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### The Impact of Digital Marketing Strategies and Product Sustainability on Brand Equity: The Mediating Role of Customer Trust

1<sup>st</sup> Misbah Mushtaq

1<sup>st</sup> Scholar, Department of Commerce Thal University Bhakkar

KEYWORDS	ABSTRACT
Digital Marketing Strategies, Sustainability, Brand Equity, Customer Trust, Textile Brands	This research aims to examine the effect of digital marketing strategies on brand equity. Furthermore, the study investigates the influence of product sustainability on brand equity. Lastly, it explores the mediating role of customer trust. The research adopts a quantitative approach, grounded in a positivist philosophy. The research population consists of female customers of textile brands, and a sample size of 300 respondents was selected using convenience sampling techniques. Data were collected through a survey questionnaire. For data analysis, the study employed SPSS and Smart PLS SEM. The findings of this study reveal a significant positive effect of digital marketing strategies on brand equity. Additionally, the study finds that product sustainability plays a crucial role in enhancing brand equity. The research also highlights the significant mediating role of customer trust. Customer trust is found to act as a bridge between digital marketing strategies, product sustainability, and brand equity, amplifying the impact of these factors on brand perception and loyalty. In conclusion, the study emphasizes the importance of digital marketing strategies and product sustainability in building strong brand equity, with customer trust serving as a critical mediator in this process.
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