

Branding strategies effects in enhancing SMEs performance in Saudi Arabia

ABSTRACT

The purpose of this study is to investigate the relationship of brand experience and brand image to SMEs performance through mediation of brand loyalty. The study is conceptualized in context of Saudi Arabia. The study highlights the factors which compels customers to show loyalty towards SMEs and role of loyalty to enhance firm's performance. This study includes theoretical model to describe relationships in presentable way. In this study, Discussion also being provided to explore relationships further and limitations of study also provided. Future directions also provided for future studies to consider in another services context.

Keyword: Brand image; Brand experience; Brand loyalty; SME performance; Saudi Arabia