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The Effect of Customer-Based Brand Equity on Customer Retention in Kano's Fashion Industry

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Abstract
This study was motivated by the increasing competition within the fashion industry and the need for fashion businesses to enhance customer retention through effective brand equity strategies. This study examined the effect of customer-based brand equity (CBBE) on customer retention in Kano's fashion industry. Specifically, the study investigated the effects of brand awareness, perceived quality, and brand image on customer retention. A quantitative research design was adopted. Data were collected from customers of selected fashion businesses in Kano State using a structured questionnaire. The findings revealed that brand awareness, perceived quality and brand image have a significant positive effect on customer retention. The study concludes that CBBE is a critical determinant of customer retention in Kano's fashion industry, with perceived quality emerging as the strongest predictor. The study recommends that fashion businesses should focus on improving product quality, strengthening brand awareness, and enhancing brand image to retain customers. Additionally, fashion firms should strategically utilize social media platforms to reinforce customers' perceptions of product quality and strengthen long-term customer relationships.

Keywords: Customer-Based Brand Equity, Brand Awareness, Perceived Quality, Brand Image, Customer Retention.

1. Introduction

The rapid growth of social media has transformed the way businesses interact with consumers and build brand value. Among various platforms, social has emerged as a powerful marketing tool due to its visual appeal, interactive features, and large user base. Firms increasingly use social media marketing activities such as content sharing, influencer collaborations, stories, and advertisements to engage consumers and strengthen brand relationships. In today's highly competitive marketplace, businesses increasingly rely on strong brands to attract and retain customers. Customer-Based Brand Equity (CBBE), which encompasses brand awareness, brand associations, perceived quality, and brand loyalty, represents the value a brand holds in the minds of consumers. High brand equity enables firms to differentiate their offerings, build trust, and foster long-term relationships with customers (Cambra-Fierro, 2021; Deshmukh, 2025).

In the fashion industry, where trends change rapidly and consumer preferences are highly dynamic, customer retention has become a critical determinant of business success. Kano's fashion industry, known for its vibrant and culturally rich clothing market, plays a significant role in local economic development. However, increasing competition, imitation of designs, and shifting consumer tastes make it difficult for fashion businesses to retain customers (Che Nawi, et al., 2022; Prentice & Nguyen 2020; Moliner-Velázquez et al., 2019).Despite the growing importance of social media marketing, especially in emerging markets, there is still limited understanding of how customer-based brand equity contribute to building customer retention. This is particularly relevant as businesses increasingly rely on digital platforms to reach and influence consumers in a highly competitive environment. The rise of social media platforms has further transformed how fashion brands interact with consumers. Social media usage provides opportunities for brand promotion, customer engagement, and relationship building. It allows firms to reinforce brand equity and maintain continuous interaction with customers, thereby enhancing retention. Additionally, most studies have been conducted in developed economies, with limited empirical evidence from developing countries where consumer behaviours and digital adoption patterns differ (Cambra-Fierro, 2021; Deshmukh, 2025; Prentice & Nguyen 2020; Lallement et al. 2020; De Lima et al., 2020; Moliner-Velázquez et al., 2019). This creates a gap in understanding the effectiveness of social media marketing activities in such contexts. Therefore, this study seeks to examine the effect of Customer-Based Brand Equity (CBBE) on customer retention in Kano's fashion industry. The study aims to provide insights that will help fashion businesses leverage brand equity and digital platforms to improve customer retention. The primary objective of this study is to examine the relationship between customer brand equity (and customer's retention in Kano fashion industry. In addition, the study also considered the indirect role of social media usage in Kano state Fashion industry. The specific objectives of this study are to:

i. Examine the relationship between brand awareness and customer's retention in Kano State.
ii. Determine the relationship between perceived quality and customer's retention in Kano State.
iii. Ascertain the relationship between brand image and customers retention in Kano State.

In an attempt to find answers to the above research questions, the following null hypotheses are formulated to guide this study:

i. H_1: There is no significant relationship between brand awareness and customer's retention in Kano State.

ii. H_2: There is no significant relationship between perceived quality and customer's retention in Kano State.
iii. H_3**:** There is no significant relationship between brand image and customer's retention in Kano State.

2. Literature Review

2.1Conceptual Framework

Customer retention refers to an organization's ability to maintain long-term relationships with customers and encourage them to continue patronizing its products or services over time. It reflects the extent to which customers remain loyal to a particular brand, repeatedly purchase products, and resist switching to competing brands. Customer retention has become an essential aspect of modern marketing because retaining existing customers is generally more cost-effective than acquiring new customers. Organizations that achieve high customer retention often experience increased profitability, stronger customer loyalty, positive word-of-mouth communication, and sustainable competitive advantage. According to Kotler and Keller (2022), customer retention occurs when customers consistently prefer a particular brand due to positive experiences and satisfaction derived from previous interactions with the organization. In highly competitive industries such as fashion, businesses must continuously satisfy customers' expectations through quality products, excellent customer service, and effective relationship management in order to maintain long-term patronage.

Customer-Based Brand Equity (CBBE) refers to the value a brand adds to a product or service based on consumers' perceptions, experiences, attitudes, and associations toward the brand. The concept explains how consumers respond differently to a branded product compared to an unbranded product with similar characteristics. Customer-based brand equity exists when consumers possess high levels of awareness, familiarity, trust, and positive associations toward a particular brand. Strong customer-based brand equity enables organizations to achieve competitive advantage, improve customer loyalty, increase customer retention, and enhance organizational profitability. According to Kevin Lane Keller (2013), customer-based brand equity occurs when consumers have strong, favourable, and unique associations with a brand in their memory. Similarly, David Aaker (1991) conceptualized customer-based brand equity as a combination of brand assets and liabilities linked to a brand, including brand awareness, perceived quality, brand associations, and brand loyalty, which collectively influence consumer behavior and organizational performance.

According to David Aaker (1991), brand awareness reflects the strength of a brand's presence in consumers' minds. Similarly, Kevin Lane Keller (2013) explained that brand awareness consists of brand recognition and brand recall, which influence consumers' ability to identify and remember a brand within a product category. High brand awareness increases the likelihood that consumers will consider a brand during the purchasing process and develop positive attitudes toward it. While Perceived quality refers to consumers' judgment or perception regarding the overall excellence, superiority, or reliability of a product or service relative to competing alternatives. Perceived quality is a critical component of customer-based brand equity because it significantly influences customer satisfaction, trust, purchase decisions, and loyalty. According to David Aaker (1991), perceived quality reflects consumers' perception of the overall quality or superiority of a product compared to competing brands. Consumers often associate high perceived quality with better performance, durability, reliability, and value for money. In the fashion industry, perceived quality may include factors such as fabric quality, product durability, design attractiveness, comfort, uniqueness, and consistency of products. Brand image refers to the set of perceptions, beliefs,

ideas, and impressions consumers hold about a particular brand. It represents how consumers perceive and interpret a brand based on their experiences, marketing communications, and interactions with the organization. Brand image is an important dimension of customer-based brand equity because it shapes consumers' attitudes, emotional attachment, and behavioural intentions toward a brand. According to Kevin Lane Keller (2013), brand image consists of consumers' perceptions and associations stored in memory regarding a brand. A positive brand image enhances consumers' confidence, trust, and preference for a brand, thereby increasing customer loyalty and retention. In the fashion industry, brand image may be influenced by factors such as product style, reputation, social status, innovation, celebrity endorsements, and customer experiences.

2.2 Theoretical Framework

The theoretical framework provides the foundational theories that explain the relationship among the variables under investigation in the study. It offers a conceptual basis for understanding how customer-based brand equity influences customer retention within Kano's fashion industry. This study is anchored on the Theory of Planned Behaviour (TPB) as the theory provides relevant explanations regarding consumer relationships, behavioural intentions, and customer retention in contemporary marketing environments. The TPB was developed by Icek Ajzen (1991) as an extension of the Theory of Reasoned Action. The theory explains that an individual's behavior is primarily determined by behavioural intention, which is influenced by attitude toward the behavior, subjective norms, and perceived behavioural control. The TPB has been extensively applied in marketing, consumer behavior, technology adoption, and social media studies to explain consumers' purchasing decisions, loyalty intentions, and online engagement behavior. Recent studies have shown that TPB remains highly effective in predicting consumer behavior in digital environments, especially regarding social media usage and customer engagement. Mehrabioun (2024) found that the TPB significantly predicts users' intention to continue engaging with social media platforms and online activities. In the context of this study, customers' attitudes toward fashion brands are shaped by customer-based brand equity dimensions such as brand awareness, perceived quality, and brand image. Consumers who possess favourable attitudes toward fashion brands are more likely to develop intentions to remain loyal and continue patronizing the brands.

2.3 Empirical Review

Brennan, Ilicic, and Kennedy (2025) found that brand image and social media interaction significantly affect customer loyalty and retention intentions. The study concluded that social media usage enhances the effectiveness of brand-related marketing strategies in maintaining long-term customer relationships. Pan et al. (2025) synthesized findings from multiple empirical studies and found that social media engagement significantly influences customer trust, brand image, and retention behavior. The researchers emphasized that digital interaction creates emotional attachment between consumers and brands. Laurence and Ekawati (2025) found that social media usage positively moderates the relationship between customer-based brand equity and customer retention. The findings showed that consumers exposed to frequent social media interaction tend to maintain stronger loyalty toward fashion brands. Maria, Maria, and Proboyo (2025) revealed that positive brand image significantly predicts customer retention. The study further found that social media interaction strengthens customers' emotional attachment toward fashion brands.

Lim and Keni (2025) findings showed that social media usage significantly strengthens the relationship between brand awareness and customer retention. Gautam and

Sharma (2022) results indicated that social media engagement positively influences customer trust and retention behavior. Khan and Khan (2024) findings revealed that brand image significantly influences customer loyalty and retention. Consumers with favourable perceptions of fashion brands demonstrated stronger commitment and repeated patronage. Liu (2025) examined influencer marketing campaigns and customer retention in digital business environments. The study found that social media interaction positively influences customer engagement, trust, and long-term loyalty. The findings emphasized that digital platforms facilitate continuous customer-brand communication that enhances retention. Hwang and Zhang (2023) findings indicated that social media usage positively moderates the relationship between brand image and customer retention. The study concluded that social media platforms strengthen customer-brand relationships through continuous engagement and interaction. Moslehpour et al. (2021) findings revealed that social media marketing positively affects brand awareness, customer engagement, and customer loyalty. The study recommended that businesses should utilize social media platforms effectively to improve customer retention. Dwivedi et al. (2023) emphasized that businesses that maintain active social media engagement achieve stronger customer loyalty and long-term relationships. Ghorban and Tahernejad (2021) found that social media platforms significantly enhance brand awareness, perceived quality, and customer retention. The study recommended that businesses should strengthen their digital marketing activities to sustain customer relationships. Kim and Ko (2021) found that social media engagement positively affects perceived quality, brand image, and customer loyalty. The findings further revealed that customers who actively interact with fashion brands online are more likely to remain loyal and continue patronizing the brands.

3. Methodology

This study adopts a quantitative research design using a cross-sectional survey approach to examine the effect of customer-based brand equity on customer retention in Kano's fashion industry, with social media usage serving as a moderating variable. A quantitative research design is considered appropriate because the study seeks to measure and analyse the relationships among clearly defined variables using numerical data and statistical techniques. The design enables the researcher to obtain objective data from respondents and generalize the findings to the wider population.

The population of the study consists of 4,800 registered fashion-related businesses operating within Kano State, including boutiques, textile traders, garment producers, and fashion designers, as reported by the Kano Chamber of Commerce, Industry, Mines and Agriculture (2024). According to the Krejcie and Morgan table, a population of 4,800 requires a minimum sample size of 357 respondents. Therefore, the study adopts a sample size of 357 respondents as representative of the target population. Firstly, purposive sampling is used to select major commercial areas and fashion markets within Kano metropolis, such as Sabon Gari, Kantin Kwari, and Farm Centre, due to the high concentration of fashion-related businesses in these locations. Secondly, convenience sampling is utilized to select accessible and willing respondents from the identified fashion businesses and customers within the selected areas. The sampling techniques are considered appropriate because they enable the researcher to reach respondents who possess adequate knowledge and experience regarding fashion brands, social media usage, and customer retention practices. Furthermore, the selected sample size is considered adequate for statistical analysis and generalization of findings within Kano's fashion industry.

The Data were collected through the use of a structured questionnaire administered to

respondents selected from fashion-related businesses and customers within Kano metropolis. The questionnaire will consist of close-ended questions designed using a five-point Likert scale ranging from strongly disagree to strongly agree.

3.1 Measures

Customer-Based Brand Equity refers to the value consumers attach to a brand based on their perceptions, experiences, and knowledge of the brand. In this study, customer-based brand equity will be operationalized using three dimensions: brand awareness, perceived quality, and brand image.

Brand awareness refers to the ability of consumers to recognize and recall a particular fashion brand among competing brands. It reflects the extent to which customers are familiar with a brand and can easily identify it during purchasing decisions. Brand awareness will be measured using items related to brand recognition, recall, familiarity, and visibility. The measurement items will be adapted from the works of Aaker (1991). Perceived quality refers to customers' judgment regarding the overall excellence, reliability, and superiority of a fashion brand's products or services compared to competing brands. It reflects consumers' perception of product durability, performance, and consistency. The construct will be measured using indicators such as product reliability, durability, quality consistency, and satisfaction with product performance. Measurement items will be adapted from Yoo and Donthu (2001). Brand image refers to the overall perception, beliefs, and associations consumers hold regarding a fashion brand. It reflects the emotional and psychological meaning attached to the brand by consumers. Brand image will be measured using items relating to reputation, uniqueness, attractiveness, and emotional attachment toward the brand. The measurement scale will be adapted from Keller (2013) and Faircloth et al. (2001). Customer retention refers to the ability of a business to maintain long-term relationships with customers and encourage repeated patronage over time. It reflects customers' willingness to continue purchasing products from the same fashion brand despite the availability of alternatives. Customer retention will be measured using indicators such as repeat purchase intention, loyalty, continued patronage, and willingness to recommend the brand to others. The measurement items will be adapted from Zeithaml et al. (1996).

The data collected for this study were analysed using both descriptive and inferential statistical techniques. Multiple regression analysis was considered appropriate as it enabled the researcher to examine the individual and combined effects of the independent variables brand image, perceived quality and brand awareness on the dependent variable, customer retention. The Statistical Package for Social Sciences (SPSS) version 27 was used to facilitate the analysis of the data.

4. Results and Discussion

4.1 Descriptive Analysis

In this survey, a total of 357 questionnaires were administered to the study respondents, amounting to 100% of the sample size. However, only 310 of the 357 respondents answered to the questionnaires, amounting to a response rate of 86.8%. Therefore, the used and the valid response rate were 310 amounted to 87%.Respondents in this study answered five demographic questions about their gender, highest level of academic qualifications, and buying fashion product on the survey questionnaire. As indicated in Table 1, this section summarizes their general frequency distribution on several demographic items:

Table 1: *Socio-Demographic Characteristics of the Respondents*

Sample (n = 310)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	81	26.1
	Female	229	73.8
	Total	310	100
Educational Qualifications	0' Level	30	9.6
	Diploma/NCE	150	48.3
	BSc	105	33.8
	Postgraduate	12	3.8
	Other Specify	13	4.1
	Total	310	100.0
Age	18-25	78	25.1
	26 – 35	153	49.3
	36 - 46	47	15.1
	46 and above	32	10.3
		310	100
Buying Fashion Product	Very often	101	32.5
	Often	159	51.2
	Occasionally	33	10.6
	Rarely	17	5.4
Total		310	100

Source: Field Survey (2026)

Table 1 presents the socio-demographic characteristics of the 310 respondents who participated in the study. The characteristics examined include gender, educational qualifications, age, and frequency of buying fashion products. Regarding gender, the results indicate that the majority of the respondents were female, accounting for 229 respondents (73.8%), while 81 respondents (26.1%) were male. This suggests that females constituted the dominant proportion of the study participants, implying that women were more represented in the sample than men. With respect to educational qualifications, the findings reveal that respondents with Diploma/NCE qualifications formed the largest group, representing 150 respondents (48.3%).This was followed by those with Bachelor's degrees (BSc), who accounted for 105 respondents (33.8%). Respondents with O' Level qualifications constituted 30 respondents (9.6%), while those with postgraduate qualifications represented 12 respondents (3.8%). Additionally, 13 respondents (4.1%) indicated other educational qualifications. The findings suggest that the majority of the respondents possessed at least a post-secondary qualification, indicating that they were sufficiently educated to provide informed responses to the study questions.

In terms of age distribution, the largest proportion of respondents fell within the 26–35 years age bracket, comprising 153 respondents (49.3%). This was followed by respondents aged 18–25 years, who accounted for 78 respondents (25.1%). Respondents within the age range of 36–46 years represented 47 respondents (15.1%), while those aged 46 years and above accounted for 32 respondents (10.3%). The findings indicate that the majority of the respondents were young adults, suggesting that the study attracted individuals who are actively engaged in fashion consumption and are likely to be familiar with contemporary fashion trends. Concerning the frequency of buying

fashion products, the results show that 159 respondents (51.2%) reported buying fashion products often, making them the largest category. This was followed by 101 respondents (32.5%) who indicated that they buy fashion products very often. Meanwhile, 33 respondents (10.6%) stated that they purchase fashion products occasionally, while only 17 respondents (5.4%) reported buying fashion products rarely. These findings suggest that most respondents regularly purchase fashion products, indicating a high level of involvement in fashion consumption and making them suitable participants for a study related to fashion products. The demographic profile of the respondents shows that the sample was predominantly female, relatively well-educated, largely composed of young adults, and actively engaged in purchasing fashion products. These characteristics suggest that the respondents were appropriate for providing reliable information relevant to the study.

4.2 Regression Results

Multiple regression analysis is conducted to determine the relationship between the dependent and independent variables. The results as indicated in table 2 with predictors that were significant, R^2 = 0.700, Adjusted R^2 = 0.696 and F value = 174.42. The multiple correlation coefficients between the predictors and the criterion variable were 0.703; the predictor accounted for approximately 70.3% of the variance in the employee productivity. Based on the Cohen's (1988) classifications, the value of R^2 is significantly substantial. The significant F-test shows that the relationship (174.42, p< 0.000) signifies the overall significant prediction of independent variables to the dependent variable.

Table 2: *Results of Regression Analysis*

Hypotheses	Variables	Unstandardized Coefficients		t-value	p-value	Decision
		B	Std. Error			
H_{o1}	Brand Awareness	0.145	0.028	3.761	0.000	Rejected
H_{o2}	Perceived quality	0.667	0.029	16.97	0.000	Rejected
H_{o3}	Brand image	0.127	0.056	3.218	0.000	Rejected
F value	174.422					
F Sig.	0.000					
R^2	0.703					
Adj. R^2	0.696					
Durbin-Watson	0.622					

Source: Field Survey (2026)
Dependent Variable: Customer Retention
Note: *: p< 0.05; **: p<0.01; ***: p<0.001

Hypothesis 1 (H1): Brand awareness (BA) does not significantly affect the customer retention. The results indicate that brand awareness has a significant positive effect on customer retention (β = 0.145, t = 3.761, p< 0.000). This implies that an increase in customers' awareness of a brand is associated with a corresponding increase in customer retention. Therefore, the hypothesis stating that BA does not significantly influence CR is rejected, while the alternative hypothesis is accepted. Hypothesis 2 (H2) predicts that perceived quality (PQ) does not significantly affect the CR. The findings further reveal that PQ exerts the strongest positive influence on CR (β = 0.667, t = 16.978, p< 0.001). This result indicates that customers are more likely to remain with a brand when they perceive its products or services to be of high quality. Among all the predictors, PQ has the largest effect size, suggesting that it is the most important determinant of CR in the model. Similarly, brand image significantly and positively affects CR (β = 0.127, t = 3.218, p = 0.001). The positive coefficient suggests that customers who hold favourable perceptions of a brand are more likely to remain loyal to it. Consequently, the null hypothesis (H3) is rejected, indicating that BI is a significant predictor of CR.

4.3 Discussion of Findings

With the use of evidence from earlier research and under the light of important theories, this section gives an extensive discussion on the findings pertaining to the exogenous and endogenous study variables. To ensure clear understanding, the discussion, interpretations, and justification of the findings are provided in accordance with the objectives and hypotheses. The hypothesis which is in line with the objective 1 of the study stated that brand awareness does not significantly affect the customer retention. The findings of this study revealed that brand awareness has a significant positive effect on customer retention ($\beta = 0.145$, $t = 3.761$, $p < 0.001$). This suggests that customers who are more familiar with and knowledgeable about a brand are more likely to continue purchasing from the brand and maintain long-term relationships with it. The result implies that increasing customers' recognition, recall, and familiarity with a brand enhances their likelihood of remaining loyal and resistant to competitors' offerings. This finding is consistent with recent empirical studies that have identified brand awareness as a critical determinant of CR and loyalty. For instance, Octavia and Riza (2023) found that brand awareness positively and significantly influences CR, arguing that customers tend to maintain relationships with brands that are easily recognized and remembered because familiarity reduces uncertainty and perceived risk in purchasing decisions. Similarly, Oyenuga and Vu (2024) reported that brand awareness constitutes an important dimension of brand equity that enhances customer retention throughout the customer life cycle by fostering stronger customer-brand relationships. These studies support the present finding that customers who possess a high level of awareness of a brand are more likely to repeatedly patronize the brand and maintain long-term commitment to it.

The findings of this study revealed that perceived quality exerts the strongest positive influence on customer retention ($\beta = 0.667$, $t = 16.978$, $p < 0.001$). This indicates that customers are more likely to continue patronizing a brand when they perceive its products or services as being of superior quality. The large beta coefficient further suggests that PQ is the most influential predictor of CR among all the variables examined in the study. This finding implies that customers place considerable importance on quality perceptions when making decisions regarding whether to maintain or discontinue their relationship with a brand. The result is consistent with previous empirical studies that have established PQ as a key determinant of CR. Sultan, Wong, and Sigala (2023) found that PQ significantly enhances customer loyalty and retention because customers tend to remain committed to brands that consistently deliver superior value and performance. Likewise, Al-Haddad, Alnsour, and Yaseen (2024) established that PQ positively influences CR by increasing customer satisfaction and strengthening confidence in the brand. These studies suggest that customers evaluate the overall excellence and reliability of products and services before deciding whether to continue their relationship with a brand. Consequently, brands that consistently meet or exceed customer expectations are more likely to achieve higher retention rates than those perceived to offer lower quality.

Hypothesis 3 stated that brand image (BI) has does not significantly affect CR. The findings of this study revealed that brand image has a significant and positive effect on customer retention ($\beta = 0.127$, $t = 3.218$, $p = 0.001$). This implies that customers who possess favourable perceptions and positive associations toward a brand are more likely to continue patronizing the brand and maintain long-term relationships with it. The result suggests that a strong and positive brand image enhances customers' confidence in the brand, thereby reducing their likelihood of switching to competing alternatives. This finding is consistent with previous empirical studies that have established a positive relationship between BI and CR. For instance, Rather and Sharma (2024) found that brand image significantly enhances customer loyalty and retention by creating positive emotional connections between customers and brands. Similarly, Nguyen, Le, and Tran (2023) reported that customers who perceive a brand as reputable, trustworthy, and distinctive are more likely to remain committed to the brand and engage in repeat purchasing behaviour. These findings suggest that a

favourable brand image serves as a strategic asset that differentiates a brand from competitors and encourages customers to maintain enduring relationships with the brand.

5. Conclusions

Based on the findings of the study, it can be concluded that brand equity dimensions, namely brand awareness, brand image, and perceived quality, are important determinants of customer retention. The study demonstrates that customers are more likely to remain loyal to a brand when they are familiar with the brand, hold favourable perceptions about it, and perceive its products or services to be of high quality. Among these dimensions, PQ emerged as the most influential factor, indicating that customers place greater emphasis on the quality of products and services when making decisions about whether to continue their relationship with a brand. The study concludes that while brand awareness and brand image are important for retaining customers, perceived quality remains the most critical factor in sustaining customer loyalty and retention. These findings support the assumptions of the TPB, which emphasize that customers maintain relationships with brands that provide superior value, positive experiences, and favourable behavioural intentions.

5.1 Recommendations

Based on the findings and conclusions of the study, the following recommendations are made:

1. Organizations should invest in strategies that enhance brand awareness. Firms should continuously engage in advertising, promotional campaigns, public relations activities, and other marketing communication efforts to improve customers' familiarity with their brands. Increased brand awareness will strengthen customers' recognition and recall of the brand, thereby improving customer retention.
2. Organizations should consistently communicate their brand values, maintain ethical business practices, and deliver positive customer experiences. A favourable brand image enhances customers' trust and confidence in the brand, which contributes to long-term customer retention.
3. Management should prioritize the delivery of high-quality products and services. Since PQ was found to be the strongest predictor of customer retention, firms should invest in quality improvement initiatives, product innovation, service reliability, and continuous quality monitoring. Consistently meeting or exceeding customer expectations will encourage repeat patronage and strengthen customer loyalty.

5.2 Suggestions for Further Studies

This study has limitations although provides suggestions for future research. Future studies should broaden the scope of this research by examining additional dimensions of brand equity such as brand loyalty, brand trust, brand association, and brand credibility. Researchers are also encouraged to investigate the mediating roles of customer satisfaction, customer loyalty, and customer commitment, as well as the moderating effects of variables such as customer engagement, trust, and perceived value. Similar studies should be conducted across different industries and geographical locations to enhance the generalizability of the findings. Furthermore, future research may adopt longitudinal designs and advanced analytical techniques to better understand the causal relationships among the variables. Future studies should also explore specific aspects of social media engagement, including content quality, electronic word-of-mouth, and online customer interactions, to provide deeper insights into their influence on customer retention.

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