

# Applying the Customer Based Brand Equity Model in examining Brand Loyalty of Consumers towards Johnson & Johnson Baby Care Products: A PLS-SEM Approach

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**Abstract:** This research primarily discusses the effects of various dimensions of CBBE Model that leads to brand loyalty in baby care products segment of Johnson & Johnson. While the CBBE Model is a well-established model to measure the brand equity the paper focuses on validating the model through empirical research and understanding the mediating effects of the same. Data for the study was collected through structured questionnaire using 5 point Likert scale where the responses varied between strongly agree to strongly disagree. Sample size consisted of 300 respondents all of which were female and had been using the said brand. Data was analyzed using Partial Least Square (PLS) Structural Equation Modeling (SEM) and the findings of this research show that perceived quality and perceived trust leads to increased brand value which in turn leads to brand loyalty. The study offers strategic implications for the industry thereby helping the companies to focus their efforts on building trust and developing quality products

**Keywords:** CBBE Model, Brand Loyalty, Smart-PLS, Baby Care Products

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## I. INTRODUCTION

A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (American Marketing Association). Branding is considered to be more of a cognitive approach as it has direct impact on minds of consumers. Hence companies invest a large part of their marketing budget on designing branding strategies so as to create a memorable impression on consumers and also to distinguish it from the competitors. In response to the branding strategies customers perceive positive or negative image of that particular brand which is known as brand equity. It can be defined as "the marketing and financial values linked with a brand's strength in the market, including actual proprietary brand assets, brand name awareness, brand loyalty, perceived brand quality, and brand associations" (Pride & Ferrell, 2003, p. 299). Brand Equity has been defined in different ways but the current study focuses effects of brand on individual customers so as to improve brand loyalty. There are various models to measure brand equity depending on whether it is a product or a service industry under consideration, but the models by Aaker (1996) and Keller (1993) are quite popular. Using these models as reference most empirical studies employ conceptualization in which brand awareness, brand image, brand loyalty, brand relationship constitute the consumer based dimensions of brand equity. In the current study we have tried to examine brand loyalty as a dependent

factor and measure the direct, indirect and mediating effects of brand image, brand knowledge, brand relationship, perceived quality, perceived trust and brand value on it.

Brand loyalty is "a deeply held commitment to rebuy or repatronize a preferred product/ service consistently in the future, causing repetitive same brand or same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999). The traditional antecedents of brand loyalty include perceived value, satisfaction and trust and have proven to be having significant impact on brand loyalty (He, Yani Li, & Lloyd Harris, 2012). Further research shows that all of the CBBE's dimensions have a direct or indirect effect on brand loyalty (Tu, 2019) considering which we have tried to develop a framework that combines the traditional antecedents of loyalty with the CBBE dimensions to measure their effect on brand loyalty.

Johnson & Johnson and has been a pioneer in the baby products segment and has ruled the market for over years. Recently the company discontinued the sale of its talc-based baby powder owing to the accusations that it causes cancer.<sup>1</sup> Also there are lot more companies who have entered the baby products segment and are giving tough competition to Johnson & Johnson which has led to the decline in its

<sup>1</sup><https://www.nytimes.com/2020/05/19/business/johnson-baby-powder-sales-stopped.html>

market share.<sup>2</sup> Under such circumstances it becomes necessary to understand the perception of consumer's towards the product. The study collects data from female respondents across different occupations and age groups to measure their brand loyalty towards Johnson & Johnson baby care products.

## II. LITERATURE REVIEW AND RESEARCH HYPOTHESES

### A. Brand Knowledge.

Brand knowledge is the ability of the customer to recall or recollect memories related to a specific brand. It is defined by descriptive and evaluative brand related information that it is individualistic inference about a brand stored in consumer memory (Alimen & Cerit, 2010). It comprises brand related notions, brand awareness and brand image that correlating diverse information such as awareness, attributes, benefits, images, thoughts, feelings to a brand constitutes brand knowledge and directly affect consumer responses (Keller, 1993, 2003). Brand knowledge is found to have a positive impact on brand image. As brand image directly relates with the perception of consumers the higher the brand knowledge i.e. the higher the ability to recall the brand the better the image. Hence when the respondents were asked that which brand comes to your mind when you hear about a baby product? Majority of them responded about Johnson & Johnson. So we can say that majority of the times brand knowledge has a positive impact on brand image.

### **H1: Brand knowledge has a positive impact on brand image**

### B. Brand Relationship.

When consumers form relationship with brands it is either through ways of unique identity, strong association, continuous support and interaction, engagement at different levels and so on. It is found that majority of the purchases are affected by brand image via brand relationship path that includes satisfaction, trust and attachment to the brand (Esch, Langer, Schimtt, & Geus, 2006). To build long term brand vitality and to create a suitable brand image it becomes essential for the marketers to undertake activities that lead to formation of strong brand relationships with the customers.

### **H2: Brand relationship has a positive impact on brand image**

### C. Brand Image.

Brand image is considered as one of the most important concepts in marketing but still there is a lack of agreement on existence of proper definition of the same. Brand image can be defined as perception of a brand reflected by the brand associations held in consumer memory (Herzog, 1963) and (Newman, 1957). As brand associations are connected with psychological aspects of the consumers it gradually forms an image in the minds of the consumer. Brand value talks about the monetary aspect of the brand

and value for money concept. As the consumer creates a positive image about the brand it would lead to perception of higher brand value. A strong brand image creates superior brand messages of a particular brand over the rivalry brand

### **H3: Brand image has a positive impact on brand value**

### D. Perceived Quality

Perceived quality is customer's opinion about the performance or image of a product or a service. Quality of a product or service is directly related to satisfaction. And hence perceived quality is essential in developing trust among the customers. Continuous consistent performance leads to higher level of satisfaction which in turn drives trust. Also it is argued that quality of a product is different from perceived quality because the perceived quality deals with buyer's subjective appraisal of the product (Erenkol & Duygun, 2010). So perceived quality is more of a cognitive factor which talks about how customers construct the overall quality of a brand.

### **H4: Perceived quality has a positive impact on perceived trust**

### E. Perceived Trust

Trust is considered as one of the key variables to maintain long term relationship with the customers. Perceived trust is a factor that makes the users believe that the brand will fulfil the promises made and perform its stated purpose. Perceived trust also leads to increased brand value which in turn leads to brand loyalty (Berry, 1993). Over the years trust factor has been considered as an important marketing tool (Berry, 1995) and as a factor that ultimately leads to brand equity. Trust is based not just on cost estimation but the confidence a consumer has in a brand. It is a long term factor and will be dependent upon how effectively a brand tries to satisfy the consumers. Once the customers are satisfied with the performance and feel that the brand has successfully delivered the promised attributes it helps in strengthening brand value.

### **H5: Perceived trust has a positive impact on brand value**

### F. Brand Value

Brand value is derived from a combination of tangible as well as intangibles components associated with a brand. Brand name, association, perceived quality, perceived trust are some of such intangible measures that drive brand value whereas price, discounts, offers are some of the monetary aspects related to brand value. Though price is an important and determining factor for brand loyalty, the intangibles measures are what lead towards developing strong brand loyalty. All these intangibles measures lead consumers to select a particular brand rather than a competing brand (Yoo, 2000).

### **H6: Brand value has a positive impact on brand loyalty**

<sup>2</sup><https://www.statista.com/statistics/368854/johnson-and-johnson-s-global-baby-care-sales/>

G. Brand Loyalty

A major objective for any marketing strategy for most product categories is the facilitation of consumers to repurchase the brand through preference or involvement (Kumar & Advani, 2005). The very concept of loyalty seems to have become a dynamic one with the marketing literature presenting different aspects of the concept. Several studies have found a direct relationship between various dimensions of CBBE model like brand awareness, brand image, brand association with overall brand equity, the study here measures mediating effects of these variables on brand loyalty. Two very popular models for brand building have been considered and variables from both the models have been used to measure what drives customers towards brand loyalty.

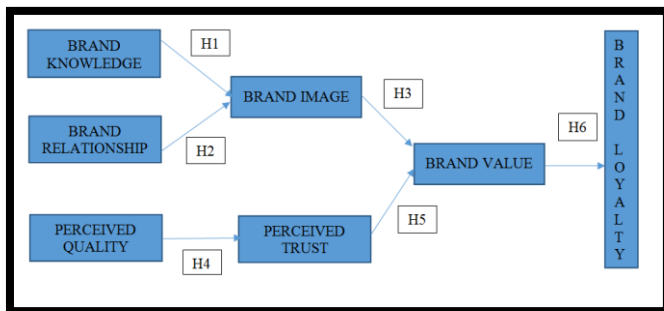


Figure 1: Proposed Conceptual Framework

H. Research Gap

Here researcher studied various contributions of past renowned articles in the same area. There significant contribution of CBBE Model is in the area of Delivering Brand Equity of various products. This is the unique approach attempt by the researcher where CBBE model is applied in measuring the Impact of Brand Loyalty with specific respect to baby care product of Johnson & Johnson. Majority of the study suggest and evaluate the direct affect Brand – Knowledge, Relation –Brand, Image and Brand-Equity. Here researcher considers the mediating effect of Brand-Image, Perceived Trust, Brand Value and test the direct as well as mediating impact. In addition majority of Brand Loyalty studies so conducted with direct impact of quality on the loyalty of customer. Here researcher also considers the perceived trust which plays very crucial role of mediating variable. This entire study focuses on the direct and mediating effect of all variable which is creating impact on brand loyalty.

I. Research Objective

- 1) To study the factors which are affecting to brand loyalty of Johnson baby product users
- 2) To measuring the direct and Indirect effect of factors are affecting brand loyalty of Johnson baby products

III. METHODOLOGY

A. Research Process

To understand the responses of women respondent having child/children, cross sectional study is conducted. Here researcher purposefully select descriptive cross sectional research design in this study to conclude the inferences derived from the hypothesized testing (Malhotra & Das, 2019)

To achieve the above objectives an empirical study was conducted to test the relationship among the construct. A structured questionnaire based on the contributions of previous related studies. The questionnaire was designed in two parts. Part 1 consisted of data and information related to the demographics of the respondents such as age, educational qualification, occupation, number of children and so on. In part 2 the core variables are studied through extensive literature review. A total of 31 items for measuring different variables were adopted from various sources such as (Atilgan, 2005) and (Kim & Kim, 2005). The questions are structured by using five point Likert scale from “strongly disagree” (1) to “strongly agree” (5) for all the tested constructs. A group of three experts reviewed the methodology and measurement scales to ensure content, face validity and appropriateness of structure of questionnaire.

The researcher had seven constructs with 36 statements namely Brand Image (5), Brand Knowledge (6), Brand Loyalty (7) Brand Relation (5), Brand Valued (3), Perceived Quality (4) and Perceived Trust (6) However, one statement of factor Brand value was not significantly contributing so that it has been removed from final data analysis. Moreover, the questionnaires content with some demographic factors like age, educational qualification, occupation, number of children and so on. The pilot testing was carried out with 50 users with individual interactions to check the articulation, suitability of questionnaire.

Here, researcher has selected the baby care products industry as an area of research and entire research is focused on what drives brand loyalty in this industry. In this research, the sample characteristic indicate that the respondents are working mothers as well as homemakers who have been using this brand. These categories of respondents are not easily approachable. The structured questionnaire was distributed and following non probability purposive sampling design, to encourage the regional online users, the questionnaire was translated in to regional language. The structured questionnaires distributed in the major cities of Gujarat such as Ahmedabad, Vadodara, Surat, Rajkot, Anand, Jamnagar, Mehsana, Gandhidham, and Valsad. The entire data was collected through survey with non-probability purposive sampling method. Researcher collected 334 questionnaires during October2019 to February 2020, out of this 300 complete questionnaires was considered for the study. The sample is considered sufficient to evaluate research model (36\*5=180) hair, since the ratio of the sample size to number of parameters to be estimated exceed the

minimum threshold for normal distribution (bentler and chou ,1987).

**B. Tools and Techniques for analysis**

The collected data were coded into SPSS 20 program for descriptive statistical analysis such as mean, standard deviation, frequency, percentage and correlations prior to the PLS-SEM analysis. In order to test the hypotheses SMART PLS 2.0 which is a complete Structural Equation Modelling Tool was employed (Amin, Azhar, Amin, & Akter, 2015). The path analysis is applied in structural model and significance of direct and mediating relationships evaluated through the bootstrap (5000 size) techniques.

**C. Reliability and Validity Test**

Here, measurement model and factor loading has been checked. The major motive of evaluating factor loading is to check convergent validity. More than 0.7 is considered as excellent loading, table 2 represent each factor has more than the standard range. Majority of the factors have more than 0.7 factors loading which depicts that all the indicators are convergent to the said latent variables.

According to Cavana et al. (2001), reliability test can be used as a measure that signals the consistency and stability of the instruments used in the survey when repeated measurements are made. A popular and widely accepted approach to measure reliability is to use the Cronbach alpha. The value of Cronbach alpha with the range of greater than 0.70 is considered acceptable and good (Cavana et al., 2001). Results from the Table 1 point out the Cronbach alpha for the six tested constructs were well above 0.70. Based on the finding, Cronbach alpha for the construct ranged from lowest of 0.877 (brand value) to 0.941 (brand loyalty). In conclusion, the outcome concluded that the measurement scales of the constructs were stable and consistent in measuring the constructs. According to (Fornell & Larcker, 1981), the Average Variance Extracted Criterion should be higher than 0.50. Convergent validity assessment is based is based on the AVE values as the evaluation criterion. From the Table 1 we can conclude that the AVE value of all the constructs are well above required minimum level of 0.50. Thus the measures of the seven reflective constructs have high level of convergent validity.

According to (Henseler, 2009), the composite reliability, as a measure of internal consistency should be higher than 0.60, we can conclude that the composite reliability value of all the seven constructs demonstrate high levels of internal consistency reliability.

**Table 1: Reliability of the Constructs**

(a)	(b)	(c)	(d)	(e)	(f)
1	.908	.846-.861	.909	.931	.731
2	.924	.808-.869	.926	.940	.724
3	.941	.802-.897	.943	.952	.739
4	.905	.826-.886	.905	.929	.725
5	.877	.887-.904	.878	.924	.803
6	.892	.856-.878	.893	.925	.756
7	.916	.824-.865	.917	.935	.704

[(a): Constructs, (b) Cronbach’s Alpha, (c) Factor Loading Range, (d) rho\_A, (e) Composite Reliability, (f) Average Variance Extracted (AVE)]

[1: Brand Image, 2: Brand Knowledge, 3: Brand Loyalty, 4: Brand Relationship, 5: Brand Value, 6: Perceived Quality, 7 Perceived Trust.]

Fornell-Larcker suggested that in order to establish discriminant validity, square root of AVE must be higher than the correlations of the constructs with all other constructs in the structural model. Table 2 indicates square root values of all AVE have been manually calculated, bolded and placed diagonally. Here the value of CR of each construct is greater than AVE and value of AVE is greater than 0.5. The correlations between the latent variables are extracted from the default report in Smart PLS. Based on the values portrayed above, we can conclude that convergent and discriminant validity is well established.

**Table 2: Fornell-Larcker Criterion Analysis**

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
1	<b>.855</b>						
2	<b>.782</b>	<b>.851</b>					
3	<b>.733</b>	<b>.689</b>	<b>.870</b>				
4	<b>.758</b>	<b>.690</b>	<b>.840</b>	<b>.887</b>			
5	<b>.734</b>	<b>.685</b>	<b>.860</b>	<b>.752</b>	<b>.896</b>		
6	<b>.727</b>	<b>.674</b>	<b>.791</b>	<b>.824</b>	<b>.744</b>	<b>.892</b>	
7	<b>.790</b>	<b>.739</b>	<b>.833</b>	<b>.851</b>	<b>.801</b>	<b>.869</b>	<b>.839</b>

[(a): Latent Variables, (b) Brand Knowledge, (c) Brand Relationship, (d) Brand Image, (e) Brand Value, (f) Perceived Quality, (g) Perceived Trust, (h) Brand Loyalty]

[1: Brand Image, 2: Brand Knowledge, 3: Brand Loyalty, 4: Brand Relationship, 5: Brand Value, 6: Perceived Quality, 7 Perceived Trust.]

**D. Structural Models (On Screen Result)**

PLS-SEM was used to analyse the hypothesized framework. A confirmatory factor analysis (CFA) was carried out through a two-step approach (i.e. measurement model and structural model). PLS-SEM has an edge over other techniques because it does not require multivariate normal distribution of data, large sample sizes and interval scales (Chin et al. 2003; Lee et al. 2015). “PLS only requires a sample size of 10 times the most complex relationship within the research model that is the larger value between (1) the construct with the largest number of formative indicators if there are formative constructs in the research model [i.e. largest measurement equation (LME)]; and (2) the dependent latent variable (LV) with the largest number of independent LVs influencing it [i.e. the largest structural equation (LSE)]” (Peng and Lai 2012, p. 469). Since this research has a sample size of 153, variance- based SEM (PLS) is better than covariance-based SEM (AMOS etc.). Furthermore, “the iterative algorithm of a series of ordinary least square analyses in PLS is able to avoid problems of inadmissible solutions and factor indeterminacy” (Scott and Walczak 2009, p.226). Data analysis was conducted using a two-step approach (Lee et al. 2015; Chan et al. 2010; Ringle

et al. 2005). The first step was to authenticate validity and internal consistency (reliability) of the data, employing CFA, and the second was to estimate the hypotheses, using structural model.

IV. TEST AND DISCUSSION OF RESULT

A. Testing Research Hypotheses

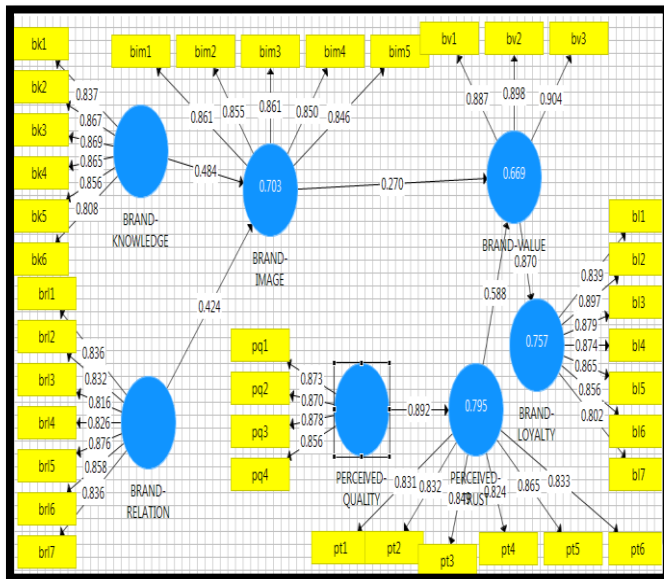


Figure 2: Structural Model (PLS Algorithm)

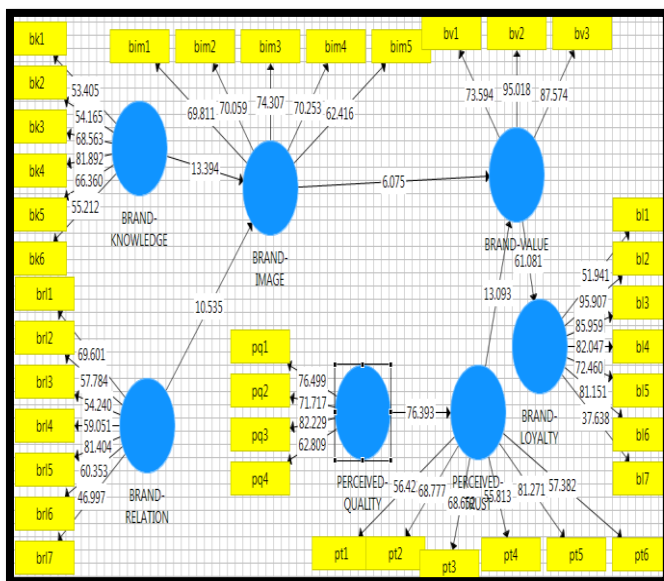


Figure 3: Structural Model (Bootstrapping)

The structural models for this study are portrayed in Figure 2 and Figure 3 respectively, in which R2 represents value for any endogenous and predicted latent variable. In the model, (e.g. figure 2) brand knowledge, brand relationship and perceived quality are not predicted by some other variables. There are no arrows pointing to precede brand knowledge, brand relationship and perceived quality. Consequently the R2 value shows the amount of variance explained by the other variables in the model. R2 of endogenous latent variables, ranged between 0 and 1, where a higher value represents better path model estimations.

	(a)	(b)	(c)	(d)	(e)
1	0.270	0.270	0.044	6.075	0.000
2	0.484	0.487	0.036	13.394	0.000
3	0.424	0.422	0.040	10.535	0.000
4	0.870	0.870	0.014	61.081	0.000
5	0.892	0.892	0.012	76.393	0.000
6	0.588	0.587	0.045	13.093	0.000

[(a): Original Sample (O), (b) Sample Mean (M), (c) Standard Deviation (STDEV), (d) T Statistics (O/STDEV), (e) P Values]

[1: BRAND-IMAGE -> BRAND-VALUE, 2: BRAND-KNOWLEDGE -> BRAND-IMAGE, 3: BRAND-RELATION -> BRAND-IMAGE, 4: BRAND-VALUE -> BRAND-LOYALTY, 5: PERCEIVED-QUALITY -> PERCEIVED-TRUST, 6: PERCEIVED-TRUST -> BRAND-VALUE]

To determine the statistical significance of the path coefficients, and in order to calculate the t values, we used “Bootstrapping Option”. The bootstrap represents another nonparametric approach for estimating the precision of the PLS estimate (W.W.Chin, 1998). Missing value algorithm was set to “Mean Replacement” (J.F.Hair, 2013), as no missing values have been recorded in the dataset though the missing value option was configured. In addition, a number of cases were set to 300 which is the exact sample size of the study, and number of bootstrap samples were set to 5000 as suggested by (Ringle, 2005) before running the “Bootstrapping Option” in Smart PLS 3.0. All calculated t-values are shown in the column five of the Table 3. After reviewing the T statistics shown in Table 3, we can conclude that the Significant t-value of all the hypothesized paths are above 2.57( $\alpha = 0.01$ ; two-sided test). Thus, all the proposed Hypothesized paths in the inner model are statistically significant. As we know that when the size of the resulting empirical t-value is above 1.96, we can assume that the path coefficient is significantly different from 0 at a significance levels of 5 percent.

**H1: Brand knowledge has a positive impact on brand image with respect to customers of Johnson & Johnson Baby Care products**

Here the brand knowledge effectiveness is positively impacting on brand image. While evaluating the relationship it shows positive impact of 0.484. Researcher stimulates the boot strapping process with sample of 5000, which indicates average of impact 0.487, which is marginally higher than the original impact between the two variable and average variations 0.036 with t- statistics 13.394 and having

significant value 0.000. It indicate that knowledge regarding the brand changes 10% than brand image of Johnson & Johnson Baby products will change by 4.84%

**H2: Brand relationship has a positive impact on brand image with respect to customers of Johnson & Johnson Baby Care products**

Here the brand relationship effectiveness is positively impacting on brand image. While evaluating the relationship it shows positive impact of 0.424. Researcher stimulates the boot strapping process with sample of 5000, which indicates average of impact 0.422, which is marginally lesser than the original impact between the two variable and average variations 0.040 with t- statistics 10.535 and having significant value 0.000. It indicate that Brand relationship changes 10% than brand image of Johnson & Johnson Baby products will change by 4.24%

**H3: Brand image has a positive impact on brand value with respect to customers of Johnson & Johnson Baby Care products**

Here the brand image effectiveness is positively impacting brand value. While evaluating the relationship it shows positive impact of 0.270. Researcher stimulates the boot strapping process with sample of 5000, which indicates average of impact 0.270, which is equal to the original impact between the two variable and average variations 0.044 with t- statistics 6.075 and having significant value 0.000. It indicate that brand image changes by 10% than brand value of Johnson & Johnson Baby products will change by 2.70%

**H4: Perceived quality has a positive impact on perceived trust with respect to customers of Johnson & Johnson Baby Care products**

Here the Perceived Qualities effectiveness is positively impacting perceived trust. While evaluating the relationship it shows positive impact of 0.892. Researcher stimulates the boot strapping process with sample of 5000, which indicates average of impact 0.892, which is equal to the original impact between the two variable and average variations 0.012 with t- statistics 76.393 and having significant value 0.000. It indicate that perceived quality changes 10% than perceived trust of Johnson & Johnson Baby products will change by 8.92%

**H5: Perceived trust has a positive impact on brand value with respect to customers of Johnson & Johnson Baby Care products**

Here the perceived trust effectiveness is positively impacting brand value. While evaluating the relationship it shows positive impact of 0.588. Researcher stimulates the boot strapping process with sample of 5000, which indicates average of impact 0.587, which is marginally lesser than the original impact between the two variable and average

variations 0.045 with t- statistics 13.093 and having significant value 0.000. It indicate that perceived trust changes 10% than brand value of Johnson & Johnson Baby products will change by 5.88%

**H6: Brand value has a positive impact on brand loyalty with respect to customers of Johnson & Johnson Baby Care products**

Here the Brand Value effectiveness is positively impacting brand loyalty. While evaluating the relationship it shows positive impact of 0.870. Researcher stimulates the boot strapping process with sample of 5000, which indicates average of impact 0.870, which is equal to the original impact between the two variable and average variations 0.014 with t- statistics 61.081 and having significant value 0.000. It indicate that brand value changes 10% than brand loyalty of Johnson & Johnson Baby products will change by 4.84%

*B. R square and Adjusted R square*

R square is coefficient of determination that indicates variance explained by independent variable on dependent variable. Researcher has come across the data as mentioned in table- 4 which is explained below.

Table- 4		
R square and Adjusted R square of all variables		
	R Square	R Square Adjusted
Brand Image	0.703	0.701
Brand Loyalty	0.757	0.757
Brand Value	0.668	0.667
Perceived Trust	0.795	0.795

Brand image shows 70.3% increases due to Brand Knowledge and Brand Relation, whereas Brand loyalty shows 75.7% increase due to Brand Value. Whereas Brand Value shows 66.8% increase due to Brand Value and Perceived Trust and Perceived trust shows 79.5% increase due to perceived quality.

Moreover, adjusted R square of all the constructs are marginally less than R square, which shows that all the independent variables are contributing significantly.

Table 5			
Proposed structural model fitness indices			
(a)	(b)	(c)	(d)
NFI	.912	> .90	(Bentler & Dudgeon, 1996)
SRMR	.050	<.08	(Hu & Bentler, 1999)

[(a): Fit Indices (O), (b) Structural Model, (c) Recommended Value, (d) References]

## V. FINDINGS AND DISCUSSIONS

The main aim of this study to measuring the direct and mediating of brand knowledge, brand relation, perceived quality on brand loyalty of Johnson and Johnson baby care product customers. This study derived that brand knowledge is having direct significant relationship on brand image. Simultaneously Brand relationship also positively contributes to brand image. More of knowledge regarding brand positively improve the images and respect to baby care products. While discussing the other direct effect perceived quality positively leads to perceived trust. This is the most significant contribution in the construct. Perceived trust people are more concerned regarding the kid's health and hygiene standards. In the study of loyalty of products with respect to baby care products, perceived trust is the most influential factor and significantly impacted by the quality of the product ( $\beta=0.892$ ,  $\text{Sig}=0.000$ ).

People who are brand conscious, brand image played very vital role to affect brand value. Here researcher derived the direct impact of brand image and brand value ( $\beta=0.270$ ,  $\text{Sig}=0.00$ ) with  $p$  value  $00 < 0.05$ . The study explains that the more Johnson and Johnson improve the image; there are higher chances of enhancement of the brand value of baby care product. The perceived trust is another mediating variable which increases the brand value. Majority of customers are conscious regarding the brand value while purchasing the baby care products. Therefore higher the trust leads to higher brand value. In this study perceived trust regarding Johnson and Johnson baby care product is positively contributing with ( $\beta=0.588$ ,  $\text{Sig} = 0.00$ ). Trust contributes more than 50% in the addition of brand value of Johnsons and Johnson's baby care product.

In the recent competitive era it is observed that mediating factors like brand image, perceived trust and brand value are playing an important role to motivate customers to stay loyal with Johnsons and Johnson's baby care product. When we are discussing research result in the context of women customers trust and brand values are the significant positive contributors in the repurchase intention of Johnsons and Johnson's baby care product.

Generally Gujarati Customers are sensible and loyal, if quality of product and image of brand is established. This tendency reflects as the outcome of our research.

With respect to mediating and direct effect the current study evaluates direct significant effects of all six independent variables and three mediating effect of brand image, Brand value and Perceived trust.

Empirical results via PLS-SEM confirm that brand image and brand value have a mediating effect on brand loyalty. Results have shed some light on which factors strongly influence brand loyalty and will help marketers and practitioners to formulate strategies to enhance their brand loyalty in order to gain competitive advantage in the baby products industry. Furthermore, this study presents an

important contribution to the contemporary part of the literature on the brand loyalty, which purely supports to CBBE theory of Keller. The normalized effect values of the direct, indirect and total effects of the constructs were collated and path verification regarding the mediating effect was performed. The ratio of indirect effect and total effect was used as the evaluation index of the indirect effect intensity; this showed that the intensity of the indirect effects were much greater than that of direct effects. This indicates that the indirect effect plays an important role and also confirms that brand image and brand value have total mediating effects on brand loyalty.

## VI. POLICY IMPLICATIONS

The findings of this research would be applicable in the case of business practices. It provides many ways to the marketers to introduce their product or brand by the mean of social media brand communication, and then brand awareness will be developed ultimately a pool of brand knowledge will take place. As brand image and brand value are found to have a mediating effect marketers should focus on creating good image through customer engagement, and CSR activities while simultaneously working towards building trust through resolving customer issues, providing quality products and loyalty programmes. Brands should create appropriate loyalty plans to build long-term relationships with customers. Based on inherent and extrinsic incentive motivations, as well as integrated marketing communications such as via the establishment of brand communities, brands can be exposed to customers through frequent postings on social media such as Facebook.

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