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Satisfaction, 2- Brand Loyalty, And 3- Brand Trust (Khan And Fatma, 2017). First Of All, Grace And O'Cass (2004) And Ha And Perks (2005) Suggested That Brand Experience Has An Influence On Brand Satisfaction. Besides, Brakus Et Al. (2009) Showed That Brand Experiences Deliver Value T Jun 11th, 2024How Does Brand Innovativeness Affect Brand Loyalty?Marketing Science, Journal Of International Business Studies, Journal Of Retailing And Consumer Services, Journal Of Marketing Education, And Jan 19th, 2024.

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