

The Role of Brand Awareness in Mediating the Effect of Social Media Campaign on Purchase Intention

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ABSTRACT

This study aims to analyze the role of Brand Awareness in mediating the effect of Social Media Campaigns on Purchase Intention for Warner Bros. movie marketing in Indonesia. Specifically, this research examines the intention to purchase movie tickets from Warner Bros. as a production house. This research was conducted through quantitative approach with a total of 110 respondents who have certain criteria, namely aged 17 to 50 years, social media users (Instagram, X, Tiktok, and Facebook), and have watched movies produced by Warner Bros. The data was processed using the Structural Equation Modelling with the Smart Partial Least Square statistical program. The results of this study prove that: Social Media Campaign has a significant effect on Purchase Intention; Social Media Campaign has a significant effect on Brand Awareness; Brand Awareness has a significant effect on Purchase Intention; and Brand Awareness mediates the effect of Social Media Campaign on Purchase Intention.

Keywords:

Social Media
Campaign, Purchase
Intention, Brand
Awareness, Movie
Marketing

INTRODUCTION

Film Marketers basically have various strategies to promote their movies (Afifah et al., 2022). The most effective medium to promote movies today is social media. Indonesian films can create a buzz around their movies by creating interesting content such as movie trailers, behind the scenes, and scene footage that attracts potential audiences thanks to social media (Djamaly et al., 2023).

Reporting from thenumbers.com, in the last 5 years, Warner Bros. market share of 13.99% of the total ticket sales of all film distributors was 1.2 billion in 2019. Then experienced a decline of 11.19% of total ticket sales of 220 million in 2019. This was caused by the Covid-19 pandemic. Ticket sales from various distributors gradually increased until 2023 which became 830.8 million with Warner Bros. market share of 15.77%. The increase in numbers was supported by the release of the Barbie movie by Warner Bros. on July 21, 2023 which successfully occupied the box office with a total revenue of \$636,238,421.

The marketing phenomenon in the film industry highlights the campaign strategy carried out by Warner Bros. In this digitalization era, social media is one of the effective platforms for organizing marketing campaign activities. Advertising campaigns on social media networks can be categorized according to many attributes, namely increasing awareness, shaping organizational image, improving brand image, sales promotion, getting to know customers better, maintaining relationships with customers, increasing consumer engagement, generating consumer traffic to other online media tools, reducing marketing costs, and others (Raudeliuniene et al., 2018).

Social media provides an easily accessible platform, where one can keep in touch with friends and family, share content with others, collaborate with colleagues, meet new people, and be a source of information (Arli & Dietrich, 2017). Through the

use of social media in marketing campaigns, the distinction between the source, message, and receiver components fades as more and more users have power and take an active role in the creation and distribution of campaign messages (Ketter & Avraham, 2012)

Brand awareness refers to how aware customers and potential customers are of a business and its products (Gustafon & Chabot, 2007). In a study conducted by Djamaly et al., (2023) found that compared to audiences who were less active on social media, those who used social media more frequently tended to be more pleased with the movie marketing campaign and had higher purchase intentions.

Purchase Intention is a type of decision making that studies why consumers buy a particular brand (Saad et al., 2012). Purchase Intention depends on the level of satisfaction that customers expect and receive (Putri, 2021).

Previous research by Gunawan (2020) found that Social Media Campaign has a significant effect on Purchase Intention, while Azzuhra & Adlina (2023) stated that Social Media Marketing and Advertising Campaign have a positive and significant effect on Purchase Intention. Barua & Zaman (2019) suggests that Social Media has a significant effect on Brand Awareness. Meanwhile, Dea et al., (2023) obtained Public Relations Campaign has a positive and significant influence on Brand Awareness with a moderate level of relationship. Azzari & Pelissari (2020) show that Brand Awareness does not directly affect Purchase Intention. Furthermore, Kerse (2023) states that Brand Awareness has a positive effect on Purchase Intention. In research Muchtar et al., (2022) obtained the results there is a role of Brand Awareness in mediating the influence of digital advertising on purchase intention.

According to the gap research above, this research will be conducted to examine brand awareness of the film company and production house, Warner Bros. in marketing their films through social media campaigns until the intention to purchase movie tickets arises in Indonesians who have watched movies produced by Warner Bros. and have ticket purchase intentions. In this case, movie tickets at various cinema chains in Indonesia that show films from Warner Bros. such as Cinema XXI, CGV Cinemas, Cinemaxx or Cinepolis, Flix Cinema, Platinum Cineplex, and so on.

According to KBBI, campaign is "a simultaneous movement (action) (to fight, organize action, and so on)". Rogers, E. M., & Storey (1987) defines a campaign as a communication initiative implemented over a period of time with the aim of producing desired results. Marketing campaigns are specific company activities created to meet marketing objectives in target markets by emphasizing benefits and value to attract potential customers (Premec & Guzovski, 2021).

Social media are communication sites that help people from different backgrounds to connect with each other and build strong social networks (Kapoor et al., 2018). Social media campaigns on online platforms support the development of public space in the digital age by encouraging social mobilization, dialogue, and action (Dokhanchi et al., 2019). Key factors that influence the effectiveness of social media campaigns include sales, content reach, traffic to website, impressions, frequency, relevance score, leads, and audience growth (Raudeliuniene et al., 2018) (Hanna et al., 2011).

Keller (2001) states that consumers' desire to buy goods or services is known as Purchase Intention. In other words, a further component of purchase intention is

the consumer's intention to buy the product after evaluation. Purchase Intention is a type of decision making that studies why consumers buy a particular brand (Saad et al., 2012). Customer purchase intentions are influenced by the level of satisfaction they expect and get (Putri, 2021). The most preferred brand is the brand chosen by the customer to purchase, with two criteria that fall between purchase intention and purchase decision (Świtła et al., 2018).

Putri (2021) states that Brand Awareness means being aware of the existence of a brand and its relationship with a particular product. Brand awareness is the capacity or ability of certain customers to recognize or recall a brand, belonging to a particular product, and as a fundamental and most important limitation in any brand-related search and the ability of a customer to recognize and recall the brand in any form.

In the world of marketing, social media can help a company to influence every user related to the business through digital campaigns (Gunawan, 2020). Aggarwal & Singh (2016) states that marketing campaigns organized by an organization can optimally increase consumer buying desire. Sellers can promote their products to customers through social media, which is considered to encourage buying interest in consumers (Anggrenita & Sander, 2022). Gunawan (2020) states that Social Media Campaign has a significant influence on Purchase Intention, so the following hypothesis is formulated:

H1: Social Media Campaign has significant influence on Purchase Intention.

A business runs campaigns to increase awareness among consumers or wants to run campaigns to encourage people to buy its products (Gunawan, 2020). From knowing nothing about a brand to starting to believe that the brand is the only one in its product category is how brand awareness develops (Dea et al., 2023). Therefore, social media campaigns are carried out by companies to convey messages to target audiences in order to form brand awareness of their products. Hasanudin & Amanda Risky Amalia (2023) states that Digital Campaign has a significant direct effect on Brand Awareness, so the following hypothesis is obtained:

H2: Social Media Campaign has a significant influence on Brand Awareness.

A high level of brand awareness increases the likelihood of purchasing a good or service. It is considered one of the first steps in the buying process. This is why it is believed that a comprehensive analysis of the relationship between purchase intention and brand awareness gives companies a long-term and sustainable competitive advantage (Kerse, 2023). Research conducted by Muchtar et al., (2022) shows that Brand Awareness has a significant positive effect on Purchase Intention. Kerse (2023) also found that Brand Awareness has a positive effect on Purchase Intention, so the following hypothesis is obtained:

H3: Brand Awareness has a significant influence on Purchase Intention.

The capacity of potential customers to identify or remember brands associated with a particular product category is known as brand awareness (Performa, 2021). Research conducted by (Muchtar et al., 2022) shows that brand awareness mediates the impact of digital advertising on Purchase Intention. This implies that consumer brand awareness and digital product advertising will have an impact on consumers propensity to buy. So that the following hypothesis is obtained:

H4: Social Media Campaign has a significant influence on Purchase Intention which is mediated by Brand Awareness.

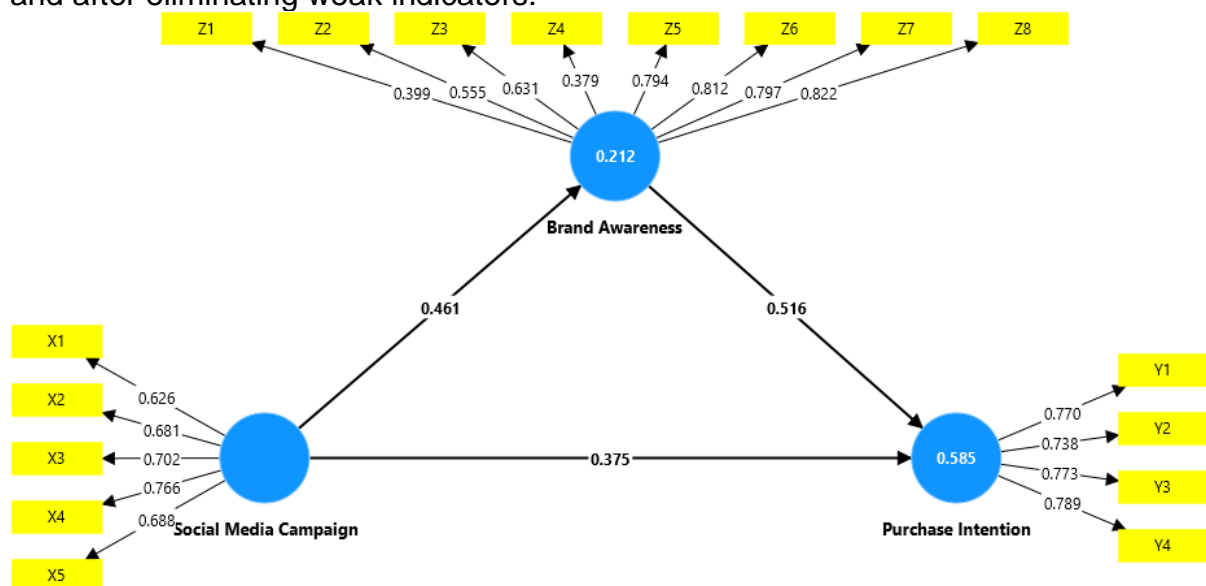
METHOD

This research was conducted using a quantitative approach through online media with a population covering the Indonesian people. The sampling technique used in this study was Non-Probability Sampling with a total of 110 respondents, using Purposive Sampling type, namely samples taken with certain criteria on purpose to determine the respondents of this study, as follows: (1) Aged 17 years to 50 years old; (2) Social media users (Instagram, X, Tiktok, Facebook); and (3) Having watched the movie produced by Warner Bros. The data collection technique used in this study is a questionnaire, namely collecting primary data by distributing a list of statements to be filled in directly by respondents who are members of the research sample. In this case, the questionnaire was distributed online using Googleform media. In addition, also through literature study, namely secondary data collection by analyzing various existing literature.

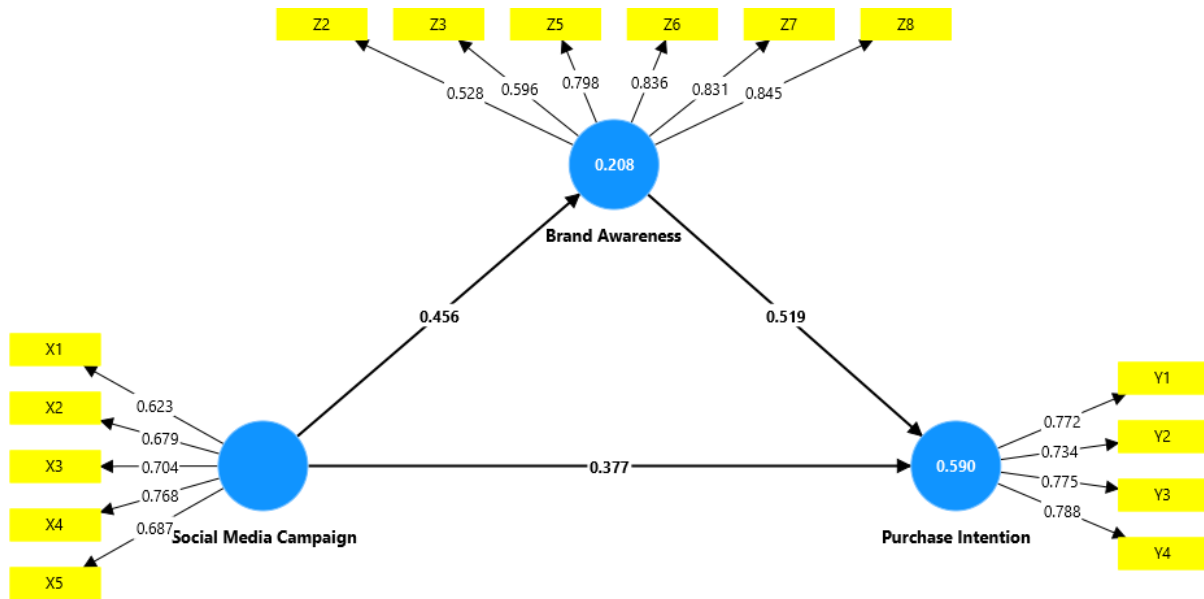
RESULTS AND DISCUSSION

The characteristics of respondents who were sampled in this study based on gender were 70 women (64%) higher than men who only totaled 40 (36%). Based on age, the highest age range of respondents is 17-25 years, namely 81 respondents (74%) while the lowest is 42-50 years, totaling 2 people (2%). Based on occupation, respondents in this study included students totaling 73 people (66%) which is the highest value while the lowest value is private employees who only numbered 5 people (5%). Meanwhile, based on domicile, the island of Java has the highest number compared to other regions, totaling 49 people (45%).

Chin (1998) reveals that the loading factor value more than 0.70 indicates that the indicator has strong convergent validity. If the loading factor value is 0.50 to 0.70, it is still acceptable by paying attention to the Average Variance Extracted (AVE) value. However, if the loading factor value is less than 0.50, the indicator must be removed from the analysis because it is considered weak to measure the latent variable correctly. The following is an overview of the data output diagram before and after eliminating weak indicators:



Picture 1 Data output before indicator elimination



Picture 2 Data output after indicator elimination

From the picture 2 above, it can be seen that the outer loading value of all indicators of the Social Media Campaign (X), Purchase Intention (Y), and Brand Awareness (Z) variables has a value greater than 0.50 so that all indicators are declared to have good validity in explaining their latent variables.

Table 1. Average Variance Extracted (AVE) Value

Variabels	Average Variance Extracted (AVE)
Brand Awareness	0.562
Purchase Intention	0.589
Social Media Campaign	0.481

Based on table 1 above, it is known that the AVE value of Purchase Intention and Brand Awareness is greater than 0.50 so that the discriminant validity is met. Meanwhile, the AVE value of Social Media Campaign is less than 0.50, namely 0.481, but it is acceptable because the composite reliability value is sufficient.

Table 2. Discriminant Validity Test Results

Variabels	Brand Awareness	Purchase Intention	Social Media Campaign
Brand Awareness	0.750		
Purchase Intention	0.691	0.768	
Social Media Campaign	0.456	0.614	0.694

Table 2 above shows the results of the Fornell Larcker Criterion test which can be declared valid in accordance with the provisions of the discriminant validity test. This is described in the value obtained is higher than the correlation value between one variable and another, as follows: (1) The Purchase Intention variable (0.768) is higher than the Brand Awareness variable (0.691); and (2) The Social Media Campaign variable (0.694) is higher than the Purchase Intention (0.614) and Brand Awareness (0.456) variables.

Table 3. Composite Reliability and Cronbach's Alpha

Variabels	Cronbach's Alpha	Composite Reliability
Brand Awareness	0.836	0.882
Purchase Intention	0.767	0.851
Social Media Campaign	0.736	0.822

The construct is declared reliable if it has a composite reliability value above 0.60 and Cronbach's Alpha above 0.60. So table 3 shows that the level of reliability of the questionnaire is declared reliable as a research instrument because the composite reliability value of all variables obtained a value greater than 0.6 so that the reliability of the indicators is stronger.

Table 4. R-Square and Adjusted R-Square Values

Variabels	R-Square	R-Square Adjusted
Brand Awareness (Z)	0.208	0.201
Purchase Intention (Y)	0.590	0.582

Table 4 above shows that the R^2 value of the Brand Awareness (Z) variable is 0.201 or 20.1%. This means that the model has limited and weak explanatory capabilities. Meanwhile, the R^2 value of the Purchase Intention (Y) variable is 0.582 or 58.2%, which means that the model is quite good at explaining variations in the data.

Table 5. Q-Square value

Variabels	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Awareness	660.000	589.083	0.107
Purchase Intention	440.000	295.020	0.330
Social Media Campaign	550.000	550.000	0.000

The analysis results show that the Q-square value for the Brand Awareness variable is 0.107 and Purchase Intention is 0.330. This means that the model can predict endogenous variables quite well but the predictive ability is not too strong (moderate).

Table 6. F-Square Results

Variabels	Brand Awareness	Purchase Intention	Social Media Campaign
Brand Awareness		0.520	
Purchase Intention			
Social Media Campaign	0.263	0.275	

Table 6 above obtained the results of the Brand Awareness (Z) variable on Purchase Intention (Y) of 0.520 which means it has a big influence. The Social Media Campaign (X) variable on Brand Awareness (Z) is 0.263, indicating that there is a moderate effect. In addition, the Social Media Campaign (X) variable on Purchase Intention (Y) is 0.275 which also shows a moderate or medium effect.

Table 7. Path Coefficients

Variabels	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BA -> PI	0.519	0.515	0.065	7.940	0.000
SMC -> BA	0.456	0.472	0.084	5.406	0.000
SMC -> PI	0.377	0.385	0.072	5.219	0.000

The results of hypothesis testing can be declared to have a significant effect if the T- Statistics value > 1.96 and the P value < 0.05 . The following is an explanation of the results of Path Coefficients:

- The Brand Awareness (Z) variable has a significant effect on Purchase Intention (Y) with T Statistics worth $7.940 > 1.96$ and P value worth $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. This shows that Brand Awareness (Z) has a

significant effect on Purchase Intention (Y) in Warner Bros. movie marketing in Indonesia.

- b. The Social Media Campaign (X) variable has a significant effect on Brand Awareness (Z) with T Statistics worth $5.406 > 1.96$ and P value worth $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. This shows that Social Media Campaign (X) has a significant effect on Brand Awareness (Z) in Warner Bros. movie marketing in Indonesia.
- c. The Social Media Campaign (X) variable has a significant effect on Purchase Intention (Y) with T Statistics worth $5.219 > 1.96$ and P value worth $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. This shows that Social Media Campaign (X) has a significant effect on Purchase Intention (Y) on Warner Bros. movie marketing in Indonesia.

Table 8. Specific Indirect Effect

Variabels	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SMC -> BA -> PI	0.237	0.242	0.050	4.721	0.000

Based on table 8, it can be seen that the effect of the Social Media Campaign on Purchase Intention through Brand Awareness as a mediating variable shows a path coefficient value of 0.237 with a t-statistic value of 4.721. This value is greater than 1.96 and the P value of 0.000 is smaller than 0.05. So it can be concluded that Brand Awareness mediates the effect of Social Media Campaign on Purchase Intention.

Table 9. Variance Accounted For (VAF)

Variabels	Direct Effect	Indirect Effect	Total	Nilai VAF
SMC -> BA -> PI	0.377	0.236	0.613	0.384

The calculation results using the VAF formula in table 9 above show that the VAF is 0.384 or 38.4%. This means that the effect of the Social Media Campaign on Purchase Intention is partially mediated by Brand Awareness.

Discussion

The first hypothesis was accepted. This finding proves that the Social Media Campaign is well organized to attract the attention of potential customers. The movie marketing campaign conducted by Warner Bros. on social media is persuasive in nature which convinces consumers of the superiority of their products, in this case, movies. The implemented Social Media Campaign encourages consumers to reach the Purchase Intention stage, or start having purchase intentions because they are influenced by the level of satisfaction they expect or high expectations about the films campaigned by Warner Bros. For this reason, consumers begin to consider new purchasing options. This research is also in line with previous research by Gunawan (2020) which states that the Social Media Campaign has a significant influence on Purchase Intention. The study emphasized that a good campaign is a campaign that succeeds in persuading the audience or target of the campaign to follow the message informed through the campaign to be able to increase customer entities. Thus, the findings of this study further strengthen the importance of persuasive information in social media campaigns in influencing consumer purchase intentions.

The second hypothesis was accepted. This finding proves that the marketing campaign carried out by Warner Bros on social media is able to make consumers

aware of the existence of the brand and its relationship with a product, in this case, a movie. This research is also supported by previous research by Hasanudin & Amanda Risky Amalia (2023) which states that Digital Campaign has a significant direct effect on Brand Awareness. This finding indicates that the campaign can reach all groups, anytime, and anywhere. In this case, social media as a medium for implementing movie marketing campaigns produced by Warner Bros. allows them to reach a wider target audience and build brand awareness by utilizing social media features.

The third hypothesis is accepted. This proves that consumers tend to remember and identify a brand to be used as a purchasing choice in the future. In this case, building brand awareness of movie marketing carried out by Warner Bros needs to be done so that potential customers make the movies produced by them their main consideration. This research is also supported by previous research by Kerse (2023) which states that Brand Awareness has a significant and positive effect on Purchase Intention. Consumers today have to choose between many brands when buying a product. When making choices, they tend to turn to brands they are familiar with. In line with this research, consumers tend to show that they have the intention of purchasing movie tickets promoted by Warner Bros because of the brand.

Hypothesis four is accepted. This finding indicates that the effect of Social Media Campaign on Purchase Intention is not only direct, but also mediated by Brand Awareness which arises because consumers tend to choose brands that they recognize and remember when buying a product. To reach this stage, the recognized brand must be included in the consumer's choice when buying a product, in this case a movie. This finding is in line with research conducted by Muchtar et al., (2022) which shows that brand awareness mediates the effect of digital advertising on purchase intentions. In this context, parameters such as consumers understanding and being aware of the existence of the brand, and recognizing the logo among competing brands are in line with this study where Brand Awareness is a mediating variable. However, Brand Awareness in the world of cinema only encourages purchase intentions in certain consumers who have a passion for this field.

CONCLUSION

Based on the results of this study, it can be concluded that Social Media Campaign has an effect on Purchase Intention. Social Media Campaigns affect Brand Awareness. Brand Awareness affects Purchase Intention. Finally, Brand Awareness mediates the effect of Social Media Campaign on Purchase Intention in Warner Bros movie marketing in Indonesia. Future research can consider Fear of Missing Out (FOMO) as an additional variable that can play a role in Purchase Intention, especially in movie marketing in Indonesia. Future research may also consider using qualitative approaches such as direct observation by researchers.

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