

A Conceptual Analysis of the Relationship between Brand Awareness, Brand Loyalty, Advertising, and Customer Purchase Decisions among Malaysian Property Buyers

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Abstract: *The primary strategic tool for differentiating rival items is branding. Organizations must build strong brands as an effective defensive strategy to defeat rivals in the market if there are several competitors. In the present, branding is essential to all businesses, including the real estate sector. Strategic communication through advertising might help a company establish its brand. Leading businesses would need to use creative advertising to imprint an indelible brand position in the minds of their consumers. Therefore, this research aims to investigate how brand equity and advertising may assist real estate developers in comprehending the purchasing behaviour of their clients. This study's conceptual framework employed Aaker's brand equity model to direct the investigation. This theory offers a comprehensive explanation of brand equity and may be used at various phases of marketing to increase consumer loyalty and buy intent. It is typically utilised to set a company apart from the competition. This study offers helpful information to real estate developers on how brand equity and advertising may increase public awareness of their brand and affect consumer behaviour.*

Keywords: Strategic, investigate, brand equity.

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