

The Impact of Customer Satisfaction on Customer Purchase Decisions in The Egyptian Telecommunications Industry

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Abstract: This research explores the impacts of customer satisfaction on customer purchase decisions within Egypt's Telecommunications industry. Using a positivist approach and a deductive methodology, data is collected from 405 respondents through a structured questionnaire featuring Likert-scale and multiple-choice questions. Findings reveal that customer satisfaction has a significant impact on customer purchase decisions.

The research reveals that the customer satisfaction has a significant impact on customer purchase decisions. Research also emphasized on the critical impact of both variables on the business performance. Customer satisfaction is defined as the extent to which a brand meets or exceeds customer expectations and is measured using a scale that includes factors like service quality, responsiveness, product reliability, and overall customer experience. In contrast, customer purchase decisions refer to the final choices customers make about buying a product or service, driven by their past interactions with the brand and perceived value. The analysis reveals a strong positive correlation between these two variables.

Findings indicate that customer satisfaction significantly impacts customer purchase decisions, with satisfied customers being more likely to make favourable customer purchase decisions and recommend the brand to others. This relationship is supported by high coefficient values and statistical significance, underscoring the importance for brands to prioritize satisfaction as a key driver of customer purchase decisions. The measurement scales for purchase decisions focus on customers' likelihood of selecting the brand again and their tendency to advocate for it.

Additionally, the study highlights that enhancing customer satisfaction increases customer lifetime value by boosting retention rates and reducing sensitivity to price changes.

Therefore, strategies aimed at improving satisfaction not only strengthen customer purchase decisions but also contribute to long-term business growth and competitive advantage.

Keywords: *Customer Satisfaction and Customer purchase decisions.*

1- Introduction:

In the increasingly competitive landscape of Egypt's telecommunications industry, understanding the factors that drive customer purchase decisions has become a strategic priority for companies seeking to enhance market share and customer loyalty. In a sector characterized by similar service offerings and intense competition, customer satisfaction stands out as a key differentiator. When customers feel their expectations are consistently met or exceeded, they are not only more likely to continue using the same service but also to advocate for the brand, contributing to increased customer retention and reduced churn (Marinković et al., 2020).

Customer satisfaction is broadly defined as the extent to which a company's products and services fulfill customer expectations, thereby fostering a positive customer experience (Abbas et al., 2021). This satisfaction is crucial in shaping customer purchase decisions, particularly in markets like telecommunications, where service quality, responsiveness, and

reliability are pivotal to maintaining customer trust (Wahyuni et al., 2021). Satisfied customers tend to exhibit higher loyalty, are more resistant to competitive offers, and are more likely to make repeat purchases (Manyanga et al., 2022). This study aims to explore the link between customer satisfaction and purchase decisions within Egypt's dynamic telecommunication industry.

Given the substantial impact that customer satisfaction has on customer purchase decisions, this study investigates how these variables interact in a market characterized by a rapidly growing subscriber base. The research seeks to provide empirical evidence on the extent to which customer satisfaction influences purchase decisions in the context of Egypt's telecommunications market, where customer loyalty is increasingly becoming a competitive advantage (Kataria et al., 2020).

The analysis is grounded in established theoretical frameworks, examining how satisfaction-driven purchase decisions can be leveraged to optimize customer retention and lifetime value. The study also addresses the practical implications for telecommunications brands aiming to differentiate their services. By focusing on enhancing customer satisfaction, companies can not only drive customer purchase decisions but also strengthen long-term customer relationships, thereby achieving sustainable business growth (Suwarno, 2022). This research contributes to the understanding of the critical role that satisfaction plays in shaping purchase behaviors, offering

actionable strategies for telecommunications firms to navigate competitive challenges.

2 Literature Review

Customer satisfaction is a key driver of customer purchase decisions, influencing whether customers choose to buy again and recommend the brand to others. High satisfaction levels not only encourage customer purchases decisions but also strengthen brand loyalty. It's essential for long-term brand success. This section explores how satisfaction impacts customer purchase decisions, highlighting its role in fostering loyalty and driving favorable purchasing outcomes.

2.1 Customer Satisfaction

Customer satisfaction plays a vital role in shaping consumer buying decisions, directly affecting whether customers remain loyal to a brand. Satisfaction is achieved when products and services fulfill or surpass customer expectations and needs. This satisfaction hinges on how well the product or service's perceived performance aligns with customer expectations (Abbas et al., 2021). Consistently delivering quality, reliability, and positive customer experiences encourages customers to make favorable purchasing choices based on their satisfaction.

Customer satisfaction refers to the level of contentment customers experience when a product or service meets or surpasses their expectations. It is considered a critical

determinant of customer loyalty and long-term business success. Customer satisfaction is measured using a scale that includes various dimensions, such as the extent to which services exceed customer expectations, overall satisfaction, fulfillment of service needs, and the sense of making a wise choice. The scale also evaluates emotional responses, like contentment, delight, and confidence in continuing the relationship with the service provider. The reliability of this measurement scale was validated with a high Cronbach's alpha score, indicating consistency and reliability in assessing satisfaction levels. These factors set the stage for understanding how satisfaction can indirectly influence customer purchase decisions by enhancing trust and reducing perceived risks (Rambocas et al., 2018).

Crucially, meeting and exceeding customer expectations not only boosts satisfaction but also strengthens purchase decisions by fostering trust and loyalty. Satisfied customers are more likely to make repeat purchases, recommend the brand to others, and resist competitive offerings, making satisfaction a key driver in shaping consumer decisions and fostering long-term brand loyalty (Marinković et al., 2020). Factors such as product quality, service responsiveness, competitive pricing, and strong customer support are essential for maintaining high satisfaction levels that influence customer decision-making.

Beyond simple retention, customer satisfaction also drives advocacy and positive word-of-mouth. Customers who are

satisfied are more inclined to repeat their purchasing choices, reinforcing their loyalty to the brand. High satisfaction levels minimize the perceived risks associated with purchase decisions, which significantly impacts customers' willingness to continue choosing the brand (Manyanga et al., 2022). Ensuring customer satisfaction is crucial for cultivating loyalty and enhancing purchasing decisions. When satisfaction levels are high, customers form deeper connections with a brand, are more likely to repurchase, and contribute to long-term business success (Chikazhe et al., 2021). Thus, customer satisfaction becomes a strategic priority for businesses seeking to optimize their influence on purchase decisions.

2.2 Customer Purchase Decisions

Customer purchase decisions involve selecting from various alternatives when customers decide to buy a product or service. This process typically includes several stages: recognizing a problem, searching for information, evaluating options, making a purchase, and reflecting on post-purchase behavior. The process begins when customers identify a need triggered by internal or external factors. These decisions are influenced by brand stability, product attributes, and how well the offerings align with customer desires. Customer purchase decisions are assessed using indicators such as buying consistency, careful consideration of product attributes, and

alignment with customer needs. While the research emphasizes factors like brand loyalty, perceived quality, and brand awareness as significant drivers of customer purchase decisions, these elements also indirectly enhance customer satisfaction. High perceived quality and brand loyalty can improve the customer experience, thereby increasing satisfaction, which in turn strengthens the likelihood of choosing a specific brand over others (Supiyandi et al., 2022)

A customer navigates several stages in the purchase selection process, beginning with the identification of a need or problem, where they recognize a gap between their current situation and their desired state. This initial recognition leads to the information-gathering stage, where the customer actively or passively seeks details to meet this need. Next, they evaluate alternative solutions by comparing various options. During the critical decision-making phase, the customer weighs the pros and cons of each option before proceeding to the final purchase decision. The process concludes with post-purchase evaluation, where the customer assesses their satisfaction with the purchase, influencing future buying choices (Wahyuni et al., 2021).

The customer's purchase decision process consists of multiple phases: recognizing a need, gathering information, evaluating options, making a purchase, and conducting a post-purchase assessment. Factors such as customer satisfaction,

perceived quality, brand equity, and personal preferences shape each stage of this process. Understanding these phases allows companies to design effective marketing strategies and improve customer satisfaction. By targeting each step with tailored marketing efforts and high-quality offerings, businesses can increase sales, enhance satisfaction, and cultivate lasting brand loyalty (Suwarno, 2022).

Brand equity components—such as advertising, brand loyalty, and brand associations—are fundamental in shaping customer decision-making. Among the five key brand equity factors—brand awareness, loyalty, associations, perceived quality, and advertising—brand loyalty has the most significant impact on purchase decisions, while advertising and brand associations have a more modest influence. Interestingly, in this context, perceived quality and brand awareness do not directly affect purchasing decisions. Strategic recommendations for gaining a competitive advantage include investing in quality advertising to enhance brand recall and prioritizing customer service improvements to foster loyalty. Effective advertising that creates memorable and engaging content is essential for capturing customer attention and strengthening brand identity in a competitive market (Thuy et al., 2022).

2.3 The Relationship between Customer Satisfaction & Customer Purchase Decisions

The relationship between customer satisfaction and purchase decisions is well-established in the literature, as satisfied customers are more inclined to make repeat purchases, recommend the brand, and resist switching to competitors. The study highlights that customer satisfaction acts as a mediator between brand attributes and purchasing behaviors. When customers are highly satisfied with the quality and consistency of a brand's offerings, their purchase intentions are strengthened. This positive satisfaction experience reduces perceived risks and increases customers' willingness to commit to future purchases, thereby reinforcing brand loyalty. Consequently, customer satisfaction not only enhances current purchase decisions but also plays a vital role in shaping long-term consumer behavior by fostering brand trust and loyalty (Rambocas et al., 2018).

Customer satisfaction plays a crucial role in influencing purchase decisions. When customers are satisfied with a brand, they are more likely to make repeat purchases and recommend the brand to others, increasing market share and profitability. This satisfaction, often assessed after purchase, depends on perceived value, quality, and the overall customer experience. Higher satisfaction levels foster brand loyalty, resulting in positive word-of-mouth and reduced customer attrition. Research shows that satisfied customers display both behavioral and

attitudinal loyalty, actively engaging in future purchases while holding a positive outlook toward the brand (Kataria et al., 2020).

Satisfied customers are more likely to remain loyal to a brand and may even pay a premium, reinforcing purchasing behavior. This satisfaction stems from the brand meeting or exceeding customer expectations, fostering trust and reliability. High customer satisfaction creates an emotional bond that encourages referrals, increases brand visibility, and attracts new customers. Consequently, maintaining elevated levels of customer satisfaction is essential for business continuity and growth (Suwarno, 2022).

The level of customer satisfaction significantly impacts purchase decisions. Customers who are satisfied with a brand are more likely to choose it again over competitors, as satisfaction lowers perceived risk and strengthens trust in the brand. Studies show that satisfied customers are inclined to make repeat purchases and remain loyal, which ultimately enhances the long-term profitability of the company (Chikazhe et al., 2021).

Thus, the hypothesis is formulated as follows:

H: Customer Satisfaction has a significant impact on Customer Purchase Decision.

3 Research Methods

This study employs a deductive, quantitative research approach, utilizing structured data collection and analysis techniques to explore the relationship between customer-based brand equity and purchase decisions. The chosen deductive method relies on established theories to form hypotheses tested against empirical data. This structured approach includes several key elements, such as reasoning from general theories to specific observations, testing hypotheses through quantitative measures, and ensuring objectivity and replicability of results (Saunders et al., 2016). The study's objective is to analyze the connections between brand equity components, customer satisfaction, and customer purchase decisions, considering demographic factors like age and gender as potential moderators.

The research strategy involves a quantitative survey method, allowing for a systematic analysis of customer responses. Questionnaires are the primary tool, distributed via social media and Google Forms to engage a broad sample of Egyptian telecommunications customers. This approach is efficient in gathering unbiased, measurable data that is well-suited to confirm or refute hypotheses (Sekaran, 2016). The survey, based on Likert scales, measures variables like brand awareness, perceived quality, and loyalty, offering replicable insights into customer behavior.

The target population consists of the Egyptian telecommunications users across the country's four major providers. With 111.4 million subscribers in 2023, the telecom market is highly competitive, necessitating a representative sample for robust findings. Quota sampling is employed to ensure balanced representation of both prepaid and postpaid customer segments, optimizing resource efficiency and adaptability (Mweshi et al., 2020). Based on a calculated sample size of 384 respondents, quotas are divided equally between these customer groups to accurately reflect the telecom customer base. Data is collected through a structured questionnaire, translated into Arabic for inclusivity. The survey's structure, informed by prior research on brand equity in telecommunications (Yousry, 2024), measures key variables through multiple-choice and Likert scale responses. Analytical tools like SPSS, AMOS, and STATA are used for statistical tests, including regression and correlation, to validate the study's hypotheses.

1.1.1. Data collection method “Questionnaire”

A questionnaire with multiple-choice options is used to gather responses from telecommunications customers. This self-assessment tool employs a 5-point Likert scale, a format commonly applied in research focused on assessing customer-based brand equity in the telecommunications sector and its impact on various behavior-related variables. To ensure

accessibility for the Egyptian telecom audience, the researcher translates the questionnaire into Arabic.

Table 1 – Instruments in the Questionnaire		
Variable	Scale	References
Customer Satisfaction	<ul style="list-style-type: none"> - The services I get from my mobile service brand exceeds my expectations - I am a satisfied customer of my mobile service brand - My mobile service brand provides me with all the services I need from a mobile service brand - I consider my choice to continue transacting with my mobile service brand a wise one - My mobile service operator comes close to what I would describe as a perfect mobile service brand - I am contented with my mobile service brand - I am delighted with my mobile service brand - I am sure that my mobile service operator is the right mobile service brand to do business with 	Rambocas et al. (2018)
Table 1 – Continued		
Variable	Scale	Reference
Customer Purchase Decisions	<ul style="list-style-type: none"> - I choose to use the services of my mobile service brand as my first choice - when I want to buy a service or a new line, I buy from my mobile service brand because of my needs - I do not consider other mobile service brand when I want to buy services or products - I buy from my mobile service brand because of my need 	Supriyadi et al. (2022)

4 Findings and Results

The descriptive analysis section provides a thorough examination of the survey respondents, detailing demographic characteristics and key constructs such as brand awareness, perceived quality, brand associations, brand loyalty, customer satisfaction, and purchase decisions. This foundational analysis establishes general patterns in the data, which later guide the inferential analysis.

4.1 Demographic Characteristics:

The sample consists of 405 respondents with diverse profiles in terms of gender, age, education, employment status, and telecommunications brand usage. Gender distribution is relatively balanced, with a slightly higher number of female respondents. Regarding age, the majority of participants are between 18-27 years, comprising 48% of the sample, followed by 30% in the 28-37 age range, 15% in the 38-47 age range, and only 7% are 48 years or older. Educationally, the majority hold bachelor's degrees, with a smaller number having completed master's or doctoral degrees. Employment status varies, with employees and students representing the largest portions, while business owners and retirees account for smaller segments of the sample.

4.2 Sample Distribution according to brand & subscription plan (postpaid and prepaid):

Respondents use various telecommunications brands, with Vodafone leading as the most-used service, with 196 respondents (48% of the sample) selecting this brand. Etisalat follows with 106 respondents (26%), while Orange accounts for 83 respondents (20%), and WE is used by 20 respondents (5%). This brand distribution illustrates the varied preferences in mobile service providers among the respondents. 208 respondents (51.5%) use prepaid subscriptions, while 196 respondents (48.5%) have postpaid subscriptions. The sample

distribution aligns well with the quota sampling criteria, which required a minimum of 192 respondents for each subscription type, ensuring balanced representation.

4.4 Construct-Specific Descriptive Statistics:

4.4.1 Customer Satisfaction

Customer satisfaction in this study reflects the overall contentment of respondents with their mobile service brand. The mean score for satisfaction is moderately positive at 3.36, indicating general satisfaction but leaving room for improvement. The standard deviation of 0.909 suggests variability, with some respondents highly satisfied and others less so. This variability underscores areas for service enhancement to ensure consistent satisfaction across the customer base. Key drivers of satisfaction identified include perceived service quality and value, which directly impact customers' overall experience and likelihood to remain loyal.

4.4.2 Customer Purchase Decisions

The mean score for customer purchase decisions is 3.396, indicating favorable customer purchase decisions, with many respondents willing to repurchase and recommend their current mobile service brand. The standard deviation of 0.739 reflects moderate consistency, showing stable purchase behaviors across the sample. This suggests a generally satisfied customer base, with purchasing behaviors strongly linked to loyalty and

satisfaction levels. Improving customer satisfaction can further solidify these purchase intentions, driving higher repurchase rates and brand advocacy among users.

4.5 Structural Equation Modeling

The SEM (Structural Equation Modeling) analysis of this study provides a detailed examination of the relationships between customer satisfaction, customer purchase decisions. Key outcomes from the SEM analysis focused on these two constructs are as follows:

4.5.1 Direct Effects:

Customer Satisfaction and Purchase Decisions: SEM analysis confirms that customer satisfaction has a significant impact on customer purchase decisions, with a path coefficient of 1.354, showing a strong relationship between these constructs at a 95% confidence level. This suggests that higher levels of satisfaction directly encourage repurchase intentions and brand advocacy, highlighting customer satisfaction as a critical driver of customer purchase decisions.

5 Discussions of Findings

The research centers on theories exploring the relationships among customer-based brand equity and its components, customer satisfaction, and customer purchase decisions. It examines both direct and indirect effects within

these connections, with particular focus on the potential mediating role of customer satisfaction and the moderating influence of demographic factors. These hypotheses aim to provide a comprehensive understanding of how brand equity elements impact satisfaction and, subsequently, purchase decisions.

5.1 Discussion of the hypothesis

This finding aligns with existing literature, where Hult et al. (2019) emphasize that customer satisfaction is crucial in shaping future purchase decisions, as meeting expectations—whether online or offline—leads to repeat purchases. Similarly, Prasad et al. (2019) asserts that satisfied customers, whose expectations are met, tend to make favorable purchase decisions, fostering brand loyalty and encouraging repeat purchases.

Supporting this, Nabella (2020) agrees that customer satisfaction has a significant impact on customer purchase decisions. Satisfied customers are more likely to choose the same brand due to positive prior experiences, boosting the brand's perceived value and increasing sales. Sidi (2018) also finds a strong link between satisfaction and purchase decisions, concluding that higher satisfaction increases the likelihood of both initial and repeat purchases, as satisfied customers return to repurchase from brands that meet or exceed their expectations. These findings collectively underscore the pivotal role of

customer satisfaction in promoting recurring purchases and enhancing brand loyalty through favorable purchase decisions.

5.2 Recommendations

To strengthen the relationship between customer satisfaction and customer purchase decisions, companies should prioritize continuously measuring customer satisfaction levels through regular surveys and feedback channels. Focusing on factors like product quality, service responsiveness, and customer support can help identify areas for improvement. Addressing these gaps will ensure that customer expectations are consistently met, driving higher satisfaction and encouraging repeat purchases. Additionally, investing in improving service quality is essential; prompt issue resolution and effective customer support significantly enhance satisfaction, which directly influences purchasing behavior.

Improving product reliability and delivering consistent quality are also key strategies. When customers perceive that products consistently meet or exceed their expectations, they are more likely to make future purchases. Highlighting customer satisfaction as part of marketing efforts can further influence purchase decisions. For instance, leveraging testimonials, case studies, and satisfaction ratings in promotional content can build trust with potential customers, showcasing the brand's commitment to quality and customer satisfaction.

Personalized customer experiences are crucial for increasing satisfaction and influencing purchase decisions. By tailoring interactions based on customer preferences, past purchases, and behaviors, companies can make customers feel valued and understood, leading to greater loyalty. Offering value-added services, such as loyalty programs or exclusive offers, further deepens customer satisfaction, incentivizing repeat purchases and strengthening brand loyalty. This approach not only boosts customer retention but also enhances the perceived value of the brand.

Finally, monitoring competitor performance regarding customer satisfaction provides valuable insights for benchmarking and identifying opportunities for differentiation. By understanding competitors' strengths and weaknesses, companies can better position themselves to improve customer satisfaction and gain a competitive edge. These strategic efforts to align product offerings, services, and customer interactions with customer satisfaction can significantly enhance purchase decisions, driving sustainable growth and long-term customer loyalty.

6 Research Limitations

Further research could deepen our understanding of the factors influencing customer-based brand equity, its effect on customer experience, and its impact on purchase decisions. Key

limitations of the current study and recommendations for future research include:

- **Industry-Specific Focus:** By concentrating on mobile service companies in Egypt, this study may have limited its findings' applicability to other industries. Future research should investigate similar relationships across diverse industries to assess whether these findings hold in different sectors. Testing the same model in other industries could validate its relevance and applicability beyond mobile services.
- **Geographic and Cultural Scope:** The research's focus on the Egyptian market means its findings may not fully apply to other cultural or economic contexts, even though the mobile service industry structure is globally similar. Expanding research to multiple countries with varying conditions could yield more comprehensive insights. Testing the research model in diverse regions could confirm its validity across different cultures and economic environments.
- **Cross-Sectional Data Limitations:** The use of cross-sectional data limited the study's ability to capture changes over time, providing only a snapshot of customer perspectives. Future studies could employ longitudinal data to track the relationship between customer satisfaction and purchase decisions over time. Such longitudinal approaches would allow for observing

changes in customer satisfaction and brand perception, leading to stronger, more validated conclusions.

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