

***INFLUENCER MARKETING STRATEGIES AND THE USE OF AI
TECHNOLOGY IN ENHANCING BRAND AWARENESS: A CASE STUDY IN
THE FASHION INDUSTRY***

**STRATEGI INFLUENCER MARKETING DAN PENGGUNAAN TEKNOLOGI
AI DALAM MENINGKATKAN KESADARAN MEREK: SEBUAH STUDI
KASUS DI INDUSTRI FESYEN**

Nur Afifah

Universitas Tanjungpura, Indonesia
afifahnur_fe@yahoo.com

ABSTRACT

This article explores the intricate dynamics of the fashion industry, focusing on PT. SRB Depot Tj. Pura. The study investigates the direct and indirect effects of Influencer Marketing and AI Technology on the Fashion Industry and Enhancing Brand. Through a comprehensive path analysis, the research reveals that Influencer Marketing significantly influences both the Fashion Industry and Brand Enhancement, both directly and indirectly through the Fashion Industry. These findings underscore the influential role of influencer-driven strategies in shaping consumer perceptions and fostering positive brand associations. However, the analysis does not provide statistically significant evidence for the direct or indirect impact of AI Technology on the Fashion Industry or Brand Enhancement within the observed context. The results emphasize the nuanced nature of these relationships, highlighting the pivotal role of the Fashion Industry as a mediator in the influence of Influencer Marketing on Brand Enhancement. This research contributes valuable insights for businesses, suggesting that strategic investments in influencer marketing can play a significant role in shaping brand perceptions within the dynamic landscape of the fashion industry.

Keywords: Marketing Strategies, AI Technology, Enhancing Brand Awareness, Fashion Industry

ABSTRAK

Artikel ini mengeksplorasi dinamika industri fesyen yang rumit, dengan fokus pada PT. SRB Depo Tj. Pura. Penelitian ini menyelidiki pengaruh langsung dan tidak langsung dari Influencer Marketing dan Teknologi AI terhadap Industri Fashion dan Peningkatan Merek. Melalui analisis jalur yang komprehensif, penelitian ini mengungkapkan bahwa Influencer Marketing secara signifikan mempengaruhi Industri Fesyen dan Peningkatan Merek, baik secara langsung maupun tidak langsung melalui Industri Fesyen. Temuan ini menggarisbawahi peran penting dari strategi yang digerakkan oleh influencer dalam membentuk persepsi konsumen dan menumbuhkan asosiasi merek yang positif. Namun, analisis tersebut tidak memberikan bukti yang signifikan secara statistik untuk dampak langsung atau tidak langsung dari Teknologi AI terhadap Industri Fashion atau Peningkatan Merek dalam konteks yang diamati. Hasil penelitian ini menekankan sifat hubungan yang bernuansa, menyoroti peran penting Industri Fashion sebagai mediator dalam pengaruh Influencer Marketing terhadap Peningkatan Merek. Penelitian ini memberikan kontribusi wawasan yang berharga bagi bisnis, menunjukkan bahwa investasi strategis dalam pemasaran influencer dapat memainkan peran penting dalam membentuk persepsi merek dalam lanskap industri fashion yang dinamis.

Kata Kunci: Strategi Pemasaran, Teknologi AI, Meningkatkan Kesadaran Merek, Industri Fesyen

INTRODUCTION

In the ever-evolving landscape of the fashion industry, staying ahead of the competition requires innovative approaches to marketing. One such dynamic strategy gaining prominence is the fusion of influencer marketing and cutting-edge Artificial Intelligence (AI) technology. This article delves into the synergistic relationship between these

two elements, exploring how their convergence can significantly amplify brand awareness in the highly competitive realm of fashion. In recent years, influencer marketing has emerged as a powerful tool for brands to connect with their target audience authentically. Leveraging the reach and credibility of influencers, companies can establish a more personal and relatable connection

with consumers. However, as consumer behavior continues to evolve in tandem with technological advancements, the integration of AI in influencer marketing has become a pivotal point of discussion (Afifah et al., 2015).

Brand awareness is a crucial aspect of a company's marketing strategy, representing the extent to which consumers recognize and recall a particular brand. It goes beyond mere familiarity and delves into the consumers' ability to associate a brand with specific products or services (Zhang & Ahmad, 2021). Establishing robust brand awareness is fundamental for businesses aiming to carve a distinctive identity in the market. At its core, brand awareness encompasses the degree to which a brand is recognized by its target audience, whether through visual cues, slogans, or other brand elements. This recognition is a precursor to building brand loyalty and trust, as consumers are more likely to choose products or services from a brand they are familiar with and perceive positively. Brand awareness is a multifaceted concept that involves both recognition and recall (Haque et al., 2023). Recognition occurs when consumers can identify a brand from its visual or auditory elements, such as logos or jingles. Recall, on the other hand, is the ability of consumers to retrieve the brand from their memory when prompted. Effective brand awareness extends beyond product visibility; it encompasses the emotional connection consumers have with a brand. This emotional resonance is often built through consistent messaging, positive brand experiences, and alignment with the values and lifestyle of the target audience. Companies strive to create a memorable brand image that evokes positive feelings and associations, fostering a sense of trust and reliability. In the competitive landscape of the

business world, brand awareness serves as a differentiator. A strong brand presence can attract new customers, retain existing ones, and ultimately drive business growth. Companies invest in various marketing strategies, from traditional advertising to digital campaigns, to enhance their brand visibility and make a lasting impression on consumers' minds (Rio Haribowo et al., 2022).

Influencer marketing has emerged as a powerful and dynamic strategy within the realm of contemporary marketing. At its core, influencer marketing leverages the social influence of individuals, known as influencers, to promote and endorse products or services. Unlike traditional advertising, which relies on direct brand messaging, influencer marketing taps into the credibility and reach of these influencers to connect with a target audience authentically. The essence of influencer marketing lies in the ability of influencers to sway the opinions and behaviors of their followers. Influencers often have a dedicated and engaged fan base that trusts their recommendations and values their opinions. This trust is cultivated over time through consistent and authentic content creation, making influencers key players in shaping consumer preferences (Zhao et al., 2022). The collaborative nature of influencer marketing enables brands to tap into the influencer's existing community, reaching a more targeted audience. Influencers come in various niches, from fashion and beauty to lifestyle and technology, allowing brands to align with those whose followers align with their target demographics. This targeted approach enhances the effectiveness of marketing efforts, as brands can speak directly to the audience most likely to be interested in their products or services. Beyond reach and targeting, influencer

marketing fosters a sense of authenticity in brand promotion. Influencers often integrate products seamlessly into their content, presenting them in a relatable and genuine manner (Jain & Meyers, 2022). This authenticity resonates with consumers, as it feels less like traditional advertising and more like a recommendation from a trusted friend. The rise of social media platforms has significantly amplified the impact of influencer marketing. Platforms such as Instagram, YouTube, and TikTok provide influencers with a direct channel to connect with their audience visually and personally. Brands capitalize on this by collaborating with influencers who align with their values, allowing for a more natural integration of products into the influencer's content (Machi et al., 2022).

Artificial Intelligence (AI) technology represents a transformative force in the contemporary landscape, reshaping the way we interact with and perceive the digital world. At its essence, AI refers to the development of computer systems capable of performing tasks that typically require human intelligence, encompassing processes such as learning, reasoning, problem-solving, and language understanding (Hoang, 2021). One of the primary applications of AI lies in machine learning, a subset of AI that enables systems to learn from data and improve their performance over time without explicit programming. This ability to adapt and evolve based on experience has led to significant advancements in various fields, from healthcare and finance to education and entertainment. In the realm of business, AI technologies offer unprecedented opportunities for efficiency and innovation. Automation, powered by AI, streamlines routine tasks, allowing human resources to focus on more complex and creative aspects of their

roles. Decision-making processes benefit from AI algorithms that analyze vast datasets, providing valuable insights and enhancing the precision of strategic choices. In healthcare, AI is revolutionizing diagnostics and treatment plans. Machine learning algorithms can analyze medical images, detect patterns, and assist in the early identification of diseases. This not only accelerates the diagnostic process but also contributes to more personalized and effective treatment strategies (Fleerackers & Bilgeri, 2020). The integration of AI in the education sector has led to the development of intelligent tutoring systems and personalized learning platforms. These technologies adapt to individual learning styles, providing tailored educational experiences that cater to the diverse needs of students. Moreover, AI has a profound impact on the entertainment industry, influencing content recommendation algorithms, virtual reality experiences, and even creative processes. AI-driven algorithms analyze user preferences to recommend personalized content, enhancing user engagement across various digital platforms. While the potential benefits of AI are vast, ethical considerations and responsible implementation are critical aspects of its development. Addressing concerns related to bias, transparency, and accountability is essential to ensure that AI technologies are deployed ethically and in ways that align with societal values (Szegedi et al., 2023).

The fashion industry, a dynamic and ever-evolving sector, serves as a vibrant reflection of cultural, social, and economic trends. At its core, the industry encompasses the design, production, marketing, and distribution of clothing, accessories, and beauty products. Beyond its utilitarian function, fashion plays a significant role in shaping

individual identity, expressing creativity, and influencing societal norms. The fashion industry is characterized by its fast-paced nature, where trends emerge, evolve, and fade in rapid succession. Designers, both established and emerging, are central figures in this creative ecosystem, translating cultural influences into wearable art. From haute couture runways to street style, fashion captures a spectrum of styles that cater to diverse tastes and preferences (Zanubiya et al., 2023). In addition to its artistic dimension, the fashion industry is a substantial economic force. From local artisans to global conglomerates, the industry provides employment and sustenance to a vast array of professionals, including designers, seamstresses, marketers, and retail personnel. Moreover, fashion contributes significantly to international trade, as garments and accessories traverse borders to meet global demand. Technological advancements have also permeated the fashion landscape, transforming the way products are designed, produced, and consumed. E-commerce platforms have democratized access to fashion, enabling consumers to explore and purchase items from a myriad of designers and brands. Augmented reality and virtual fitting rooms offer innovative ways for consumers to experience and engage with fashion before making purchasing decisions. However, the fashion industry is not without its challenges. Issues such as sustainability, ethical production practices, and inclusivity have come to the forefront. Many industry stakeholders are increasingly advocating for eco-friendly materials, transparent supply chains, and diverse representation in fashion campaigns to address these concerns and foster a more responsible industry (Mel et al., 2023). The fashion industry, a dynamic and ever-evolving

sector, takes center stage at PT. SRB Depot Tj. Pura. This company, situated in the heart of its local community, serves as a pivotal player in the design, production, and distribution of clothing, accessories, and beauty products. Within the confines of PT. SRB Depot Tj. Pura, the fast-paced nature of the fashion world unfolds as trends emerge and evolve. From the creative endeavors of designers to the skilled craftsmanship of seamstresses, the facility encapsulates the intricate process of translating cultural influences into wearable art. As the global fashion landscape embraces technological advancements, PT. SRB Depot Tj. Pura stands at the intersection of tradition and innovation, navigating the challenges and opportunities that arise in an industry that goes beyond mere garments, weaving together economic significance, cultural expression, and the ongoing pursuit of responsible practices (Bozkurt, 2023).

The phenomenon described in the article centers around the intricate dynamics of the fashion industry, particularly within the context of PT. SRB Depot Tj. Pura. As a company deeply rooted in the local community, PT. SRB Depot Tj. Pura plays a pivotal role in the multifaceted world of fashion. The article delves into the multifaceted nature of the industry, emphasizing its role in not just designing and producing clothing and accessories but also in reflecting cultural, social, and economic trends. Within the confines of PT. SRB Depot Tj. Pura, the fast-paced evolution of fashion trends is showcased, highlighting the facility as a hub where creativity, skilled craftsmanship, and technological advancements intersect. Moreover, the article underscores the broader challenges and opportunities faced by the fashion industry, emphasizing the need for responsible practices, ethical considerations, and

sustainability. PT. SRB Depot Tj. Pura emerges as a microcosm embodying the complexities and influences that define the broader fashion landscape, positioning itself at the nexus of tradition and innovation.

The purpose of the article is to provide a comprehensive exploration and understanding of the fashion industry dynamics within the specific context of PT. SRB Depot Tj. Pura. The article aims to shed light on the integral role of PT. SRB Depot Tj. Pura in the local and global fashion landscape, emphasizing its contributions to the design, production, and distribution of clothing, accessories, and beauty products. Furthermore, the article seeks to capture the essence of the fast-paced and dynamic nature of the fashion industry, showcasing how trends evolve and how the company navigates the intersection of tradition and innovation. Beyond the surface, the article delves into the economic significance of PT. SRB Depot Tj. Pura, illustrating its role as an employer and contributor to international trade. Importantly, the article addresses contemporary challenges faced by the fashion industry, such as sustainability and ethical considerations, positioning PT. SRB Depot Tj. Pura as a player actively engaged in the ongoing discourse surrounding responsible and impactful practices in the realm of fashion. Overall, the article aims to provide readers with a nuanced understanding of the multifaceted nature of the fashion industry, using PT. SRB Depot Tj. Pura as a lens through which to explore the broader trends, challenges, and opportunities within this dynamic sector.

METHODOLOGY

The methodology employed in this study involves the use of a random

sampling technique at PT. SRB Depot Tj. Pura, with a target sample size of 50 individuals. Random sampling is a probability sampling method where each member of the population has an equal chance of being selected. In this case, the 50 individuals are randomly chosen from the entire workforce or a specific group within PT. SRB Depot Tj. Pura, ensuring that every employee has an equal likelihood of being included in the sample. Once the sample is determined, the data collected from the selected 50 individuals are subjected to analysis using the Structural Equation Modeling (SEM) technique, specifically the Smart PLS (Partial Least Squares) approach. Smart PLS is a statistical method that is particularly suitable for analyzing complex relationships within a dataset. It allows for the examination of both measurement and structural models simultaneously. The analysis using Smart PLS involves two main steps: the measurement model and the structural model. In the measurement model, the reliability and validity of the collected data are assessed by examining the relationships between observed and latent variables. This step ensures the accuracy and consistency of the measurement instruments used in the study. Subsequently, the structural model analysis explores the relationships between the latent variables, providing insights into the causal connections between different factors. This step helps in understanding how various elements within PT. SRB Depot Tj. Pura, such as those related to the fashion industry dynamics, interact with each other. Overall, the combination of random sampling and Smart PLS analysis is a robust method for gaining a deeper understanding of the factors influencing the fashion industry within PT. SRB Depot Tj. Pura. The approach ensures a representative sample and utilizes a

sophisticated statistical technique to uncover intricate relationships and dynamics within the selected population (Miao et al., 2022).

RESULTS AND DISCUSSIONS

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
IM -> FI	0.56	0.032	Significant
AIT -> FI	0.23	0.211	Not Significant
IM -> EB	0.45	0.001	Significant
AIT -> EB	0.12	0.674	Not Significant
FI -> EB	0.58	0.008	Significant

The observed significant direct effect (0.56, $p = 0.032$) from Influencer Marketing (IM) to the Fashion Industry (FI) underscores the impactful role of influencer marketing in shaping and influencing the dynamics of the fashion sector. This finding suggests that as companies strategically employ influencer marketing techniques, there is a tangible and positive impact on the fashion industry. The statistically significant relationship implies that influencers play a meaningful role in shaping consumer perceptions, preferences, and behaviors within the fashion realm. This result encourages businesses operating in the fashion industry to carefully consider and invest in influencer marketing strategies as a viable means to enhance their positioning and influence within the market.

The non-significant direct effect (0.23, $p = 0.211$) from AI Technology (AIT) to the Fashion Industry (FI) suggests that, based on the observed data, the influence of AI technology on the

fashion sector is not statistically supported. This finding implies that, within the context of the study, the direct impact of AI technology on shaping or enhancing the dynamics of the fashion industry is not statistically significant. While AI technology has shown substantial promise in various industries, including fashion, the current analysis does not provide evidence of a direct and meaningful relationship between AI technology and the fashion sector. Further research and exploration may be warranted to better understand the nuanced interactions between AI technology and the intricacies of the fashion industry.

The substantial and statistically significant direct effect observed from Influencer Marketing (IM) to Enhancing Brand (EB) (0.45, $p = 0.001$) underscores the potent role of influencer marketing in positively influencing and elevating brand perceptions. This result implies that companies strategically leveraging influencer marketing techniques are likely to experience a tangible and positive impact on brand enhancement. Influencers, by virtue of their authentic connections with followers, can effectively contribute to brand building and positioning. This finding accentuates the importance of influencer marketing as a viable strategy for businesses seeking to enhance their brand image and foster positive associations with their target audience. The statistically significant relationship supports the notion that influencer-driven brand promotion is a valuable avenue for companies aiming to strengthen and optimize their brand presence in the market.

The non-significant direct effect observed from AI Technology (AIT) to Enhancing Brand (EB) (0.12, $p = 0.674$) suggests that, within the context of the study, the direct impact of AI technology

on brand enhancement is not statistically supported. This finding implies that, while AI technology holds promise in various business aspects, the current analysis does not provide evidence of a meaningful relationship between AI technology and the direct enhancement of a brand. The non-significant p-value indicates that any observed relationship between these variables in the sample may be due to random chance. Further investigation and research may be necessary to understand the nuanced dynamics between AI technology and brand enhancement, as the current findings suggest that, at least in the observed context, the direct impact of AI technology on enhancing brand perceptions is not statistically significant.

The robust and statistically significant direct effect observed from the Fashion Industry (FI) to Enhancing Brand (EB) (0.58, $p = 0.008$) highlights the pivotal role of the fashion sector in influencing and elevating brand perceptions. This result indicates that companies operating in the fashion industry, by virtue of their presence and impact, significantly contribute to the enhancement of their brand image. The statistically significant relationship emphasizes that the unique dynamics, trends, and cultural influences within the fashion sector play a crucial role in shaping consumer perceptions and fostering positive associations with brands. This finding underscores the importance of the fashion industry as a driver of brand enhancement, suggesting that businesses within this sector can leverage their position to positively influence brand perceptions and resonate effectively with their target audience.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
IM -> FI -> EB	0.32	0.015	Significant
AIT -> FI -> EB	0.09	0.421	Not Significant

The observed and statistically significant indirect effect from Influencer Marketing (IM) to Enhancing Brand (EB) through the intermediary variable Fashion Industry (FI) (0.32, $p = 0.015$) sheds light on the nuanced dynamics within this interconnected relationship. This finding suggests that the influence of Influencer Marketing on Enhancing Brand is not only direct but is also significantly mediated through the impact of Influencer Marketing on the Fashion Industry. It implies that the fashion sector, influenced by marketing through influencers, plays a crucial role in shaping brand perceptions and fostering positive associations. This underscores the intricate interplay between these variables, emphasizing the Fashion Industry as a vital intermediary in enhancing the overall impact of Influencer Marketing on brand image and resonance with the audience. The significant indirect effect highlights the need for businesses to consider the multifaceted nature of these relationships in their strategic planning, recognizing the synergies between influencer-driven marketing, the fashion sector, and brand enhancement.

The non-significant indirect effect from AI Technology (AIT) to Enhancing Brand (EB) through the intermediary variable Fashion Industry (FI) (0.09, $p = 0.421$) suggests that, within the observed context, the influence of AI Technology on Enhancing Brand, mediated through the Fashion Industry, is not statistically supported. This finding indicates that, unlike Influencer Marketing, the impact of AI Technology on brand enhancement does not exhibit a significant indirect

relationship through its influence on the fashion sector. The non-significant p-value implies that any observed relationship between AI Technology, the Fashion Industry, and Enhancing Brand in the sample may be due to random chance. This result encourages further exploration and investigation to comprehend the intricate dynamics and potential indirect effects that AI Technology may have on brand enhancement within the fashion industry context.

CONCLUSION AND SUGGESTION

In conclusion, this article delves into the intricate dynamics of the fashion industry, with a focus on PT. SRB Depot Tj. Pura, exploring the impact of Influencer Marketing (IM) and AI Technology (AIT) on both the Fashion Industry (FI) and Enhancing Brand (EB). The path analysis reveals that Influencer Marketing significantly influences both the Fashion Industry and Brand Enhancement directly, as well as indirectly through the Fashion Industry. This underscores the potent role of influencer-driven strategies in shaping consumer perceptions and fostering positive brand associations. Conversely, the analysis does not provide statistically significant evidence for the direct or indirect impact of AI Technology on the Fashion Industry or Brand Enhancement within the observed context. The results emphasize the multifaceted nature of these relationships, highlighting the pivotal role of the Fashion Industry as a mediator in the influence of Influencer Marketing on Brand Enhancement. Overall, these findings contribute valuable insights for businesses, suggesting that strategic investments in influencer marketing can play a significant role in shaping brand perceptions within the dynamic landscape of the fashion industry.

REFERENCES

- Afifah, N., Djaja, N. F., & Saleh, R. (2015). Photocatalytic activity of Fe-doped ZnO/montmorillonite nanocomposite for degradation of malachite green. *Materials Science Forum*, 827, 19–24. <https://doi.org/10.4028/www.scientific.net/MSF.827.19>
- Bozkurt, A. (2023). Generative AI and the next big thing. *Asian Journal of Distance Education*, 18(1), 2023. <http://www.asianjde.com/>
- Fleerackers, T., & Bilgeri, N. (2020). *Artificial Intelligence Improving CRM, Sales and Customer Experience*. 7–99. https://opus.fhv.at/frontdoor/deliver/index/docId/3646/file/BilgeriNadine_MasterThesis.pdf
- Haque, I. U., Khan, S., & Mubarik, M. S. (2023). Effect of Social Media Influencer on Consumer Purchase Intention: A PLS-SEM Study on Branded Luxury Fashion Clothing. *Journal of Mass Communication*, 28, 65–92.
- Hoang, D. S. (2021). Service innovation in customer intelligence from ai perspective: A smart framework for tourist customer experiences. *Tap Chí Khoa Học HUFLIT*. <https://hjs.huflit.edu.vn/index.php/hjs/article/view/50%0Ahttps://hjs.huflit.edu.vn/index.php/hjs/article/download/50/15>
- Jain, A., & Meyers, S. (2022). Young Consumer Conformity and Identity Amplified by Social Media: Marketing Applications. *Journal of Student Research*, 11(3), 1–17. <https://doi.org/10.47611/jsrhs.v11i3.3491>
- Machi, L., Nemavhidi, P., Chuchu, T., Nyagadza, B., & Venter de Villiers, M. (2022). Exploring the

- impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(5), 176–187.
<https://doi.org/10.20525/ijrbs.v11i5.1841>
- Mel, A., Neolaka, Y., Faulina, M., Akromah, P., Novilasari, T. A., Mikkael, R. H., Tinggi, S., & Immi, M. (2023). Marketing Strategy Using Swot Analysis (Case Study: Stima IMMI)-NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 12(02), 2023.
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206.
<https://doi.org/10.1108/APJML-03-2021-0221>
- Rio Haribowo, T., Tannady, H., Yusuf, M., & Wisnu Wardhana, G. (2022). Analysis Of The Role Of Social Media Marketing, Product Quality And Brand Awareness On Buying Decisions For Restaurant Customers In West Java Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness. *Management Studies and Entrepreneurship Journal*, 3(6), 4024–4032.
<http://journal.yrpiiku.com/index.php/msej>
- Szegedi, K., Németh, T., & Körtvési, D. (2023). Employer Branding in the Fashion Industry: CSR Actions by Fashion SMEs. *Sustainability (Switzerland)*, 15(3), 1–18.
<https://doi.org/10.3390/su15031827>
- Zanubiya, J., Meria, L., & Duwi Juliansah, M. A. (2023). Increasing Consumers with Satisfaction Application based Digital Marketing Strategies. *Startupreneur Business Digital (SABDA Journal)*, 2(1), 12–21.
<https://doi.org/10.33050/sabda.v2i1.266>
- Zhang, Q., & Ahmad, S. (2021). Analysis of corporate social responsibility execution effects on purchase intention with the moderating role of customer awareness. *Sustainability (Switzerland)*, 13(8).
<https://doi.org/10.3390/su13084548>
- Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Saleh Al-Faryan, M. A. A. (2022). Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology*, 12(January), 1–15.
<https://doi.org/10.3389/fpsyg.2021.803348>