



Effect of Brand Elements on Organizational Success: A Moderating Approach to the Brand Experience of Muslim and Non-Muslim Customers of Islamic financial Products in Pakistan

Sana-ur-Rehman¹, Kiran Shahzadi² & *Shoaib Nisar³

¹Assistant Professor, Department of Business Administration, NFC- Institute of Engineering and Technology, Multan.

²Deputy Director, State Bank of Pakistan

³Assistant Professor, Department of Management Sciences, Lahore Garrison University. Lahore Pakistan

ABSTRACT

Article History:

Received:	Dec	18, 2023
Revised:	Jan	13, 2024
Accepted:	Jan	22, 2024
Available Online:	Jan	28, 2024

Keywords: Brand Resonance, Brand Loyalty, Brand Equity, Brand Experience, Islamic Products.

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

The primary purpose of this research is to analyze the impact of brand elements on the achievement of an organization. In addition, the study also examined the moderating effect of brand experience on Muslim and non-Muslim customers' perception of Islamic products in Pakistan. This research examines the significance of brand elements in the success of organizations and compares the reactions of Muslim and Non-Muslim customers of Islamic Products in Pakistan. The researchers used Keller's renowned CBBE model to examine the impact of brand elements on organizational success. This research used the convenience sampling technique to gather data from customers of Islamic products. Following the completion of the missing value analysis, only 124 out of 150 respondents provided their replies. The study analysis indicates that the brand resonance of both Muslim and non-Muslim customers of Islamic products has a positive effect on the success of the organization. Additionally, the relationship between these consumers and the organization is also crucial for achieving success or improved performance. The study shows that both Muslim and non-Muslim consumers in Pakistan have positive responses towards Islamic products offered by Islamic banks. This information can be used by managers to implement this strategy for the success of their organizations.

© 2022 The Authors, Published by CISSMP. This is an Open Access article under the Creative Common Attribution Non-Commercial 4.0

Corresponding Author's Email: Shoaib.nisar.210@gmail.com

DOI: 10.61503/ciissmp.v3i1.92

Citation: Sana-ur-Rehman, K., Shahzadi, K., & Nisar, S. (2024). Effect of Brand Elements on Organizational Success: A Moderating Approach to the Brand Experience of Muslim and Non-Muslim Customers of Islamic Products in Pakistan. *Contemporary Issues of Social Sciences and Management Practices*, 3(1), 1-13.

1.0 Introduction

In the present day, it is crucial to maintain clients in order to get a competitive edge (Ali et al., 2021). Assessing brand equity is crucial for determining the true impact of a certain brand (Noor et al., 2022). Studying customer contact with a service or product provider is crucial because effective customer relationship management leads to the formation of loyal consumers who actively contribute to enhancing brand equity at various phases of brand development. Brand equity plays a crucial role in managing a firm and engaging with clients (Ab Hamid et al., 2023). Bukhari and Isa (2020) said that organizations often get a competitive edge by using brand equity, which has a robust and favorable correlation with consumer loyalty and resonance. The brand creation process consists of many phases, including "salience, image, decision, and feelings." The primary purpose of this research is to analyze the impact of brand features on the success of a business. In addition, the researchers have examined the moderating approach to the brand experience of both Muslim and non-Muslim clients of Islamic goods in Pakistan (Ashraf et al., 2020).

In their study, Mamun et al. (2021) analyze the impact of brand elements on the performance of a company and also examine the differences in reactions between Muslim and non-Muslim clients of Islamic goods in Pakistan. The researchers used Keller's renowned model, the CBBE model, to examine the impact of brand aspects and their contribution to the achievement of organizational success. In contemporary studies, the impact of brand resonance is found to be closely linked to brand equity, which is crucial for the success of enterprises. This relationship also has significance when considering the Islamic setting. The research addresses a significant knowledge gap by making two primary contributions. Firstly, it examines the impact of brand experience on Islamic branding views in relation to Islamic goods. Secondly, it investigates how brand resonance contributes to brand equity, which is crucial for the success of businesses (Noor et al., 2022). Brand resonance occurs when buyers establish a profound affinity with a certain brand.

In this research, Singkheepapha et al. (2022) gather a limited quantity of data elucidating the responses (emotions and evaluations) of customers towards several brands of Islamic items in Pakistan. The study's result proved beneficial for managers and executives in the banking industry of Pakistan. Managers and executives may effectively improve and sustain their brand loyalty and brand equity by using this knowledge. Additionally, this information is used to modify the fundamental tactics of the sector in order to get a competitive edge in the market or enhance profitability.

The aim of this study is to investigate how different aspects of a brand impact the performance of a company, namely via the factors of brand loyalty and brand equity. A technique that moderates the brand experience of Muslim and non-Muslim clients of Islamic goods in Pakistan. The objective of this study is to examine the impact of brand elements on the performance of a firm while simultaneously analyzing the mediating factors of equity and loyalty. In order to achieve this goal, researchers formulate hypotheses and then construct a model. They next assess the validity of this model by gathering and scrutinizing the data. Data analysis is crucial for all types of studies. Data analysis is used to evaluate research findings and determine the significance of

our investigation. In the process of data analysis, our first step involves constructing a conceptual framework. Subsequently, researchers formulate hypotheses that are grounded in this model. In the subsequent phase, researchers conducted an analysis of the data based on demographic factors, descriptive statistics, correlation matrices, as well as mediation, moderation, and moderated mediation effects. This examination revealed whether our assumptions were confirmed or refuted.

2.0 Literature Review

Currently, the use of Islamic products is limited to certain curricular activities worldwide. The majority of nations see Islamic Products from Islamic banks as the fundamental source (Zafran, 2022). Esteemed Islamic product brands, distinguished by their unique attributes, prioritize the bond between consumers and their preferred Islamic product brand. According to a recent study on Islamic products by Rizwan et al. (2021), Pakistan is one of the countries associated with Islamic products. Pakistan has a variety of Islamic product brands, with Ijara, Takaful, Mudarabah, and Musharka being particularly notable and well-known.

Brands of Islamic products and brand equity

Currently, the study of brand equity and various brands in the banking industry is considered crucial due to its strong connection with customer intentions and behavior (Hati et al., 2023). In today's market, the Islamic products brand is primarily responsible for evaluating the sales of goods and services as well as the overall value and reputation of a particular brand. The visual representation associated with a brand, known as brand imaging, has a crucial role in influencing brand loyalty. This, in turn, leads to a rise in the overall value of the brand, also known as brand equity. In the context of Islamic brands, building brand equity is particularly vital for both fans and teams (Silalahi & Fahham, 2023).

Ultimately, it can be concluded that as the perception of Islamic products changes, it also has an impact on brand equity, which in turn exhibits varying behaviors. Previous and recent research has consistently shown a strong and statistically significant correlation between Islamic product brands and brand equity. This means that when one of them is high, the other one tends to be high as well, and vice versa.

Relationship between Brand Experience Brand equity, brand loyalty, and brand resonance

Customer perception and evaluation of a certain brand is referred to as customer judgment and emotions, which include brand experiences. Customers assess the quality of a brand largely based on its physical characteristics, whereas the experience is associated with the individual customer's reactions and emotions towards a particular brand. According to recent research by Yaz and Zer in 2023, the emotions and judgments connected to a brand's behaviors and responses determine its identity. Customers form their opinions based on four key factors: perceived quality, consistency, consideration, and the dominance of a certain brand (Suh & Moradi, 2023).

In his study on strategic branding, the researcher emphasizes that client emotions are mostly linked to their reactions and sentiments. The consumer's emotional response to a brand primarily encompasses their interest, enthusiasm, sense of security, and confidence. Based on the most recent empirical study conducted by Husain et al. in 2022, The feedback from consumers in the banking industry demonstrates a substantial and favorable influence on the brand equity of banks. This suggests that brand equity directly influences customer responses, with higher

responses indicating more equity and vice versa.

Relationship between brand resonance and the success of an organization

Gunduzyeli (2022) research suggests that the most effective way to establish strong brand equity is by ensuring that consumers are aware of the brand. The good perception that customers have of a brand is closely linked to the positive and meaningful values that the brand has. However, knowledge, experience, and memory also have a vital influence in shaping this perception (Wijekoon & Fernando, 2020). Brand experiences play a crucial role in the recollection of brand memories. "Brand experience refers to the extent to which a brand is included in a customer's options when they are in the process of purchasing a product." (Pancić et al., 2023). The choice of a client depends on their prior interaction with a particular brand, which gives them knowledge and familiarity. In order to assess the success of a business, it is crucial to consistently communicate particular product information to customers, since this directly enhances brand performance and success.

Brand equity and brand resonance

Brand equity in service and related sectors may be strengthened by establishing a strong link with the brand. This may provide several advantages to the service business, such as increased client loyalty and a significant competitive edge. Brand resonance refers to the degree of effective connection established between a company and its customers, including both official and informal interactions. The citation is from Saputra et al. (2021). Previous studies on brand equity have consistently shown its significant impact on contemporary management and marketing research, particularly in relation to consumer intentions and behavior. Customer products and customer service marketplaces are distinct types of markets. Both of these factors are crucial since they enhance the customer's perception of value, hence boosting the brand's equity (Jeon & Yoo, 2021). The concepts of brand loyalty, brand equity, and organizational performance are closely interconnected.

Researchers worldwide often have varying definitions of brand equity. (Jang et al., 2021) provided evidence for the two components of this definition, which assert the presence of financial perceptions or elements in a transaction as well as the intents of consumers. However, Lau (2023) illuminates the significance of customers' emotions, behavioral intentions, and attitudes, which are more crucial than views about financial factors. Based on this research, brand equity has been classified into four categories: brand performance, brand association, brand quality, and brand recognition and loyalty. These factors significantly enhance the organization's performance and success (Munyoro et al., 2023).

Teah et al. (2023) posited that brand equity is positively correlated with the level of brand knowledge in the customer's cognition. Each group has distinct characteristics, and their impressions are shaped by word of mouth, which in turn affects their intentions to make similar purchases. The research conducted by Ahmad et al. (2023) demonstrates a significant correlation between brand loyalty and brand equity, highlighting their crucial significance in enhancing organizational performance.

Hypothetical Structure

The theoretical framework of this research provides us with information and guidelines about the relationship and impact among the variables. In this theoretical model, elements of brand,

such as brand resonance, show the relationship (H1) with brand loyalty and (H2) with brand equity, respectively. The H3 hypothesis shows the effect of brand resonance on organizational success. As per the theoretical model, H4 shows an association between equity and loyalty to Islamic products. H5 and H6 hypotheses show the effect of loyalty and equity of brand (Islamic products) on organizational success. In the H7 and H8 hypotheses, brand loyalty and brand equity are measured as mediating variables to show the impact of brand resonance stages on organizational success. In the H9 and H10 brand experiences, measure as the moderating construct amongst brand resonance stages and organization success. In the H11 and H12 hypotheses, mediated moderation is shown between brand resonance and organizational success.

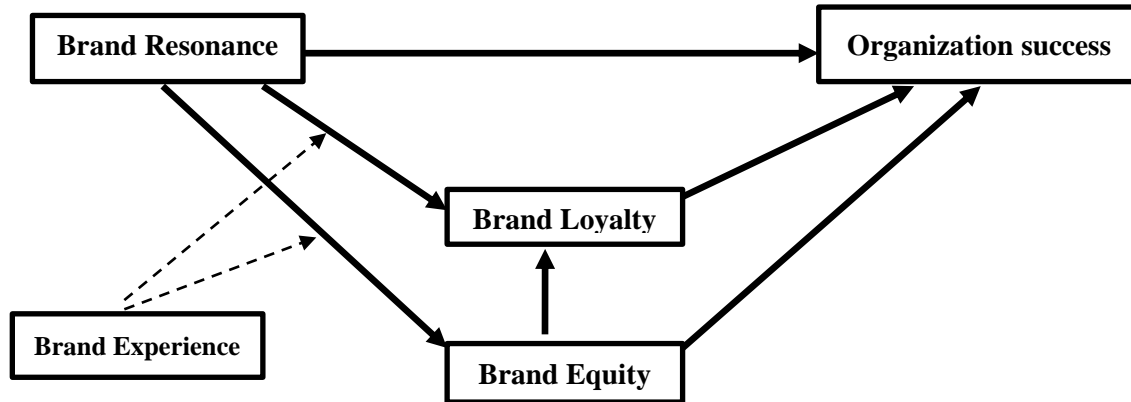


Figure1: Hypothesized Model

3.0 Methodology

In this study, the researcher used a post-positivist research paradigm that leads towards a quantitative research approach. The population of this study is the Muslim and non-Muslim customers of Islamic products in Pakistan. The researcher used convenience sampling techniques for collecting data from customers of Islamic products offered by Islamic banks. Data is collected through the survey method (self-administrative questionnaire), which is obtained from previous studies. According to the item response theory, 150 sample sizes were used in this study. After analyzing the missing value analysis, out of 150, only data from 124 respondents were used for analysis. Data is analyzed by two software programs (SPSS 20 and Amos 22).

Procedures for Analysis

The analysis of the data is done in three steps. In the first step, researchers measure the validity of the scale by using CFA (confirmatory factor analysis). In the CFA, researchers measure the composite reliability, discriminant, and convergent validity of the scale (Anderson & Gerbing, 1988). In the second step, researchers test the direct and indirect effects of the model by using structure-equation modeling (SEM). In the last step, researchers calculate the moderation and moderated mediation effects of the model by using the process macro method.

4.0 Results

4.1 Research Questions

Demographic profile of the respondents According to the item response theory (IRR), a

sample size of 125 was selected for this study. 150 questionnaires are distributed among the Muslim and non-Muslim customers of products from Islamic banks in Abbottabad, Pakistan. After the missing value analysis, only 124 were left. Out of 124 respondents, 60 (48.4%) were female and 64 (51.6%) were male. According to the religion, 68 (55%) were Muslims and 56 (45.8%) were non-Muslims. Most of the respondents linked with the Bank of Khyber (48.4%) and Askari Bank (20%), and almost all respondents (19%) used their auto-Ijara Islamic products. The details of the demographic respondents are shown in Table 1.

Table 1: Demographic Profile of the respondents

		Frequency	Percent
Gender	Female	60	48.4
	Male	64	51.6
Religion	Muslim	68	54.8
	Non_Muslim	56	45.2
Age	15-20	33	26.6
	21-25	86	69.4
	25-30	5	4.0
	30 onward	3	0.7
Islamic bank	The bank of Khyber	60	48.4
	Askari bank (Islamic Banking Services)	24	19.4
	Bank Islami	8	6.5
	Dubai Islamic Bank	16	12.9
	Muslim Commercial Bank	4	3.2
	Emaan Islamic Banking (Silk Bank)	8	6.5
	Any other	4	3.2
Islamic products	Financial Ijara	8	6.5
	Diminishing Musharaka	8	6.5
	Islamic Export Refinance Scheme	8	6.5
	Istisna	7	5.6
	Sight Bills Purchase	2	1.6
	Auto Ijarah	23	18.5
	Housing Finance ijara	10	8.1
	equipment ijara	13	10.5
	Current Account	15	12.1
	Saving Account	14	11.3
	Deposit account	16	12.9
Total	124	100.0	

Descriptive Statistics and Correlation Matrix

Table 3 shows the descriptive statistics of the study researcher, with a main emphasis on the S.D. and mean values of the variables. (Skewness and Kurtosis) is used for the normality checking of the data. According to Preacher & Hayes (2004), the value of skewness is limited to the array of -1 and +1, and the value of kurtosis is acceptable at the array of -3 and +3. The skewness value of the data set is between +1.12 and -0.18, and the value of kurtosis is between -.301 and +3.33, which shows that the data is normally distributed. The correlation matrix in that table also analyzes the impact of one variable on another and how much they relate to each other. The table also shows the reverse and inverse relations among variables at the two-tailed significance level.

Table 2: Descriptive statistics and Correlations

	Mean	Std. Deviation	AVE	1	2	3	4	5	6	7	8	9	10	α
1=brand resonance	3.798	0.871	.627	.791										.76
2=brand loyalty	3.540	0.689	.779	.329**	.883									.66
3=brand equity	3.881	0.728	.505	.602**	.672**	.078								.61
4=brand experience	3.508	0.806	.520	.128	.418**	.189*	.721							.77
5=org_suc	3.763	0.627	.758	.555**	.600**	.733**	.364**	.870						.66
6=gender	1.516	0.501	-	-.046	-.122	-.081	-	-.095	-					-
7=religion	1.451	0.499	-	.330**	.315**	.177*	.296**	.281**	.132	-.224*	-			-
8=age	1.774	0.507	-	.047	-.160	-.134	-.011	-.182*	-.177*	.021	-			-
9=Islamic bank	2.580	2.277	-	.346**	-	-	.014	.376**	.162	-.004	.100	-		-
10=Islamic Products	7.846	3.073	-	-.032	.135	-	-.018	-.155	.331**	.231**	-	.074	-	-
						.241**	.407**				.048			
						.242**								

*Notes: N=124 **.* Correlation is significant at the 0.01 level &*. Correlation is significant at the 0.05 level (2-tailed).

Common Method Bias

In this study, the researcher used a questionnaire from a prior study to collect data using a cross-sectional design (single time), which led the researcher towards Common Method Bias (CMB). The researcher used Harman's one-factor (principal component analysis), common latent factor, and single-factor CFA to analyze the threat of common method bias in the data set. According to the result of Harman's one factor for CMB, the value of the single factor extracts 36.2% of the variance. In the principal component analysis, the first factor of the data set shows less than 50% variation, which is 30.5%, and the other factor (combine) of the data set shows greater than 50% variation, which is 82.3%. When researchers load all factors on one factor, it shows less than 50% variation, which is almost 30.6%, which means there is no serious issue or threat related to common method bias in the data set.

Multicollinearity

The researcher also analyzes how much shared variance exists across the independent variables in multicollinearity by using linear regression, in which the tolerance value of the data set ranges from .37 to .80, which is greater than .10 (acceptable), and the VIF value ranges from 1.24 to 2.65, which is less than 4. It means there is no thread of multicollinearity present in the data set.

Confirmatory Factor Analysis (CFA)

The validity of the instrument can be checked by using confirmatory factor analysis. In the single factor CFA, we are loading all the items of the instrument on one factor, which cannot give us a good model fit for all indicators with ($\chi^2 = 2107.68$, $df = 275$, $\chi^2/df = 5.66$, $GFI = .47$, $CFI = .58$, $TLI = .51$ and $RMSEA = .23$). The five-factor CFA model shows a good model fit index with data ($\chi^2 =$

955.7, $df = 265$, $= 3.79$, $GFI = .83$, $CFI = .90$, $TLI = .82$ and $RMSEA = .076$) as shown in Table 3. The chi-square difference test indicates that the five-factor CFA model is better than the single-factor CFA model after this researcher checked the reliability of the instrument by calculating the CR (composite reliability) of all measures. The overall reliability of the instrument is analyzed by the Cronbach-alpha coefficients. According to past studies, when the value of the Cronbach-alpha coefficient (α) is more than 0.6, it's considered that each of the instruments shows high reliability and consistency.

Table 3: CFA model fit index

Model No	Model Description	χ^2	df	$\frac{\chi^2}{df}$	GFI	CFI	TLI	RMS EA
1	Single factor CFA	2107.6	275	5.66	0.47	0.58	0.51	0.23
2	Five Factor CFA	955.77	265	3.79	0.83	0.90	0.82	0.076

Direct and indirect effect

Mostly structure equation modeling is used to analyze the direct and indirect effect of the variables. SEM shows the good fit index of the model. The standardized regression values or direct and indirect effect of the variables at $N=124$ is shown in the table 4.

Table 4: Direct and indirect effect of X on Y

Independent variable	Dependent variable								
	Organization Success			Brand Loyalty			Brand equity		
	Direct effect	Direct effect	Indirect effect	Total effect	Mediation 1	Direct effect	Indirect effect	Total effect	Mediation 2
Brand resonance	.14***	.26***	.053**	.31	Partial 18%	.50***	.19**	.70	Partial 28%
Brand loyalty	.20***	-	-	-	-	.67***	-	-	-
Brand equity	.39***	.67***	-	-	-	-	-	-	-

Notes: $N= 124$ *significant at $p > .05$; **significant at $p > .01$; ***significant at $p > .001$

According to the result, brand resonance has significant and positive effect on loyalty with (direct effect = .2605 at p -value 0.002) it means hypothesis 1 is accepted. In the hypothesis 2 and hypothesis 3 brand resonance has significant and positive effect on brand equity with (direct effect = .503 at p -value 0.000) and brand resonance has significant and positive effect on organization success with (direct effect = .1474 at p -value 0.006) which means hypothesis 2 and hypothesis 3 is also supported and brand resonance play an important role in the success of organization.

According to the table hypothesis 4, hypothesis 5 and hypothesis 6 also shown positive and significant impact of brand loyalty on organization success with (direct effect =.2046 at ρ -value 0.005) and impact of brand equity on organization success with (direct effect =.73 at ρ -value 0.000) and relationship between brand equity and brand loyalty with (direct effect =.67 at ρ -value 0.001) which means hypothesis 4, hypothesis 5 and hypothesis 6 is also supported by the result and shows that brand equity and brand loyalty also play an important role in the success of organization.

The indirect effect between brand resonance and organization success via brand loyalty and brand equity can also be predict in the hypothesis 7 and hypothesis 8 through indirect effect of brand resonance on organization success. Table 5 show that the indirect effect between brand resonance and organization success through brand loyalty is positive and significant with (indirect effect =.05 at ρ -value 0.02) which means brand loyalty partially mediate (because both direct and indirect effect is significant and positive) the relationship between brand resonance and organization success. The indirect effect between brand resonance and organization success through brand equity is also positive and significant with (indirect effect =.19 at ρ -value 0.01) which means brand equity partially mediate (because both direct and indirect effect is significant and positive) the relationship between brand resonance and organization success. The proportion of mediation 1 is 18% and mediation 2 is 28% which means direct effect is greater than indirect effect.

Moderation and Moderated Mediation

Researcher analyzes the moderation and mediating moderation among the variable with the help of Hayes process method in SPSS. According to the temples of (Preacher & Hayes, 2004), Model 7 is match with the research model. After run the process method Table 5 show the conditional indirect effect of brand resonance on organization success in the presence of brand experience (moderator).

Table: 5: Moderation effects on dependent and independent relationship

Independent variable	Brand loyalty	Brand equity
Constant	1.15	.984
Brand experience	1.06*	.662*
Brand resonance	.821**	.662*
Brand resonance x brand experience	-.186*	-.053
Organization success	.426***	.53***

For testing the hypothesis 9 and 10 process method of Preacher & Hayes (2004) used in SPSS, which predict that brand resonance plays an important role in increasing the success of an organization (Islamic bank) in different ways and more specifically, whether the brand experience of customers about a specific brand (Islamic bank) moderates the relationship between brand resonance and organization success, Data show the interaction value (brand resonance \times brand experience), which is significant with (β =-.186 at ρ -value.027) that means moderation is present between the brand resonance and organization success as shown in table 5. It means hypothesis 9 is supported by the result, and brand experience negatively moderates the relationship between

brand resonance and organizational success. Table 6 also shows the moderation effect of brand experience. When brand experience is high, its effect on brand resonance and organization success is also high ($\beta = 4.31$ at $p > .000$). The result also shows that when brand experience is low, its effect on brand resonance is also significant and positive ($\beta = 2.70$ at $p > .000$). The results show that brands experience strength; the effect of brand resonance ($r = .62$) on organization success and their low-level LLCI (.91) and upper-level ULCI (.37) values are also positive and significant. Data also show the interaction value (brand resonance \times brand experience), which is not significant ($\beta = -.053$ at p -value.51), which means moderation is not present between the brand resonance and organization success, as shown in Table 5. It means that the outcome does not support hypothesis 10. According to the result, brand experience strength is the effect of brand resonance ($r = .62$) on organization success, and their low-level LLCI (.22) and upper-level ULCI (.50) values are also positive and significant.

Table 6: Moderation effect of brand experience

Independent variable	Moderator	Dependent variable	
		Brand loyalty	Brand equity
Brand resonance	Low Brand experience	2.70***	2.71***
	High brand experience	4.31***	4.31***

After analyzing the moderation effect, researchers now analyze the effect of moderated mediation by using the process method of Preacher & Hayes (2004). To check the existence of moderation mediation, researchers use the index of moderated with respect to the mediation index of moderated mediation, which shows that moderated mediation exists between the variables. According to the analysis, the moderated mediation between brand loyalty and brand experience and between brand equity and brand experience is both significant and shows a linear relationship between the brand experience and mediating variables. The confidence interval of bootstrapping (not including zero) is used for the interpretation of moderated mediation. According to the table, the confidence interval of the index does not have zero (CI = 95%, .01 to .10) and (CI = 95%, .03 to .08) with mediating variables brand loyalty and brand equity, respectively, which means hypotheses H11 and H12. (The indirect effect between brand resonance and organization success is positively moderated by brand experience via brand loyalty and brand equity in a way that when brand experience is increased, organization success is increased, and vice versa.)

After analyzing the index of moderated mediation, the next step is to understand the conditional indirect effect of moderated variables and under what conditions mediation does not exist or not. For the moderation, the conditional indirect effect of the moderator is shown on the upper and lower levels, above and below the value of S.D. (the standard deviation used in the method). Table 1 shows that at the lower level, the effect of brand experience (+1 SD), the indirect effect of brand resonance on organization success through brand experience is positive (effect = .0646 at 95% CI: .0127, .1429), and at the high level, brand experience is positive (effect = .0030 at 95% CI: .0412, .573) with brand loyalty. Table also shows that at the lower level, the effect of brand experience (+1 SD), the indirect effect of brand resonance on organization success through brand experience is positive (effect = .2047 at 95% CI (.1108, .2944), and at the high level, brand

experience is positive (effect =.1707 at 95% CI (.0805, 3099)) with brand) equity.

Table 7: Conditional indirect effect of BR on OS on the different level of brand experience as a moderator for both mediating variables

		Brand experience	Confidence interval	
		Effect	Upper limit	Lower limit
For brand loyalty				
1:	2.70***	.064	.0127	.142
2:	4.31***	.003	.0412	.057
For brand equity				
1:	2.70***	.204	.1108	.294
2:	4.31***	.170	.0805	.309
Moderation mediation index				
	Brand loyalty	-.038	-.113	-.001
	Brand equity	-.021	-.084	-.032

Notes: BR= brand resonance, OC= organization success (1=low, 2= high): 95% confidence interval through bootstrapping: *** $\rho > .000$.

5.0 Conclusion

The study analysis indicates that the brand aspects (resonance, loyalty, and equity) of both Muslim and non-Muslim customers of Islamic products have a beneficial impact on the success of organizations. Additionally, the link between these brand elements and organization success or performance is also crucial. The findings of this study have implications and limitations for further research. The study shows that both Muslim and non-Muslim consumers in Pakistan have positive responses towards Islamic products offered by Islamic banks. This information can be used by managers to implement this strategy for the success of their organizations. When the brand experience of consumers is both positive and negative, it also enhances the dependability and value of the brand, eventually leading to higher organizational performance and success. However, this study was confined to a single city in Pakistan. Future research might explore the attitudes of non-Muslim nations towards Islamic and halal products. This research is constrained by a tiny sample size, which is a result of the low population in the small city of Pakistan. In the future, researchers may choose for a larger sample size in order to make more generalizable conclusions from this study.

Sana-ur-Rehman: Problem Identification and Theoretical Framework

Kiran Shahzadi: Data Analysis, Supervision and Drafting

Shoaib Nisar: Literature Search, Methodology and Drafting

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest in this article's research, authorship, and/or publication.

References

Ab Hamid, S. N., Maulan, S., & Wan Jusoh, W. J. (2023). Brand attributes, corporate brand image and customer loyalty of Islamic banks in Malaysia. *Journal of Islamic Marketing*, 14(10), 2404-2428.

- Ahmad, F., Khan, Z. U., & Butt, J. M. (2023). Destination Brand Equity of UNESCO Heritage Sites: Evidence from Emerging Economies. *Journal of Policy Research*, 9(1).
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2021). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339-1362.
- Ashraf, M. S., Nawaz, M., Durrani, M. K., & Farooq, U. (2020). Role of CRM components in creation of Customer Loyalty in Islamic Banks: examining the moderating effect of Muslim Religiosity. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(11), 205-228.
- Bukhari, S. N. Z., & Isa, S. M. (2020). Islamic branding: insights from a conceptual perspective. *Journal of Islamic Marketing*, 11(6), 1743-1760.
- GUNDUZYELI, B. (2022). Investigating the Relationship Between Brand Experience Dimensions and Brand Resonance through two Different Brands Selected from the Cosmetics and Food Sectors. *International Journal of Contemporary Economics and Administrative Sciences*, 12(1), 001-017.
- Hati, S. R. H., Prasetyo, M. B., & Hendranastiti, N. D. (2023). Sharia vs non-sharia compliant: which gives much higher financial-based brand equity to the companies listed in the Indonesian stock market? *Journal of Islamic Marketing*, 14(9), 2167-2187.
- Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66, 102895.
- Jang, K. K., Bae, J., & Kim, K. H. (2021). Servitization experience measurement and the effect of servitization experience on brand resonance and customer retention. *Journal of Business Research*, 130, 384-397.
- Jeon, H. M., & Yoo, S. R. (2021). The relationship between brand experience and consumer-based brand equity in groceries. *Service Business*, 15(2), 369-389.
- Lau, W. L. (2023). *The Impact of Social Media Advertising on Developing Brand Resonance: a Study on Cosmetics Industry* Tunku Abdul Rahman University of Management and Technology].
- Mamun, M. A. A., Strong, C. A., & Azad, M. A. K. (2021). Islamic marketing: A literature review and research agenda. *International Journal of Consumer Studies*, 45(5), 964-984.
- Munyoro, G., Makotore, D., & Zingunde, M. (2023). The Role of Brand Equity in Enhancing Customer Retention in the Buying of Tea Products in Zimbabwe: A Case Study of Ariston Holdings. *ADRRI Journal of Arts and Social Sciences*, 20(1 (8), January 2023-March, 2023), 1-36.
- Noor, U., Mansoor, M., & Rabbani, S. (2022). Brand hate and retaliation in Muslim consumers: does offensive advertising matter? *Journal of Islamic Marketing*, 13(6), 1395-1413.
- Pancić, M., Serdarušić, H., & Čučić, D. (2023). Green Marketing and Repurchase Intention:

- Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. *Sustainability*, 15(16), 12534.
- Rizwan, S., Al-Malkawi, H.-A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, 13(3), 349-365.
- Saputra, M. H., Ardyan, E., Tanesia, C. Y., & Ariningsih, E. P. (2021). BUILDING BRAND RESONANCE: OPTIMIZING SYMBOLIC BRAND REPUTATION AND CUSTOMERS' EMOTIONAL VALUE. *ASEAN Marketing Journal*, 13(2), 5.
- Silalahi, S. A. F., & Fahham, A. M. (2023). Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image. *Journal of Islamic Marketing*, 14(8), 2109-2129.
- Singkheephapha, P., Jumani, Z. A., & Sukhabot, S. (2022). Is Islamic Brand attitudes influence Thai Muslims' buying behavioural intentions: a quantitative analysis using smart-PLS. *Journal of Islamic Marketing*, 13(11), 2403-2420.
- Suh, T., & Moradi, M. (2023). Transferring in-store experience to online: An omnichannel strategy for DIY customers' enhanced brand resonance and co-creative actions. *Journal of Business Research*, 168, 114237.
- Teah, K., Sung, B., & Phau, I. (2023). Examining the moderating role of principle-based entity of luxury brands and its effects on perceived CSR motives, consumer situational scepticism and brand resonance. *Journal of Fashion Marketing and Management: An International Journal*.
- Wijekoon, M. W., & Fernando, I. (2020). Mediatory Role of Brand Love in the Relationship between Brand Experiences and Brand Loyalty (Special Reference to FMCG Sector in Sri Lanka). *International Journal of Scientific and Research Publications (IJSRP)*, 10(2), p9870.
- Yağız, K., & Özer, L. (2023). Examining the relationships between brand knowledge, brand responses and brand resonance in sports leagues within the scope of consumer-based brand equity. *European Sport Management Quarterly*, 23(5), 1567-1586.
- Yousef, W., Foroudi, P., Hussain, S., Yousef, N., Melewar, T., & Dennis, C. (2021). Impact of the strength of religious beliefs on brand love in the Islamic market. *Corporate Reputation Review*, 1-18.
- Zafran, M. (2022). Brand Name Love: The Effects of Islamic Bracketed Brand Name on Perceived Quality and Purchase Intentions Retail Food Industry of Pakistan. *Journal of Business Administration and Management Sciences (JOBAMS)*, 4(1), 8-18.