

BIBLIOGRAPHY

Adiwijaya, M., McGuinness, E., Cary, J. C., & Herjanto, H. (2021). The centrality of brand awareness. *Petra International Journal of Business Studies*, 4(2), 109–121. <https://doi.org/10.9744/ijbs.4.2.109-121>

Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>

Ahmed, M. (2021). An analysis of the impact of brand image on consumer purchase behavior : The case of Lidl, Sweden. *Degree Project*. <http://ltu.diva-portal.org/smash/record.jsf?pid=diva2:1582255>

Akinyode, B. F. (2016). The use of structural equation modeling (SEM) in built environment disciplines. *Research on Humanities and Social Sciences*, 6(6), 109–120. <https://iiste.org/Journals/index.php/RHSS/article/view/29438>

Al-Fadhali, N. (2022). An AMOS-SEM approach to evaluating stakeholders' influence on construction project delivery performance. *Engineering Construction and Architectural Management*, 31(2), 638–661. <https://doi.org/10.1108/ecam-09-2021-0780>

Ali, A., Ali, A., & Sherwani, M. (2017). Shaping halal into a brand? Factors affecting consumers' halal brand purchase intention. *Journal of International Food & Agribusiness Marketing*, 29(3), 234–259. <https://doi.org/10.1080/08974438.2017.1312657>

Aljandali, A., & Tatahi, M. (2018). Vector Autoregression (VAR) model. In *Statistics and econometrics for finance* (pp. 211–235). https://doi.org/10.1007/978-3-319-92985-9_10

Alkhaldeh, A. M., Al-Salaymeh, M., Alshare, F., & Eneizan, B. (2017). The Effect of Brand Awareness on Brand Loyalty: Mediating Role of Brand Commitment. *European Journal of Business and Management*, 9(36), 38–47. <https://www.iiste.org/Journals/index.php/EJBM/article/download/40349/41494>

Andini, M. D. (2023). Characteristics of Indonesian consumers and online purchasing behavior. *AKADEMIK Jurnal Mahasiswa Ekonomi & Bisnis*, 3(1), 27–36. <https://doi.org/10.37481/jmeh.v3i1.564>

Andrade, C. (2021). A Student's Guide to the classification and Operationalization of variables in the conceptualization and design of a clinical Study: Part 1. *Indian Journal of Psychological Medicine*, 43(2), 177–179. <https://doi.org/10.1177/0253717621994334>

Arachchi, H. D. M., & Samarasinghe, G. D. (2023). Influence of corporate social responsibility and brand attitude on purchase intention. *Spanish Journal of marketing-ESIC*, 27(3), 389–406. <https://doi.org/10.1108/sjme-12-2021-0224>

Arundel, A. (2023). Questionnaire testing. In *Edward Elgar Publishing eBooks* (pp. 56–77). <https://doi.org/10.4337/9781800376175.00008>

Astuti, W. T. (2023). The influence of brand image, brand love, and brand trust on brand loyalty in local coffee shop brand names. *Journal Research of Social Science, Economics, and Management/Journal Research of Social Science, Economics and Management*, 2(12). <https://doi.org/10.59141/jrssem.v2i12.512>

Aydın, G., Ar, A. A., & Taşkın, Ç. (2014). The role of brand trust on parents purchase intentions of Baby-Care products. *Doğuş Üniversitesi Dergisi*, 2(15), 165–180. <https://doi.org/10.31671/dogus.2018.84>

Badar, M. M. (2021). The Effect of Brand Image on Product Purchase Intention with Customer Satisfaction as A Mediation Variable (Study of Semen Gresik Consumer in East Java). *Jurnal Ilmiah Mahasiswa FEB*, 9(2). <https://jimfeb.ub.ac.id/index.php/jimfeb/article/download/7516/6484>

Baharum, H., Ismail, A., Awang, Z., McKenna, L., Ibrahim, R., Mohamed, Z., & Hassan, N. H. (2023). Validating an instrument for measuring newly graduated nurses' adaptation. *International Journal of Environmental Research and Public Health/International Journal of Environmental Research and Public Health*, 20(4), 2860. <https://doi.org/10.3390/ijerph20042860>

Bakator, M., Đorđević, D., & Čočkaló, D. (2019). Brand awareness and its influence on markets and consumers' purchase intentions in Serbia. *Ekonomika Preduzeća*, 67(7–8), 483–492. <https://doi.org/10.5937/ekopre1908483b>

Bandara, M., Behnaz, A., & Rabhi, F. A. (2019). RVO - The Research Variable Ontology. In *Lecture notes in computer science* (pp. 412–426). https://doi.org/10.1007/978-3-030-21348-0_27

BBC News. (2018, October 2). *Silverstone celebrates 70 years since first Grand Prix*. <https://www.bbc.com/news/uk-england-northamptonshire-45705779>

Bergkvist, L., & Taylor, C. R. (2022). Reviving and improving brand awareness as a construct in advertising research. *Journal of Advertising*, 51(3), 294–307. <https://doi.org/10.1080/00913367.2022.2039886>

Bernarto, M. P. B. I., & Beny, B. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen - Fakultas Ekonomi Universitas Tarumanagara*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>

Bilgin, Y. (2020). The Influence of Social Media Friendship on Brand Awareness and Purchase Intention: Evidence from young adult consumers. *International Journal of Marketing, Communication and New Media*, 8. <http://u3isjournal.isvouga.pt/index.php/ijmcmn/article/download/463/237>

Brewer, A. M., & Zhao, J. (2010). The impact of a pathway college on reputation and brand awareness for its affiliated university in Sydney. *International Journal of Educational Management*, 24(1), 34–47. <https://doi.org/10.1108/09513541011013033>

Brittle, C. (2023a, November 29). *F1 merchandise sales increase 101% in 2022*. BlackBook Motorsport. <https://www.blackbookmotorsport.com/news/f1-merchandise-sales-increase-uk-usa-2022/>

Brittle, C. (2023b, November 29). *F1 merchandise sales increase 101% in 2022*. BlackBook Motorsport. <https://www.blackbookmotorsport.com/news/f1-merchandise-sales-increase-uk-usa-2022/>

Campbell, C. M. C. (2002). Building brand equity. *Journal of Medical Marketing*, 2(3), 208–218. <https://doi.org/10.1057/palgrave.jmm.5040078>

Chaharsoughi, S. A. (2012). Effect of sales promotion on consumer behavior based on culture. *African Journal of Business Management*, 6(1). <https://doi.org/10.5897/ajbm11.739>

Chand, V. S., & Fei, C. (2020). Self-brand connection and intention to purchase a counterfeit luxury brand in emerging economies. *Journal of Consumer Behaviour*, 20(2), 399–411. <https://doi.org/10.1002/cb.1871>

Chen, G. (2020). Brand Promotion and Innovation Strategy of Marine Product Enterprises. *Journal of Coastal Research*, 103(sp1), 155. <https://doi.org/10.2112/si103-033.1>

Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers' Purchase Intention. *Sustainability*, 13(22), 12770. <https://doi.org/10.3390/su132212770>

Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124–139. <https://doi.org/10.1108/ajems-03-2013-0031>

Cui, P. W., Li, W., & Yang, Y. (2013). The Impact of Recovery Strategies on Brand Trust after Production Operations Management Failure. *Applied Mechanics and Materials*, 423–426, 2270–2274. <https://doi.org/10.4028/www.scientific.net/amm.423-426.2270>

Cuong, D. (2020). THE INFLUENCE OF BRAND SATISFACTION, BRAND TRUST, BRAND PREFERENCE ON BRAND LOYALTY TO LAPTOP BRANDS. *A Multifaceted Review Journal in the Field of Pharmacy*, 11(11).

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness

and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966.
<https://doi.org/10.1016/j.jretconser.2019.101966>

Dahl, M., & Johnsson, A. (2015). Extending the Understanding of Sales promotions' Influence on Brand Knowledge : A Quantitative Study. *Dahl and Johnsson Spring of 2015*. <http://www.diva-portal.org/smash/get/diva2:824640/FULLTEXT01>

De Souza, E. L., Da Silva, L. B., De Andrade Lima Neto, E., Da Fonseca Lima, M. B., & De Paiva, J. A. (2017). AN ANALYSIS OF THE INTENTION TO PURCHASE ON THE COLLECTIVE BUYING WEBSITES THROUGH PSYCHOLOGICAL, SOCIOCULTURAL AND SITUATIONAL FACTORS. *Cadernos Do IME. Série Estatística*, 42(0).
<https://doi.org/10.12957/cadest.2017.25443>

Deheshti, M., Firouzjah, J. A., & Alimohammadi, H. (2016). The Relationship between Brand Image and Brand Trust in Sporting Goods Consumers. *Annals of Applied Sport Science*, 4(3), 27–34.
<https://doi.org/10.18869/acadpub.aassjournal.4.3.27>

Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? ~ *the Journal of Product & Brand Management*, 14(3), 187–196. <https://doi.org/10.1108/10610420510601058>

Dewhirst, T. (2002). Tobacco sponsorship of Formula One and CART auto racing: tobacco brand exposure and enhanced symbolic imagery through co-sponsors' third party advertising. *Tobacco Control*, 11(2), 146–150.
<https://doi.org/10.1136/tc.11.2.146>

Donahay, B., & Rosenberger, P. J. (2007a). Using Brand Personality to Measure the Effectiveness of Image Transfer in Formula One Racing. *Marketing Bulletin*. http://marketing-bulletin.massey.ac.nz/V18/MB_V18_A1_161_Rosenberger.pdf

Donahay, B., & Rosenberger, P. J. (2007b). Using brand personality to measure the effectiveness of image transfer in Formula One racing. *Marketing Bulletin*. http://marketing-bulletin.massey.ac.nz/V18/MB_V18_A1_161_Rosenberger.pdf

Drew, C. J. (2010). Dependent variables. *The Corsini Encyclopedia of Psychology*, 1. <https://doi.org/10.1002/9780470479216.corpsy0261>

Emini, A., & Zeqiri, J. (2021). The impact of social media marketing on purchase intention in a transition economy: The mediating role of brand awareness and brand engagement. *Proceedings of the ENTRENOVA - Enterprise Research Innovation Conference*, 7(1), 262–272. <https://doi.org/10.54820/fdor9238>

Erkmen, E., & Hançer, M. (2019). Building brand relationship for restaurants. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–1487. <https://doi.org/10.1108/ijchm-08-2017-0516>

Faisal, A., & Ekawanto, I. (2022). The role of Social Media Marketing in increasing Brand Awareness, Brand Image and Purchase Intention. *Indonesian Management & Accounting Research/(IMAR) Indonesian Management and Accounting Research*, 20(2), 185–208. <https://doi.org/10.25105/imar.v20i2.12554>

Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the

millennial generation. *Cogent Business & Management*, 7(1), 1787733.
<https://doi.org/10.1080/23311975.2020.1787733>

Fitri, R. A., & Wulandari, R. (2020). ONLINE PURCHASE INTENTION FACTORS IN INDONESIAN MILLENNIAL. *International Review of Management and Marketing*, 10(3), 122–127. <https://doi.org/10.32479/irmm.9852>

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>

Foster, B., & Johansyah, M. (2019). EWOW'S Strength on Brand Image and Brand Trust and its' Impact on Interest to Buy iPhone Smartphone Products. *International Journal of Innovation, Creativity and Change (IJICC)*, 9(12).

Fournier, S. (1998). Consumers and their Brands: Developing relationship theory in consumer research. *the Journal of Consumer Research/Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>

Gkouna, O., Tsekouropoulos, G., Theocharis, D., Hoxha, G., & Gounas, A. (2022). The impact of family business brand trust and crisis management practices on customer purchase intention during Covid-19. *Journal of Family Business Management*, 13(1), 87–100. <https://doi.org/10.1108/jfbm-03-2022-0046>

Grant-Braham, B., & Britton, J. (2011). Motor racing, tobacco company sponsorship, barcodes and alibi marketing. *Tobacco Control*, 21(6), 529–535. <https://doi.org/10.1136/tc.2011.043448>

Gupta, A., Garg, A., Farhan, F., Chandna, M., Jain, R., & Kumar, S. (2020). Effect of brand image on consumer buying behaviour. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.3907928>

Hà, N. M., & Tam, H. L. (2015). Attitudes and purchase intention towards counterfeiting luxurious fashion products in Vietnam. *International Journal of Economics and Finance*, 7(11), 207. <https://doi.org/10.5539/ijef.v7n11p207>

Hagger, M. S. (2019). The reasoned action approach and the theories of reasoned action and planned behavior. *Psychology*. <https://doi.org/10.1093/obo/9780199828340-0240>

Hale, J. L., Householder, B. J., & Greene, K. (2002). The theory of reasoned action. In *SAGE Publications, Inc. eBooks* (pp. 259–286). <https://doi.org/10.4135/9781412976046.n14>

Hamwi, A. A. (2024, February 24). *Unravelling the costs in the High-Speed world of F1 merchandise*. Fueler Store. <https://fueler.store/blogs/news/unravelling-the-costs-in-the-high-speed-world-of-f1-merchandise>

Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS. PT Intermedia Personalia Utama*. http://repository.umy.ac.id/bitstream/handle/123456789/12640/e%20bookk_3in1.pdf?sequence=11&isAllowed=y

Hidayat, R., & Wulandari, P. (2022). Data Analysis Procedures with Structural Equation Modelling (SEM): Narrative Literature Review. *Open Access Indonesia Journal of Social Sciences*, 5(6), 859–865. <https://doi.org/10.37275/oaijss.v5i6.142>

Hoang, L. N., & Tùng, L. T. (2022). A moderated mediation model of situational context and brand image for online purchases using eWOM. *Journal of Product & Brand Management*, 32(4), 661–672. <https://doi.org/10.1108/jpbm-02-2022-3857>

Hoang, X. L., Nguyen, T. K. C., Ly, H. M., Luong, T. T., & Nguyen, T. T. Q. (2020). The Moderating Role of CSR Associations on the Link between Brand Awareness and Purchase Intention. *The Journal of Asian Finance, Economics and Business*, 7(6), 233–240. <https://doi.org/10.13106/jafeb.2020.vol7.no6.233>

Hokky, L., & Bernarto, I. (2019). The Role of Brand Trust and Brand Image on Brand Loyalty on Apple iPhone Smartphone Users in DKI Jakarta. *Journal of Management*, 12(1).

Hou, C., & Wonglorsaichon, P. (2012). THE RELATIONSHIP AMONG BRAND AWARENESS, BRAND IMAGE, PERCEIVED QUALITY, BRAND TRUST, BRAND LOYALTY AND BRAND EQUITY OF CUSTOMER IN CHINA'S ANTIVIRUS SOFTWARE INDUSTRY. *International Journal of Business and Economics*.

Hou, C., & Wonglorsaichon, P. (2014). THE RELATIONSHIP AMONG BRAND AWARENESS, BRAND IMAGE, PERCEIVED QUALITY, BRAND TRUST, BRAND LOYALTY AND BRAND EQUITY OF CUSTOMER IN CHINA'S ANTIVIRUS SOFTWARE INDUSTRY. *International Journal of Business and Economics*.

Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>

Huang, C., Liu, C., Zhong, M., Sun, H., Gao, T., & Zhang, Y. (2024). Research on wind turbine location and wind energy resource evaluation methodology in port scenarios. *Sustainability*, 16(3), 1074. <https://doi.org/10.3390/su16031074>

Huang, L., Wang, M., Chen, Z., Deng, B., & Huang, W. (2020). Brand image and customer loyalty: Transmitting roles of cognitive and affective brand trust. *Social Behavior and Personality*, 48(5), 1–12. <https://doi.org/10.2224/sbp.9069>

Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2017). Do customer perceptions of corporate services brand ethicality improve brand equity? Considering the roles of brand heritage, brand image, and recognition benefits. *Journal of Business Ethics*, 154(2), 441–459. <https://doi.org/10.1007/s10551-017-3455-0>

Išoraitė, M. (2018). BRAND IMAGE DEVELOPMENT. *Ecoforum Journal*, 7(1).

Jeremy, J., & Antonio, F. (2021). Antecedents of trust in brand post on brand awareness and its impacts to purchase intention. *Enrichment: Journal of Management*, 12(1). <https://doi.org/10.35335/enrichment.v12i1.207>

Jian, W., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022a). Trust and Consumers' purchase intention in a social Commerce Platform: A Meta-

Analytic Approach. *SAGE Open*, 12(2), 215824402210912.
<https://doi.org/10.1177/21582440221091262>

Jian, W., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022b). Trust and Consumers' purchase intention in a social Commerce Platform: A Meta-Analytic Approach. *SAGE Open*, 12(2), 215824402210912.
<https://doi.org/10.1177/21582440221091262>

Jung, H. J., Lee, Y., Kim, H. J., & Yang, H. (2014). Impacts of country images on luxury fashion brand: facilitating with the brand resonance model. *Journal of Fashion Marketing and Management*, 18(2), 187–205.
<https://doi.org/10.1108/jfmm-10-2013-0113>

Kalra, A., Itani, O. S., & Rostami, A. (2023). Can salespeople use social media to enhance brand awareness and sales performance? The role of manager empowerment and creativity. *Journal of Business & Industrial Marketing*, 38(8), 1738–1753. <https://doi.org/10.1108/jbim-01-2022-0056>

Kapferer, J. (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page Publishers.

Kara, H. (2023). Primary data collection: conventional methods. In *Policy Press eBooks* (pp. 135–154). <https://doi.org/10.51952/9781447366263.ch009>

Karam, A. A., & Saydam, S. (2015). An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants). *International Journal of Business and Social Science*. https://ijbssnet.com/journals/Vol_6_No_1_Januaryr_2015/8.pdf

Karunanithy, M., & Sivesan, S. (2013). An empirical study on the promotional mix and brand equity: mobile service providers. *Industrial Engineering Letters*, 3(3), 1–9. [http://pakacademicsearch.com/pdf-files/eng/513/1-9%20Vol%203,%20No%203%20\(2013\).pdf](http://pakacademicsearch.com/pdf-files/eng/513/1-9%20Vol%203,%20No%203%20(2013).pdf)

Kemeç, U., & Yüksel, H. F. (2021). The Relationships among Influencer Credibility, Brand Trust, and Purchase Intention: The Case of Instagram. *ResearchGate*.

https://www.researchgate.net/publication/354985565_The_Relationships_among_Influencer_Credibility_Brand_Trust_and_Purchase_Intention_The_Case_of_Instagram

Kerse, Y. (2023). The relationship between brand awareness and purchase intention: A meta-analysis study. *Business & Management Studies: An International Journal*, 11(3), 1121–1129. <https://doi.org/10.15295/bmij.v11i3.2288>

Khasanah, A., Dewi, R., & Ngatno. (2022). The Effect of Perceived Quality and Brand Image on Brand Loyalty through Brand Trust as a Mediation Variable (Study of Samsung Smartphone Users in Semarang City). *Journal of Economics, Finance and Management Studies*, 5(9). <https://doi.org/10.47191/jefms/v5-i9-07>

Kim, R. B., & Yan, C. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071-8330.2019/12-3/1>

Kotler, P., & Keller, K. L. (n.d.). *Marketing Management, Global Edition*.

Kresnadana, I. B. G. B., & Jatra, I. M. (2019). The Role of Brand Trust Mediate The Relationship Of Brand Image With Brand Loyalty. *International Journal of Management and Commerce Innovations*, 7(2). <https://www.researchpublish.com/upload/book/The%20Role%20of%20Brand%20Trust%20Mediate-8390.pdf>

Kubiszeski, G. (2016). Operational variables and meta-theorems. *Intuitio*, 9(1), 28. <https://doi.org/10.15448/1983-4012.2016.1.22800>

Kumar, S., Gupta, K., Kumar, A., Singh, A., & Singh, R. K. (2022). Applying the theory of reasoned action to examine consumers' attitude and willingness to purchase organic foods. *International Journal of Consumer Studies*, 47(1), 118–135. <https://doi.org/10.1111/ijcs.12812>

Kunißen, K. (2023). The independent variable problem. In *Sozialstrukturanalyse*. <https://doi.org/10.1007/978-3-658-39422-6>

Kusdiana, R. N., Suharun, M. A., & Lestari, N. S. (2023). The effect of restaurant promotion on consumer intention to buy in Jakarta. *Indikator Jurnal Ilmiah Manajemen Dan Bisnis*, 7(2), 110. <https://doi.org/10.22441/indikator.v7i2.19765>

Laaksonen, O., & Peltoniemi, M. (2012). Operational definitions, variables, and data types in research on dynamic capabilities. *Proceedings - Academy of Management*, 2012(1), 13560. <https://doi.org/10.5465/ambpp.2012.13560abstract>

Ledikwe, A. (2020). Determinants of brand loyalty in the apparel industry: A developing country perspective. *Cogent Business & Management*, 7(1), 1787736. <https://doi.org/10.1080/23311975.2020.1787736>

Lee, J. E., Ling, G. M., & Noor, M. N. B. M. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>

Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management*, 22(3), 387–403. <https://doi.org/10.1108/jfmm-08-2017-0087>

Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What influences consumers' intention to purchase innovative products: evidence from China. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.838244>

Liu, H. T., & Tsaur, R. (2020). The Theory of Reasoned Action Applied to Green Smartphones: Moderating effect of government subsidies. *Sustainability*, 12(15), 5979. <https://doi.org/10.3390/su12155979>

Liu, Q., & Wang, X. (2023). The impact of brand trust on consumers' behavior toward agricultural products' regional public brand. *PLOS ONE*, 18(11), e0295133. <https://doi.org/10.1371/journal.pone.0295133>

López, M. (2022). The effect of sampling mode on response rate and bias in elite surveys. *Quality and Quantity*, 57(2), 1303–1319. <https://doi.org/10.1007/s11135-022-01406-9>

Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention. *Electronic Commerce Research and Applications*, 9(4), 346–360. <https://doi.org/10.1016/j.elerap.2009.07.003>

Mabkhot, A., Shaari, H., & Salleh, S. M. (2017). Pengurusan Kontrak Melalui Teori Remedi. *Jurnal Pengurusan*, 51(1), 1–8. <https://doi.org/10.17576/pengurusan-2017-50-07>

Mabkhot, H., Shaari, H., & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: an empirical study. *Jurnal Pengurusan UKM Journal of Management*, 50. <http://repo.uum.edu.my/23039/>

Mahliza, F. (2020). CONSUMER TRUST IN ONLINE PURCHASE DECISION. *EPRA International Journal of Multidisciplinary Research*, 142–149. <https://doi.org/10.36713/epra4022>

Maistre, S., & Patilea, V. (2018). Nonparametric model checks of single-index assumptions. *Statistica Sinica*. <https://doi.org/10.5705/ss.202015.0337>

Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Riaz, U., & Shahbaz, S. (2013). Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer. *International Journal of Business and Social Science*, 4(5). https://www.ijbssnet.com/journals/Vol_4_No_5_May_2013/18.pdf

Marsh, H. W., Hau, K., & Wen, Z. (2004). In search of golden rules: Comment on Hypothesis-Testing approaches to setting cutoff values for fit indexes and dangers in overgeneralizing Hu and Bentler's (1999) findings. *Structural Equation Modeling*, 11(3), 320–341. https://doi.org/10.1207/s15328007sem1103_2

Matzler, K., Grabner-Kräuter, S., & Bidmon, S. (2017). The Value - brand trust - Brand Loyalty Chain: An analysis of some moderating variables. *Innovative*

Marketing (Hybrid), 2(2). <https://businessperspectives.org/journals/innovative-marketing/issue-109/the-value-brand-trust-brand-loyalty-chain-an-analysis-of-some-moderating-variables>

Mintel. (2023, September 27). *Auto Racing: Sponsorship Activation Meets Emerging Audiences - US - 2023 : Consumer market research report | Mintel.com.* Mintel Store. <https://store.mintel.com/report/auto-racing-sponsorship-activation-meets-emerging-audiences-us-2023>

Mishra, M. K., Rohit, K., & Gupta, N. (2024). Impact of sales promotion on consumer buying behavior in the apparel industry. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2310552>

Missasi, V., Suyono, H., & Tentama, F. (2020). Construct validity and reliability test of social anxiety using SEM. *American International Journal of Business Management (AIJBM)*. <http://eprints.uad.ac.id/20136/>

Mohseni, N., Nematzadeh, H., Akbarib, E., & Motameni, H. (2023). Outlier Detection in Test Samples using Standard Deviation and Unsupervised Training Set Selection. *International Journal of Engineering. Transactions A: Basics*, 36(1), 119–129. <https://doi.org/10.5829/ije.2023.36.01a.14>

Monterian, S. (2020, June 29). *The impact of sport sponsorship on aspects of consumer-based brand equity A case of Formula One World Championship.* <https://hdl.handle.net/2105/55336>

Mudzakir, M., & Nurfarida, I. (2015). The influence of brand awareness on brand trust through brand image. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.2670597>

Nassè, T. B. (2021). THE CONCEPT OF CONSUMER BEHAVIOR: DEFINITIONS IN a CONTEMPORARY MARKETING PERSPECTIVE. *International Journal of Management & Entrepreneurship Research*, 3(8), 303–307. <https://doi.org/10.51594/ijmer.v3i8.253>

Navarro, K. M. (2021, December 23). *Consumer-Based Brand Equity and Purchase Intention towards Counterfeit Goods*. <https://dspace.tul.cz/handle/15240/161178>

Naveen, H., & Ramesh, H. (2022). Brand Image – an extended arm for customer building. *International Journal of Advanced Research in Science, Communication and Technology*, 100–106. <https://doi.org/10.48175/ijarsct-7761>

Niosi, A. (2021). *Introduction to consumer behaviour*.

Nordin, J. A. (1944). Determining sample size. *Journal of the American Statistical Association*, 39(228), 497–506. <https://doi.org/10.1080/01621459.1944.10500712>

Nosi, C., Pucci, T., Melanthiou, Y., & Zanni, L. (2021). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business*, 17(4), 550–567. <https://doi.org/10.1108/emjb-01-2021-0002>

Nurdiana, I. (2015). The influence of brand awareness on brand trust through brand image. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.2670597>

Nye, C. D., & Drasgow, F. (2010). Assessing goodness of fit: Simple rules of thumb simply do not work. *Organizational Research Methods*, 14(3), 548–570. <https://doi.org/10.1177/1094428110368562>

O'Reilly, N., Deshpande, S., Faulkner, G., Latimer, A., Leblanc, A., Rhodes, R. E., Tremblay, M., & Werman, M. (2019). Title sponsorship of cause-related sport events. *Sport, Business and Management*, 9(2), 185–200. <https://doi.org/10.1108/sbm-04-2018-0034>

Patel, A. K., Singh, A., & Parayitam, S. (2022). Risk-taking and WOM as moderators in the relationship between status consumption, brand image and purchase intention of counterfeit brand shoes. *Journal of Advances in Management Research*, 20(2), 161–187. <https://doi.org/10.1108/jamr-05-2022-0095>

Peña-García, N., Saura, I. G., Orejuela, A. R., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>

Pettersson, C., & Söderström, B. (2015). Factors affecting consumers purchase intentions for digital news: A quantitative study of Resumé. *A Quantitative Study of Resumé*. <http://umu.diva-portal.org/smash/get/diva2:827720/FULLTEXT01>

Pink, C., Wilkie, D. C. H., & Graves, C. (2023). The impact of brand perceptions on the post-to-purchase journey: a family branding perspective. *the Journal of Product & Brand Management/Journal of Product & Brand Management*, 32(5), 737–751. <https://doi.org/10.1108/jpbm-11-2021-3752>

Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2017). Measuring brand image: a systematic review, practical guidance, and future research directions. *Review of Managerial Science*, 13(2), 227–265. <https://doi.org/10.1007/s11846-017-0251-2>

Razy, F. F., & Lajevardi, M. (2015). Investigating Relationship between Brand Image, Price Discount and Purchase Intention. *Journal of Marketing and Consumer Research*, 17, 49–56.

<https://www.iiste.org/Journals/index.php/JMCR/article/download/27179/27862>

Riznal, B., & Syafrizal, S. (2020). THE EFFECT OF CO-BRANDING STRATEGY, BRAND EQUITY ON PURCHASE INTENTION THROUGH BRAND PREFERENCE. *Makro*, 5(1), 22–32.

<https://doi.org/10.36467/makro.2020.05.01.02>

Road, R. (2024, January 5). *Formula 1 History*. <https://www.rookieroad.com/formula-1/history/>

Robarts, S., & Robarts, S. (2022, February 17). F1 shows strong growth in 2021 with global TV audience of over 1.5 billion. *Sportcal*. <https://www.sportcal.com/media/f1-shows-strong-growth-in-2021-with-global-tv-audience-of-over-1-5-billion/>

Rosenberger, P. J., & Donahay, B. (2008). Brand Personality Differentiation in Formula One Motor Racing: An Australian View. *Marketing Bulletin*. http://marketing-bulletin.massey.ac.nz/V19/MB_20_R2_Rosenbeger162b.pdf

Rossi, J. S., & Merenda, P. F. (2010). Variables in research. *The Corsini Encyclopedia of Psychology*, 1–2. <https://doi.org/10.1002/9780470479216.corpsy1020>

Rudzewicz, A., & Strychalska-Rudzewicz, A. (2021). The influence of brand trust on consumer loyalty. *European Research Studies*, XXIV(Special Issue 3), 454–470. <https://doi.org/10.35808/ersj/2439>

Ryu, E. (2014). Model fit evaluation in multilevel structural equation models. *Frontiers in Psychology*, 5. <https://doi.org/10.3389/fpsyg.2014.00081>

Sabella, V. P., Hermawan, A., & Dhewi, T. S. (2022). The influence of brand ambassador and social media marketing on purchase intention through brand image (Study on consumers “ sang dewa snack”). *International Journal of Humanities Education and Social Sciences*, 2(1). <https://doi.org/10.55227/ijhess.v2i1.217>

Salsabila, Y., & Apriliyanty, F. (2022). The effect of “Inclusive Marketing” efforts by BLP Beauty toward brand image, brand trust, brand love and brand loyalty. *Asian Journal of Research in Business and Management*. <https://doi.org/10.55057/ajrbm.2022.4.3.44>

Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers’ purchase intention. *Journal of Accounting & Marketing*, 06(01). <https://doi.org/10.4172/2168-9601.1000223>

Shea, B. (2023, September 5). F1’s ‘Drive to Survive’ effect: Inside the show’s ratings and its impact on race viewership. *The Athletic*. <https://www.nytimes.com/athletic/4402239/2023/04/13/f1-formula-one-drive-to-survive-ratings/>

Shezi, N. E. (2022). Investigating the role of credibility of sports celebrity endorsers influencing sports celebrity identification and purchase intention of endorsed brands. *Tržište*, 34(1), 41–57. <https://doi.org/10.22598/mt/2022.34.1.41>

Shukla, M., Misra, R., & Singh, D. (2022). Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase

intentions in an Asian emerging market. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 249–265. <https://doi.org/10.1108/apjml-10-2021-0718>

Stern, A. (2023, March 9). Fanatics says merchandise sales for F1 grew triple digits in 2022. *Sports Business Journal*. <https://www.sportsbusinessjournal.com/Daily/Morning-Buzz/2023/03/09/formula-one-fanatics-merchandise-sales.aspx>

Stoklasa, J., Talášek, T., & Stoklasová, J. (2018). Semantic differential for the twenty-first century: scale relevance and uncertainty entering the semantic space. *Quality and Quantity*, 53(1), 435–448. <https://doi.org/10.1007/s11135-018-0762-1>

Strategy Study: How Ferrari became the pinnacle of brand. (n.d.). <https://www.cascade.app/studies/ferrari-strategy-study>

Sundareswaran, G., Kamaraj, H., Sanjay, S., Devi, A., Elangovan, P., & P, K. (2022). Consumer Behavior analysis. *International Journal of Research and Applied Technology*, 2(1), 82–90. <https://doi.org/10.34010/injuratech.v2i1.6536>

Surapto, D. (2020). The Impact of Brand Trust, Brand Loyalty, Brand Image on Service Quality. *Advances in Economics, Business and Management Research*. <https://doi.org/10.2991/aebmr.k.200522.033>

Tan, Y., Geng, S., Katsumata, S., & Xiong, X. (2021). The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing. *Journal of Retailing and Consumer Services*, 63, 102696. <https://doi.org/10.1016/j.jretconser.2021.102696>

Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). EWOM and brand awareness impact on consumer purchase intention: Mediating role of brand image. *DOAJ (DOAJ: Directory of Open Access Journals)*.
<https://doaj.org/article/c47152961ffd4cd99edec83c96c0b36c>

Terkan, R. (2014). IMPORTANCE OF CREATIVE ADVERTISING AND MARKETING ACCORDING TO UNIVERSITY STUDENTS' PERSPECTIVE. *DOAJ (DOAJ: Directory of Open Access Journals)*.
<https://doaj.org/article/ace603fee89644978fee402d71a8df83>

Trần, V. Đ., Nguyen, D. T., & Luong, L. A. (2022). The effects of online credible review on brand trust dimensions and willingness to buy: Evidence from Vietnam consumers. *Cogent Business & Management*, 9(1).
<https://doi.org/10.1080/23311975.2022.2038840>

Tsabitah, N., & Anggraeni, R. (2021). The effect of brand image, brand personality and brand awareness on purchase intention of local fashion brand “This is April.” *Kinerja: Journal of Business and Economics*, 25(2), 234–250.
<https://doi.org/10.24002/kinerja.v25i2.4701>

Tsumoto, S., & Hirano, S. (2010). Residual analysis of statistical dependence in multiway contingency tables. In *Lecture notes in computer science* (pp. 273–280). https://doi.org/10.1007/978-3-642-16248-0_41

Ursavaş, Ö. F. (2022). Theory of reasoned action. In *Springer texts in education* (pp. 17–39). https://doi.org/10.1007/978-3-031-10846-4_2

Venturoli, E. (2023, July 5). *Sponsorship in motorsport: the 4 eras of sponsorship*. RTR Sports. <https://rtrsports.com/en/blog/how-change-the-sponsorship-in-motorsport-the-4-eras-of-sponsorship/>

Vincent, K., & Thompson, S. (2021). Estimating the Size and Distribution of Networked Populations with Snowball Sampling. *Journal of Survey Statistics and Methodology*, 10(2), 397–418. <https://doi.org/10.1093/jssam/smaa042>

Waldow, J., & Waldow, J. (2023, July 28). *Brands and retailers are finding a win with Formula One merchandise*. Modern Retail. <https://www.modernretail.co/marketing/brands-and-retailers-are-finding-a-win-with-formula-one-merchandise/>

Wang, Y., & Tsai, C. (2014). THE RELATIONSHIP BETWEEN BRAND IMAGE AND PURCHASE INTENTION: EVIDENCE FROM AWARD WINNING MUTUAL FUNDS. *The International Journal of Business and Finance Research*, 8(2), 27–40. <http://www.theibfr2.com/RePEc/ibf/ijbfre/ijbfr-v8n2-2014/IJBFR-V8N2-2014-3.pdf>

Westfall, J., Kenny, D. A., & Judd, C. M. (2014). Statistical power and optimal design in experiments in which samples of participants respond to samples of stimuli. *Journal of Experimental Psychology. General*, 143(5), 2020–2045. <https://doi.org/10.1037/xge0000014>

Willie, M. M. (2022). Differentiating between population and target population in research studies. *International Journal of Medical Science and Clinical Research Studies*, 02(06). <https://doi.org/10.47191/ijmscrs/v2-i6-14>

Wu, C. S., & Chen, T. (2019). Building Brand's Value: research on brand image, personality and identification. *International Journal of Management, Economics & Social Sciences*, 8(4). <https://doi.org/10.32327/ijmess/8.4.2019.19>

Yaqub, R. M. S., Hanif, R., Javeed, M. A., & Javeed, Z. (2022). Theory of reason action to determine the mediating role of attitude toward brand. *Sustainable Business and Society in Emerging Economies*, 4(4). <https://doi.org/10.26710/sbsee.v4i4.2543>

Yin, B., Yu, Y., & Xu, X. (2021). Recent Advances in Consumer Behavior Theory: Shocks from the COVID-19 Pandemic. *Behavioral Sciences*, 11(12), 171. <https://doi.org/10.3390/bs11120171>

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14. [https://doi.org/10.1016/s0148-2963\(99\)00098-3](https://doi.org/10.1016/s0148-2963(99)00098-3)

Yoo, B., Donthu, N., & Lee, S. H. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. <https://doi.org/10.1177/0092070300282002>

Yoshida, T., Gotoh, T., Tomizawa, N., & Ikeda, K. (2013). Snowball sampling consumer behaviour research to characterise the influence of market mavens on social networks. *International Journal of Intelligent Systems Technologies and Applications*, 12(3/4), 268. <https://doi.org/10.1504/ijista.2013.056534>

Yusoff, M. S. B., Arifin, W. N., & Hadie, S. N. H. (2021). ABC of Questionnaire Development and Validation for survey Research. *Education in Medicine Journal*, 13(1), 97–108. <https://doi.org/10.21315/eimj2021.13.1.10>

Zameer, R. S. H., & Ahmad, S. T. I. (2015). Brand Activation: a theoretical perspective. *Journal of Marketing and Consumer Research*, 13, 94–98. <https://www.iiste.org/Journals/index.php/JMCR/article/download/24494/25069>

Zhang, S., & Zhang, L. (2023). The influence of brand social interaction on purchase Intention: A Perspective of Social Capital. *SAGE Open*, 13(2), 215824402311699. <https://doi.org/10.1177/21582440231169933>

Zhang, X. (2020). The Influences of Brand Awareness on Consumers' Cognitive Process: An Event-Related Potentials Study. *Frontiers in Neuroscience (Online)*, 14. <https://doi.org/10.3389/fnins.2020.00549>

Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature review. *Open Journal of Business and Management*, 03(01), 58–62. <https://doi.org/10.4236/ojbm.2015.31006>

Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Al-Faryan, M. a. S. (2022). Untying the influence of advertisements on consumers buying behavior and brand loyalty through brand awareness: the moderating role of perceived quality. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.803348>

Zhong, M. (2020). *The relationship between brand image and purchase intention in luxury brands: a case study of Louis Vuitton*. https://wire.wku.edu.cn/bitstream/20.500.12540/473/1/wku_etd001_cbpm01_000434.pdf