1), 133–153. https://doi.org/10.1080/21639159.2022.2135012

Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M.L. et al. (2022, January 22). The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. Curr Psychol 42, 12711–12727 (2023). https://doi.org/10.1007/s12144-021-02656-w

Gorda, A., Sariani, N., & Wisesa, I. (2023). Pendekatan physical evidence untuk Optimalisasi Pelanggan UMKM Makanan Dan Minuman | Wisesa | Berdikari: Jurnal Inovasi Dan Penerapan Ipteks. Leading & Enlightening Journal UMY. https://journal.umy.ac.id/index.php/berdikari/article/view/16071

Gyambrah, M., & Hammond, S. (2017). The role of logos in brand personality of organizations. Academic Journal, 14, https://www.researchgate.net/publication/319137606_The_role_of_logos_in_brand_personality_of_organizations

Heleta Švrakić, E., & Arslanagić-Kalajdžić, M. (2023, June). How Do Brand Communication and Brand Personality Shape Consumer Loyalty?. Economic and Business Review, 25(2), 118-127. https://doi.org/10.15458/2335- 4216.1321 or https://www.ebrjournal.net/cgi/viewcontent.cgi?article=1321&context=home

Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance- based structural equation modeling. Journal of the Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hüber, F., Eisele, A., & Meyer, F. (2017). The role of actual, ideal, and ought self-congruence in the consumption of hedonic versus utilitarian brands. Psychology & Marketing, 35(1), 47–63. https://doi.org/10.1002/mar.21070

Ismail, A. (2017, January 9). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. https://doi.org/10.1108/apjml-10-2015-0154

Išoraite, M. (2021). 7 P Marketing Mix Literature Review. International Journal of Trend in Scientific Research and Development (ijtsrd), 5(6), 1586-1591. URL: www.ijtsrd.com/papers/ijtsrd47665.pdf

Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. Journal of Business Research, 99, 456–463. https://doi.org/10.1016/j.jbusres.2017.08.024

Kase, M. K. R. &. K. T. &. R. (2021). Internal Brand Communication for Transforming Employees into Brand Champions: The Role of Knowledge and Value Congruence. ideas.repec.org. https://ideas.repec.org/a/zag/market/v33y2021isip9-27.html

Khasawneh, M. H. A., Al-Haddad, S., Mbaideen, R., Ghazi, R., Irshaid, T., & Alnaimi, H. M. A. (2024). Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands. International Journal of Business Excellence, 32(1), 25–49. https://doi.org/10.1504/ijbex.2024.135933

Khumnualthong, P. (2021). The effects of service marketing mix (7Ps) on customer satisfaction and customer loyalty of medical aesthetic clinics (Master's thesis, University of the Thai Chamber of Commerce). https://searchlib.utcc.ac.th/library/onlinethesis/261399.pdf

Kim, W. G., Lee, S., & Lee, H. Y. (2007). Co-Branding and Brand Loyalty. Journal of Quality Assurance in Hospitality & Tourism, 8(2), 1-23. https://doi.org/10.1300/J162v08n02_01

Kock, N., & Lynn, G. S. (n.d.). Lateral collinearity and Misleading Results in Variance-Based SEM: An illustration and recommendations. AIS Electronic Library (AISeL). https://aisel.aisnet.org/jais/vol13/iss7/2/

Kopp, C. M. (2023, August 2). Brand loyalty: What it is, and how to build it. Investopedia. https://www.investopedia.com/terms/b/brand-loyalty.asp

Kwok, L., Tang, Y., & Yu, B. (2020, September 1). The 7 Ps marketing mix of home-sharing services: Mining travelers' online

reviews on Airbnb. International Journal of Hospitality Management. https://doi.org/10.1016/j.ijhm.2020.102616

Lalit, K. B., Soumya, S., Amanjot, K. P., Shivam, R., Raghav, K. (2021). An analysis of brand loyalty towards fashion and apparel, 3(1), 20-24.

Lazuardi, F., & Satiri, S. (2022). The effect of promotional mix on Pricebook brand awareness | Propaganda. Neolectura Publication Journals. https://journal.neolectura.com/index.php/propaganda/article/view/584 Lee, J. W. (2009, August 30). Relationship between Consumer Personality and Brand Personality as Self-Concept: From the Case of Korean Automobile Brands. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3089151 Luo, H., Meng, Q., & Cai, Y. (2023). Analysis of the Impact of Artificial Intelligence Application on the Development of Accounting Industry. Expert Systems with Applications, October 2023.

Mabkhot, H., Salleh, S., & Shaari, H. (2015). The mediating effect of brand satisfaction on the relationship between brand personality and brand loyalty: Evidence from Malaysia. ResearchGate | Find and share research. https://www.researchgate.net/publication/275716840_The_mediating_effect_of_brand_satisfaction_on_the _relationship_between_brand_personality_and_brand_loyalty_Evidence_from_Malaysia

Machado, J. C., Fonseca, B., & Martins, C. (2021). Brand logo and brand gender: Examining the effects of natural logo designs and color on brand gender perceptions and affect. Journal of Brand Management, 28(2), 152– 170. https://doi.org/10.1057/s41262-020-00216-4

Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2005). Integrated Marketing Communication (Imc) And Brand Identity As Critical Components Of Brand Equity Strategy: A Conceptual Framework and research Propositions. Journal of Advertising, 34(4), 69–80. https://doi.org/10.1080/00913367.2005.10639213

Mandal, S., Sahay, A., Terron, A., & Mahto, K. (2021). How implicit self-theories and dual-brand personalities enhance word-of-mouth. European Journal of Marketing, 55(5), 1489–1515. https://doi.org/10.1108/ejm-07- 2019-0591

Marmat, G. (2023). Moderating effects of uncertainty on relative brand trust–love. Global Knowledge, Memory and Communication. https://doi.org/10.1108/gkmc-11-2022-0272

Mathur, V. (2019, December 19). What is Brand Communication? LinkedIn. https://www.linkedin.com/pulse/what- brand-communication-vivek-mathur-vk

McCarthy, E. J., Shapiro, S. J., & Perreault, W. D. (1979). Basic marketing (pp. 29-33). Ontario: Irwin-Dorsey. Meshesha, E. (2021, June 1). The Effect Of Brand Personality On Attitudinal And Behavioral Loyalty In The Case Of Castel Winery S.C., Addis Ababa. http://repository.smuc.edu.et/handle/123456789/6152?fbclid=IwAR0zWdLjzt3HIZfU_A6Bu1NtdzNWd5R kPlOAEraVF7EkP_v1ZfMgSffRzQI_aem_AXnNRGMMgJs76frXVDB1OMTZNK6GIqsuhEnVbqnKn7T 9I8OfGpc9MlJTlDxuhZQ2idxSfEq-YDkGtFGmP9T_Zufn

Meta, A., Frisca, D. (2018). Faktor pembentuk brand loyalty: peran self concept connection, brand love, brand trust dan brand image (telaah pada merek h&m di kota dki jakarta). 2(2), 157-168. doi: 10.23917/BENEFIT.V2I2.4285

Mols, N. P. (1998). The behavioral consequences of PC Banking. International Journal of Bank Marketing, 16(5), 195- 201.

Mutsikiwa, M. (2018). The influence of perceived brand personality of social media on users' attitude motivations and behaviour. UPSpace Home. https://repository.up.ac.za/handle/2263/69943

Niedermeier, A., Mergel, C., Emberger-Klein, A., & Menrad, K. (2024). A predictive model approach to forecast consumers' cluster membership in the green fast moving consumer goods sector. EFB Bioeconomy Journal, 4, 100064. https://doi.org/10.1016/j.bioeco.2024.100064

Nyamekye, M. B., Adam, D. R., Boateng, H., & Kosiba, J. P. (2021). Place attachment and brand loyalty: the moderating role of customer experience in the restaurant setting. International Hospitality Review, 37(1), 48– https://doi.org/10.1108/ihr-02-2021-0013

Othman, B., Harun, A., Almeida, N., & Sadq, Z. M. (2020, March 16). The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia. Journal of Islamic Marketing. https://doi.org/10.1108/jima- 09-2019-0198

Popovic, D. (2006). Modelling the Marketing of High-Tech Start-Ups. Journal of Targeting, Measurement and Analysis for Marketing, 14(3), 260-276. Porto, R. and Lima, N. (2015). Nonlinear impact of the marketing mix on brand sales performance. Brazilian Business Review, 12(5), 57-77. https://doi.org/10.15728/bbr.2015.12.5.4

Pourdehghan, A. (2015). The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry. https://www.semanticscholar.org/paper/The-impact-of-marketing-mix-elements-on-brand-A-of-Pourdehghan/cf05eb2ef420139553c1cd8aa90b638315691700

Purwanto, A. (2023). Influence of product quality, promotion and design on purchasing decisions for Yamaha Mio motorized vehicles. Digital Business: Tren Bisnis Masa Depan, 14(1), 16–23.

Rafiq, M. & Ahmed, P. K. (1995). Using the 7Ps as A Generic Marketing Mix: An Exploratory Survey of UK and European Marketing Academics. Marketing Intelligence & Planning, 13(9), 4-15.

Robertson, J., Ferguson, S., Eriksson, T., & Näppä, A. (2019). The brand personality dimensions of business-to- business firms:

A content analysis of employer reviews on social media. Journal of Business-to-Business Marketing, 26(2), 109–124. https://doi.org/10.1080/1051712X.2019.1603354

Rodney G. Duffet & Myles Wakeham. (2016). Social media marketing communications effect on attitudes among millennials in South Africa. The African Journal of Information Systems Volume 8 | Issue 3, 8(3).

Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2018). Brand communication. In Oxford University Press eBooks. https://doi.org/10.1093/hebz/9780198797807.003.0008

Safitri, R. D., Rahayu, R., & Hidayat, M. S. (2023, September). The Influence Of Marketing Mix (7Ps) On Purchasing Decisions At Estusae Café Trawas - Mojokerto. Student Scientific Creativity Journal. Retrieved November 12, 2023, from https://journal.amikveteran.ac.id/index.php/sscj/issue/view/104

Sander, F., Föhl, U., Walter, N., & Demmer, V. (2021). Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. Journal of Brand Management, 28(4), 429-445. https://doi.org/10.1057/s41262-021-00236-8

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In Handbook of Market Research (pp. 587–632). https://doi.org/10.1007/978-3-319-57413-4_15

Seimiene, E., & Kamarauskaite, E. (2014, December 27). Effect of Brand Elements on Brand Personality Perception. ScienceDirect. https://www.sciencedirect.com/science/article/pii/S1877042814060364?via%3Dihub Simangunsong, B., Sitompul, D., & Sadalia, I. (2018). The Effect of Marketing Mix on Loyalty Through Customer

Satisfaction in PT. Merck Tbk Cabang Medan | KnE Social Sciences. KNE Publishing. Retrieved July 8, 2024, from https://knepublishing.com/index.php/KnE-Social/article/view/3397/7154#toc

Simanjuntak, M., Sumarwan, U., & Situmorang, A. D. (2020). The effect of marketing mix and brand image on customer loyalty of remixed mortar. Dialnet. https://dialnet.unirioja.es/servlet/articulo?codigo=7528805

Sritharan, R. (2020). Brand similarity – its role on brand loyalty: an empirical study. Paripex Indian Journal Of Research, 79-80. doi: 10.36106/PARIPEX/1507031 Sriwardani, T. J. A., Widagdo, S., & Handayani, Y. I. (2021). The effect of marketing mix strategy towards clients' decision to purchase the investment product through brand personality as the intervening variable in wanaartha life jember. International Journal of

Innovative   Science   and   Research   Technology,   Volume   6(Issue   6). https://ijisrt.com/assets/upload/files/IJISRT21JUN620.pdf

Subram, K. S., Khan, M. N., & Srivastava, C. (2018///Jul-Sep). The Impact of Marketing Mix Elements on Brand Loyalty: A Case Study of Construction Industry. Sumedha Journal of Management, 7(3), 77-98. https://login.proxy038.nclive.org/login?url=https://www.proquest.com/scholarly-journals/impact-   marketing-mix-elements-on-brand-loyalty/docview/2149602549/se-2

Švrakić, E. H. (n.d.). How do brand communication and brand personality shape consumer loyalty? Economic and Business Review. https://www.ebrjournal.net/home/vol25/iss2/4/

Tabelessy, W., Ralahallo, F. N., Loppies, L. S., Pattinaja, E. M., & Siahaan, M. H. (2023). Implementation of the 7P Marketing Mix Principles as a Marketing Strategy for Business People: Application to the Business Community of KP. Ambon CU. Hati Amboina,   Ambon,   Indonesia.   Indonesian   Community   Empowerment   Journal,   3(2),   136–142. https://doi.org/10.37275/icejournal.v3i2.51

Teimouri, H., Fanae, N., Jenab, K., Khoury, S., & Moslehpour, S. (2016). Studying the relationship between brand personality and customer loyalty: A case study of samsung mobile phone. International Journal of Business and Management. The Effect Of Brand Personality On Consumer Self-Identity: The Moderation Effect Of Cultural Orientations Among British And Chinese Consumers - Proquest. (n.d.). Tsaur, S., Hsu, F., & Ching,

H. (2021). The impacts of brand personality and self-congruity on consumers' intention to stay in a hotel: does consumer affinity matter? Journal of Hospitality and Tourism Insights, 6(1), 246–262. https://doi.org/10.1108/jhti-06-2021-0137

Tucker, W. T. (1964). The development of brand loyalty. Journal of Marketing Research, 1(3), 32–35. https://doi.org/10.1177/002224376400100304

Weldemariam, T., & Ayele, Y. N. (2020). The role of Marketing mix strategies on brand loyalty of cable products.

Asian Business Review, 10(2), XX. https://doi.org/10.18034/abr.v10i2.467

Yang, J., & Battocchio, A. (2020, March 21). Effects of Transparent Brand Communication on Perceived Brand Authenticity and   Consumer   Responses.   ResearchGate. https://www.researchgate.net/publication/348463130_Effects_of_transparent_brand_communication_on_pe rceived_brand_authenticity_and_consumer_responses

Yuliasih, M., Mohamed, M., Saputra, J., Yusliza, M., Muhammad, Z., & Talib Bon, A. (2021, March). A Review of Purchases Intention, Marketing Mix and Brand Loyalty Literature: Mini Review Approach. In 11th Annual International Conference on Industrial Engineering and Operations Management, https://doi.org/10.46254/AN11.20210948.

Yuliasih, M., Monizaihasra, M., Yusliza, M., Saputra, J., & Muhammad, Z. (2021). A Review of Purchases Intention, Marketing Mix and Brand Loyalty Literature: Mini-Review Approach. Proceedings of the 11th Annual International Conference on Industrial

Engineering and Operations Management.

Zehir, C., Şahin, A., Kitapçı, H., Özşahin, M. (2011). The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands. Procedia - Social andBehavioral Sciences, Volume 24, 2011, Pages 1218-1231, ISSN 1877-0428, https://doi.org/10.1016/j.sbspro.2011.09.142. (https://www.sciencedirect.com/science/article/pii/S1877042811016703