

**The Impact of Supply Chain Transparency and Product Availability on Customer Trust: The Role of Perceived Quality and Brand Loyalty**

1st M. Shoaib

1st Scholar, Department of Commerce, Thal University Bhakkar

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| **KEYWORDS** | **ABSTRACT** |
| Supply Chain Transparency, Product Availability, Customer Trust, Perceived Quality, Brand Loyalty | This research examines the impact of supply chain transparency and product availability on customer trust, exploring the mediating role of perceived quality and the moderating role of brand loyalty in these relationships. A quantitative approach grounded in a positivist philosophy is adopted. The population for this study consists of customers from a multinational company, with a sample size of 300 participants selected for ease of recruitment using a convenience sampling technique. Data was collected using a survey questionnaire, an effective method for gathering responses from a large group. The data analysis methods include SPSS (Statistical Package for the Social Sciences) and Smart PLS SEM (Partial Least Squares Structural Equation Modeling). The findings of this study indicate that supply chain transparency significantly impacts customer trust. Furthermore, product availability was found to have a positive effect on customer trust. The mediating role of perceived quality was also confirmed, as it enhances the relationship between supply chain transparency, product availability, and customer trust. Lastly, the research demonstrated that brand loyalty moderates the relationship between these variables, influencing the strength of the connection between supply chain transparency, product availability, and customer trust. In conclusion, this study highlights the importance of supply chain transparency, product availability, and perceived quality in building customer trust. |
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| Corresponding Email |  |
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