

## Customer Engagement through Movement: The Role of Female-Centered Fitness Approaches in Building High-Trust Brands

Angela Yulima Lopez Guarin

Community & Market Development Coordinator

**Abstract:** In contemporary consumer markets, brands increasingly rely on experiential and relational strategies to build trust and long-term engagement. This study examines how movement-based customer engagement, specifically through female-centered fitness approaches, contributes to the development of high-trust brands. Using a mixed-method research design, the study integrates survey-based quantitative analysis with qualitative insights from female fitness participants engaged in brand-affiliated programs. Customer engagement is conceptualized as a multidimensional construct encompassing behavioral, emotional, and cognitive dimensions, while brand trust is examined through credibility, benevolence, and reliability. The results reveal that female-centered fitness attributes—particularly emotional safety, inclusivity, and community orientation—significantly enhance all dimensions of customer engagement. Among these, emotional engagement emerges as the strongest mediator linking fitness participation to brand trust. Visual and structural analyses further demonstrate that sustained participation in female-centered fitness environments leads to cumulative engagement growth and amplified trust outcomes. The findings highlight the strategic importance of designing fitness-based brand experiences that prioritize psychological comfort, empathetic interaction, and long-term relationship cultivation. This study contributes to customer engagement and branding literature by positioning movement and embodied participation as central mechanisms in trust-oriented brand development and offers actionable insights for practitioners in wellness, fitness, and lifestyle branding contexts.

**Keywords:** Customer engagement; Female-centered fitness; Movement-based branding; Emotional engagement; Brand trust.

### INTRODUCTION

#### Changing Paradigms of Customer Engagement

Customer engagement has evolved beyond transactional interactions into a multidimensional process that encompasses emotional connection, trust formation, and shared values between brands and consumers (Kumar *et al.*, 2019). In highly competitive consumer markets, brands increasingly seek engagement strategies that move beyond conventional advertising and product differentiation toward experiences that integrate into customers' everyday lives (Araujo *et al.*, 2020). Physical movement, wellness routines, and lifestyle alignment have emerged as powerful mechanisms through which brands can embed themselves meaningfully within consumer identities (Quaye & Ameyibor, 2022). Fitness-oriented engagement, in particular, offers recurring touchpoints that foster habitual interaction, emotional resonance, and long-term brand affinity.

#### The Rise of Movement-Based Brand Experiences

Movement-based engagement strategies leverage embodied participation rather than passive consumption (Fullagar, 2020). Fitness programs, community workouts, and wellness challenges create immersive brand experiences that stimulate both physical and psychological involvement (Pizzo *et al.*, 2020). Unlike traditional promotional campaigns, movement-centered initiatives operate

through repetition, discipline, and shared effort, which naturally strengthen relational bonds. These experiences generate social visibility, peer reinforcement, and a sense of collective progress, positioning the brand as a facilitator of personal growth rather than merely a provider of products or services (Heinonen *et al.*, 2019).

#### Female-Centered Fitness as a Distinct Engagement Strategy

Female-centered fitness approaches represent a distinct and increasingly influential domain within movement-based engagement (Leap, 2019). These approaches recognize that women's fitness motivations often intersect with broader dimensions of well-being, including mental health, body confidence, safety, inclusivity, and social connection. Brands that design fitness experiences specifically for women tend to emphasize supportive environments, adaptive programming, and empathetic communication rather than performance-only narratives (Kuuru & Närvänen, 2019). Such positioning resonates strongly with women consumers, who increasingly value authenticity, representation, and emotional intelligence in brand relationships (Kim & Sullivan, 2019).

## Trust Formation Through Embodied Participation

Trust is a critical yet fragile component of brand equity, particularly in wellness-related industries where personal vulnerability is involved (Riswanto & Kim, 2023). Female-centered fitness programs foster trust through embodied participation, where brands interact with consumers in physically and emotionally intimate contexts (Tsang, 2020). Consistent delivery of safe, respectful, and empowering experiences reinforces credibility and reliability (Lansing *et al.*, 2023). Over time, repeated positive interactions during movement-based activities strengthen perceptions of brand integrity, care, and competence, which are foundational to high-trust brand relationships.

### Community, Identity, and Relational Branding

Female-centered fitness initiatives often function as community-building platforms rather than isolated service offerings. Group workouts, shared progress tracking, and social storytelling create collective identities that extend beyond individual participation (Rebelo *et al.*, 2020). These communities reinforce belonging, mutual support, and shared values, allowing brands to transition from transactional entities to relational partners (Skandalis, 2023). As participants increasingly associate their personal fitness journeys with the brand, relational branding effects emerge, characterized by loyalty, advocacy, and emotional attachment (Paschalidou *et al.*, 2023).

### Strategic Relevance for High-Trust Brand Development

From a strategic perspective, female-centered movement-based engagement offers brands a scalable pathway to build high-trust identities in saturated markets. Such strategies align with contemporary shifts toward purpose-driven branding, experiential marketing, and long-term relationship cultivation. By integrating fitness into brand ecosystems, organizations can generate continuous engagement loops, rich behavioral insights, and organic word-of-mouth amplification (Dietrich & Russell, 2021; Padua, 2021). Importantly, trust developed through movement-based interactions often transfers to broader brand perceptions, influencing purchasing decisions, brand resilience, and reputational strength (Van Calck *et al.*, 2023).

### Research Gap and Study Rationale

Despite the growing adoption of female-centered fitness initiatives in branding and marketing practices, academic research examining their role

in customer engagement and trust formation remains limited. Existing studies often treat fitness marketing, women-centric branding, and customer trust as separate constructs, with insufficient integration across these domains. This study addresses this gap by exploring how female-centered fitness approaches function as movement-based engagement mechanisms that contribute to the development of high-trust brands. By situating physical movement within customer engagement theory and trust-building frameworks, the study aims to offer conceptual clarity and strategic insights relevant to scholars and practitioners alike.

## METHODOLOGY

### Research Design and Methodological Framework

This study adopts a mixed-method explanatory research design to examine how female-centered fitness approaches influence customer engagement and the development of high-trust brands. A mixed-method framework was selected to capture both measurable engagement outcomes and deeper relational and trust-based perceptions formed through movement-based brand interactions. The quantitative component evaluates structural relationships among key constructs, while the qualitative component provides contextual understanding of participant experiences and brand meanings emerging from fitness-centered engagement.

### Study Context and Sampling Strategy

The study focuses on female consumers participating in structured, brand-affiliated fitness programs, including gym-based initiatives, community fitness groups, and digitally enabled movement programs. A purposive sampling approach was used to identify participants who had engaged with a female-centered fitness brand for a minimum duration of six months, ensuring adequate exposure for trust formation. The final sample consisted of adult female participants across diverse age groups, fitness levels, and socio-economic backgrounds, enhancing representational diversity and analytical robustness.

### Key Variables and Construct Operationalization

Customer engagement was conceptualized as a multidimensional construct encompassing behavioral engagement, emotional engagement, and cognitive engagement. Behavioral engagement included participation frequency, session consistency, and community involvement.

Emotional engagement was measured through feelings of motivation, empowerment, and emotional attachment to the brand, while cognitive engagement captured perceived value alignment and brand relevance. Brand trust was operationalized through dimensions of credibility, benevolence, and reliability, reflecting consumers' confidence in brand intentions and performance. Female-centered fitness attributes served as the primary independent variables, including inclusivity, program adaptability, emotional safety, representation, and community orientation.

### **Data Collection Instruments and Measurement Scales**

Quantitative data were collected using a structured questionnaire developed from validated scales in customer engagement, brand trust, and experiential branding literature, adapted to the fitness and wellness context. Responses were recorded on a five-point Likert scale ranging from strong disagreement to strong agreement. Qualitative data were gathered through semi-structured interviews focusing on lived fitness experiences, perceived brand support, emotional safety, and trust development over time. Pilot testing was conducted to ensure clarity, reliability, and contextual relevance of all measurement instruments.

### **Data Collection Procedure and Ethical Considerations**

Data collection was conducted in two phases. The first phase involved survey administration through both online and in-person modes to maximize participation and reduce sampling bias. The second phase involved in-depth interviews with a sub-sample of survey respondents to enrich interpretation of quantitative findings. Ethical protocols were strictly followed, including informed consent, voluntary participation, anonymity, and the right to withdraw. Special attention was given to emotional sensitivity and body-related discussions to ensure participant comfort and psychological safety.

### **Quantitative Analysis and Statistical Procedures**

Quantitative data were analyzed using a multistep statistical approach. Descriptive statistics were used to summarize participant characteristics and engagement patterns. Reliability analysis was conducted using Cronbach's alpha to assess internal consistency of constructs. Exploratory and confirmatory factor analyses were applied to

validate construct structure and dimensionality. Structural equation modeling was employed to test hypothesized relationships between female-centered fitness attributes, customer engagement dimensions, and brand trust. Model fit indices and standardized path coefficients were used to evaluate explanatory strength and relational significance.

### **Qualitative Analysis and Thematic Interpretation**

Qualitative interview data were analyzed using thematic analysis to identify recurring patterns related to trust formation, empowerment, and relational branding. Transcripts were coded iteratively, beginning with open coding followed by axial coding to link experiential narratives with engagement and trust constructs. Themes such as emotional safety, community belonging, and embodied brand connection were triangulated with quantitative results to enhance interpretive validity and theoretical integration.

### **Integration of Findings and Methodological Rigor**

Integration of quantitative and qualitative findings was achieved through a convergent interpretation approach, allowing numerical trends to be contextualized by experiential insights. Methodological rigor was ensured through triangulation, pilot testing, construct validation, and transparent analytical procedures. This integrated methodology provides a comprehensive framework for understanding how female-centered fitness approaches function as movement-based engagement mechanisms in building high-trust brands.

## **RESULTS**

The analysis revealed clear patterns linking female-centered fitness approaches with enhanced customer engagement and brand trust. As shown in Table 1, the sample exhibited sustained exposure to structured fitness programs, with most participants engaging for more than six months through group-based, hybrid, or digital formats. This engagement depth ensured that observed relational outcomes were shaped by repeated and meaningful brand interactions rather than short-term participation effects. The diversity in age groups and engagement modes further strengthened the generalizability of the results across female fitness consumers.

**Table 1.** Sample characteristics and engagement exposure

Parameter	Category	Percentage (%)
Age group	18–25	24.6
	26–35	38.2
	36–45	27.4
	>45	9.8
Engagement duration	6–12 months	41.5
	13–24 months	35.7
	>24 months	22.8
Primary engagement mode	Group fitness	46.3
	Hybrid (offline + digital)	33.9
	Digital-only	19.8

Construct reliability and validity assessments confirmed the robustness of the measurement framework. As presented in Table 2, all engagement dimensions, female-centered fitness attributes, and brand trust constructs demonstrated

strong internal consistency, indicating that the scales effectively captured the intended relational and experiential variables. The high reliability scores provided a sound basis for subsequent structural and relational analyses.

**Table 2.** Reliability and construct validity statistics

Construct	Items	Cronbach’s $\alpha$	Composite Reliability
Female-centered fitness attributes	7	0.88	0.90
Behavioral engagement	5	0.85	0.87
Emotional engagement	6	0.91	0.93
Cognitive engagement	5	0.83	0.86
Brand trust	6	0.92	0.94

Structural relationship testing revealed that female-centered fitness attributes exerted a significant positive influence on all dimensions of customer engagement. The results in Table 3 indicate that emotional engagement exhibited the strongest association with female-centered fitness practices, followed by behavioral and cognitive engagement. This finding suggests that inclusive design,

emotional safety, and supportive fitness environments primarily operate through affective pathways rather than purely behavioral participation or cognitive evaluation. Furthermore, all three engagement dimensions contributed significantly to brand trust, with emotional engagement emerging as the dominant predictor, reinforcing its central role in trust formation.

**Table 3.** Structural relationships between fitness attributes, engagement, and trust

Pathway	Standardized $\beta$	p-value
Female-centered fitness → Behavioral engagement	0.48	<0.001
Female-centered fitness → Emotional engagement	0.62	<0.001
Female-centered fitness → Cognitive engagement	0.44	<0.001
Behavioral engagement → Brand trust	0.36	<0.01
Emotional engagement → Brand trust	0.59	<0.001
Cognitive engagement → Brand trust	0.29	<0.05

The relative contribution of specific female-centered fitness attributes further clarified the mechanisms underlying engagement and trust development. As summarized in Table 4, emotional safety and inclusivity accounted for the largest proportion of explanatory influence, followed by community support and program

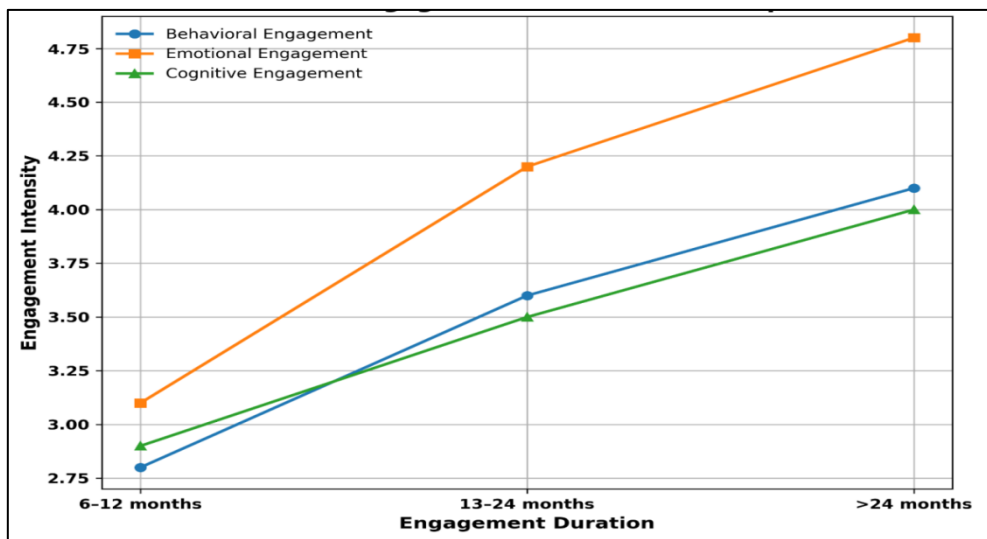
adaptability. Non-competitive environments, while still relevant, played a comparatively smaller role. These results emphasize that trust-oriented engagement in female fitness contexts is driven more by psychological and relational factors than by performance-oriented design elements.

**Table 4.** Relative importance of female-centered fitness attributes

Attribute	Importance weight (%)
Emotional safety	26.4
Inclusivity and representation	22.1
Community support	19.8
Program adaptability	17.3
Non-competitive environment	14.4

Visual analysis of engagement progression across participation duration reinforced the statistical findings. Figure 1 illustrates a consistent upward trend in behavioral, emotional, and cognitive engagement with increasing fitness exposure. Notably, emotional engagement displayed the

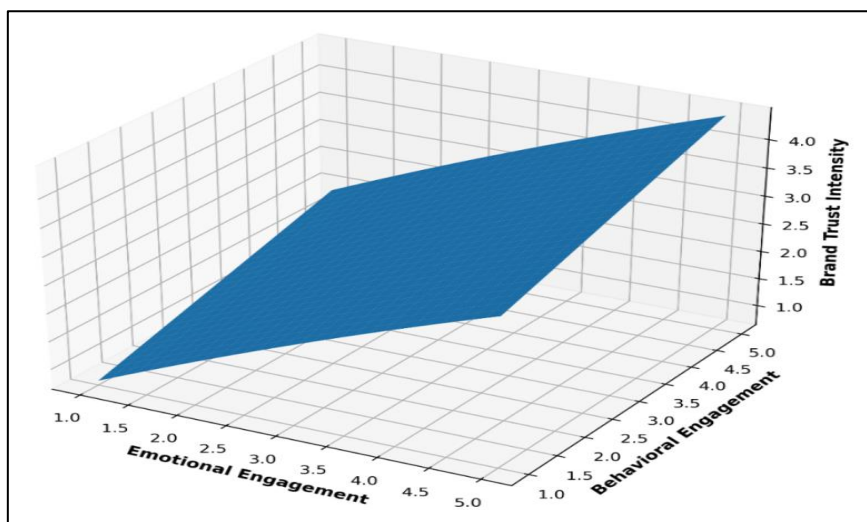
steepest growth trajectory over time, particularly beyond the first year of participation, indicating cumulative emotional bonding and trust reinforcement through sustained movement-based interaction.



**Figure 1:** Growth of customer engagement across fitness exposure duration

The combined effect of engagement dimensions on brand trust is further illustrated in Figure 2, which presents a surface relationship between emotional engagement, behavioral engagement, and trust intensity. The surface peaks at high emotional engagement levels, even when behavioral

engagement is moderate, suggesting that emotional resonance amplifies trust more effectively than participation frequency alone. This interaction pattern visually supports the mediating role of emotional engagement identified in the structural analysis.



**Figure 2:** Surface relationship between engagement dimensions and brand trust

## DISCUSSION

### Interpreting Movement-Based Engagement in Female Fitness Contexts

The findings of this study demonstrate that movement-based engagement through female-centered fitness approaches represents a distinct and effective pathway for building high-trust brands. The observed progression of customer engagement across participation duration highlights the importance of embodied, repeated interactions in shaping brand relationships (Carlson *et al.*, 2019). Unlike episodic marketing touchpoints, fitness engagement embeds the brand within daily or weekly routines, allowing trust to develop gradually through consistency, care, and shared effort. This supports engagement theory that emphasizes experiential depth over transactional frequency in cultivating durable consumer–brand bonds (Bruckberger *et al.*, 2023).

### Emotional Engagement as the Primary Trust Conduit

A central contribution of this study lies in identifying emotional engagement as the dominant mediator between female-centered fitness practices and brand trust. The stronger influence of emotional engagement compared to behavioral and cognitive dimensions suggests that trust formation in fitness contexts is driven less by participation intensity or rational evaluation and more by feelings of safety, empowerment, and emotional resonance (Temerak & Winklhofer, 2023). Female-centered environments that prioritize comfort, inclusivity, and non-judgmental interaction appear to activate affective mechanisms that anchor trust more deeply than performance-based incentives alone. This finding aligns with relational branding literature that positions emotion as a critical driver of long-term brand credibility and loyalty (Nyadzayo *et al.*, 2020).

### Role of Inclusivity and Emotional Safety in Engagement Design

The relative importance of emotional safety and inclusivity underscores the psychological dimension of movement-based engagement for women consumers. Fitness spaces have historically been associated with body scrutiny, competition, and exclusion, which can undermine trust and sustained participation (Harjunen, 2019). By contrast, female-centered approaches that normalize diverse body types, fitness levels, and personal goals create environments where participants feel respected and understood. The prominence of these attributes in shaping

engagement and trust suggests that brands operating in wellness domains must prioritize psychological comfort as a strategic design principle rather than a supplementary feature (Williams *et al.*, 2022).

### Community Dynamics and Relational Brand Identity

Community support emerged as a meaningful contributor to engagement outcomes, reinforcing the role of social belonging in trust-oriented branding. Group workouts, peer encouragement, and shared narratives transform fitness participation into a collective experience, where trust extends beyond the individual–brand relationship to encompass peer-mediated validation (HAEGELE *et al.*, 2020). These community dynamics allow brands to function as facilitators of social connection rather than distant service providers. Over time, this relational positioning strengthens brand identity, as consumers increasingly associate personal growth and social belonging with the brand ecosystem (He & Zhang, 2022).

### Temporal Effects of Sustained Fitness Participation

The visual progression of engagement across exposure duration highlights the temporal nature of trust development in movement-based branding. The accelerating growth of emotional engagement over time suggests that trust is cumulative and reinforced through repeated positive experiences (Balakrishnan & Dwivedi, 2021). This temporal effect has important implications for brand strategy, indicating that short-term fitness campaigns may generate awareness but are unlikely to produce high-trust outcomes. Instead, brands must commit to long-term program consistency, quality facilitation, and ongoing community cultivation to fully realize the trust-building potential of female-centered fitness initiatives (Colmaire, 2022).

### Strategic Implications for High-Trust Brand Development

From a strategic perspective, the findings suggest that female-centered fitness approaches offer brands a scalable and resilient engagement model in increasingly trust-sensitive markets. By integrating movement, emotional safety, and community into their engagement architecture, brands can shift from transactional relationships toward partnership-oriented identities. The disproportionate influence of emotional engagement further implies that investments in

empathetic communication, instructor training, and inclusive program design may yield greater trust returns than purely expanding participation metrics (Payne *et al.*, 2023). This approach aligns with broader shifts toward purpose-driven and experience-centric branding strategies (Iglesias *et al.*, 2022).

### Contributions and Future Research Directions

This study contributes to customer engagement and branding literature by empirically linking movement-based, female-centered fitness approaches with trust formation mechanisms. It extends existing frameworks by demonstrating how embodied participation and emotional safety operate as relational assets in brand development. Future research could explore cross-cultural variations in female fitness engagement, longitudinal trust dynamics, or comparative analyses between mixed-gender and women-only fitness environments. Additionally, integrating physiological or digital engagement data may further enrich understanding of how movement translates into trust at multiple levels.

### CONCLUSION

This study concludes that female-centered fitness approaches function as powerful movement-based engagement mechanisms that enable brands to build high levels of customer trust through emotionally resonant, inclusive, and community-oriented experiences. By embedding brand interactions within embodied fitness routines, organizations move beyond transactional engagement toward relational partnerships grounded in emotional safety and shared values. The findings demonstrate that customer engagement operates as a structured pathway linking female-focused fitness design to brand trust, with emotional engagement emerging as the most influential conduit. Importantly, trust development is shown to be cumulative, strengthening with sustained participation and consistent program quality. These insights highlight the strategic value of prioritizing empathetic design, inclusivity, and long-term commitment in fitness-driven branding initiatives. Overall, the study advances understanding of how movement-based, female-centered engagement strategies can contribute to resilient, high-trust brand development in contemporary consumer markets.

### REFERENCES

1. Araujo, T., Copulsky, J. R., Hayes, J. L., Kim, S. J., and Srivastava, J. "From purchasing exposure to fostering engagement: Brand-consumer experiences in the emerging computational advertising landscape." *Journal of Advertising* 49.4 (2020): 428–445.
2. Balakrishnan, J., and Dwivedi, Y. K. "Role of cognitive absorption in building user trust and experience." *Psychology & Marketing* 38.4 (2021): 643–668.
3. Bruckberger, G., Fuchs, C., Schreier, M., and Van Osselaer, S. M. "Retailing groundedness: How to improve customer experience, brand perceptions, and customer loyalty through feelings of groundedness." *Journal of Retailing* 99.4 (2023): 594–604.
4. Carlson, J., Wyllie, J., Rahman, M. M., and Voola, R. "Enhancing brand relationship performance through customer participation and value creation in social media brand communities." *Journal of Retailing and Consumer Services* 50 (2019): 333–341.
5. Colmaire, S. D. *Womxn's Leadership Alliance: An Informal Co-mentoring Network and Its Potential Impact on Second-Generation Gender Bias in Independent School Leadership*. University of California, Los Angeles, 2022.
6. Dietrich, D., and Russell, C. A. "A framework of brand contestation: Toward brand antifragility." *Journal of Consumer Research* 48.4 (2021): 682–708.
7. Fullagar, S. "Re-turning to embodied matters and movement." *Navigating the Postqualitative, New Materialist and Critical Posthumanist Terrain Across Disciplines* (2020): 117–134.
8. Haegele, J., Hodge, S., and Shapiro, D. *Routledge Handbook of Adapted Physical Education*. Routledge, 2020.
9. Harjunen, H. "Exercising exclusions: Space, visibility, and monitoring of the exercising fat female body." *Fat Studies* 8.2 (2019): 173–186.
10. He, J., and Zhang, F. "Dynamic brand positioning: A firm-customer synergistic strategy of brand meaning cocreation in a hyperconnected world." *European Journal of Marketing* 56.10 (2022): 2774–2803.
11. Heinonen, K., Campbell, C., and Ferguson, S. L. "Strategies for creating value through individual and collective customer experiences." *Business Horizons* 62.1 (2019): 95–104.

12. Iglesias, O., Ind, N., and Schultz, M. "Towards a paradigm shift in corporate branding." *The Routledge Companion to Corporate Branding* (2022): 3–23.
13. Kim, Y. K., and Sullivan, P. "Emotional branding speaks to consumers' heart: The case of fashion brands." *Fashion and Textiles* 6.1 (2019): 1–16.
14. Kumar, V., Rajan, B., Gupta, S., and Pozza, I. D. "Customer engagement in service." *Journal of the Academy of Marketing Science* 47.1 (2019): 138–160.
15. Kuuru, T. K., and Närvänen, E. "Embodied interaction in customer experience: A phenomenological study of group fitness." *Journal of Marketing Management* 35.13–14 (2019): 1241–1266.
16. Lansing, A. E., Romero, N. J., Siantz, E., Silva, V., Center, K., Casteel, D., and Gilmer, T. "Building trust: Leadership reflections on community empowerment and engagement in a large urban initiative." *BMC Public Health* 23.1 (2023): 1252.
17. Leap, W. L. *Studying a Not-So-Secret "Secret Code."* In *Language Before Stonewall: Language, Sexuality, History*. Springer International Publishing, 2019: 1–79.
18. Nyadzayo, M. W., Leckie, C., and Johnson, L. W. "The impact of relational drivers on customer brand engagement and brand outcomes." *Journal of Brand Management* 27.5 (2020): 561–578.
19. Padua, D. "The digital ecosystem." *Digital Cultural Transformation: Building Strategic Mindsets via Digital Sociology* (2021): 89–136.
20. Paschalidou, K., Tsitskari, E., Alexandris, K., Karagiorgos, T., and Filippou, D. "Segmenting fitness center customers: Leveraging perceived ethicality for enhanced loyalty, trust, and word-of-mouth communication." *Sustainability* 15.22 (2023): 16131.
21. Payne, A. L., Stone, C., and Bennett, R. "Conceptualising and building trust to enhance the engagement and achievement of underserved students." *The Journal of Continuing Higher Education* 71.2 (2023): 134–151.
22. Pizzo, A. D., Baker, B. J., Jones, G. J., and Funk, D. C. "Sport experience design: Wearable fitness technology in the health and fitness industry." *Journal of Sport Management* 35.2 (2020): 130–143.
23. Quaye, E. S., and Ameyibor, L. E. K. "Health and lifestyle branding." *Marketing Communications and Brand Development in Emerging Economies Volume I: Contemporary and Future Perspectives* (2022): 147–179.
24. Rebelo, C., Mehmood, A., and Marsden, T. "Co-created visual narratives and inclusive place branding: A socially responsible approach to residents' participation and engagement." *Sustainability Science* 15.2 (2020): 423–435.
25. Riswanto, A. L., and Kim, H. S. "An investigation of the key attributes of Korean wellness tourism customers based on online reviews." *Sustainability* 15.8 (2023): 6702.
26. Skandalis, A. "Transitional space and new forms of value co-creation in online brand communities." *Journal of Business Research* 155 (2023): 113392.
27. Temerak, M. S., and Winklhofer, H. "Participant engagement in running events and why it matters who else takes part." *European Sport Management Quarterly* 23.4 (2023): 1067–1090.
28. Tsang, E. Y. H. "Reciprocating desires: The pursuit of desirable East Asian femininity in China's commercial sex industry." *Deviant Behavior* 41.8 (2020): 917–935.
29. Van Calck, L., Pacheco, A., Strobel, V., Dorigo, M., and Reina, A. "A blockchain-based information market to incentivise cooperation in swarms of self-interested robots." *Scientific Reports* 13.1 (2023): 20417.
30. Williams, P., Escalas, J. E., and Morningstar, A. "Conceptualizing brand purpose and considering its implications for consumer eudaimonic well-being." *Journal of Consumer Psychology* 32.4 (2022): 699–723.

**Source of support:**Nil; **Conflict of interest:** Nil.

**Cite this article as:**

Guarin, A.Y.L. "Customer Engagement through Movement: The Role of Female-Centered Fitness Approaches in Building High-Trust Brands." *Sarcouncil Journal of Economics and Business Management* 3.9 (2024): pp 22-29.