**Task 3**

1. Continue in the same document.
2. Propose a conceptual framework for your research.
3. You should probably use any of the existing concepts referring to your topic (such as brand image, consumer behaviour, customer satisfaction, customer loyalty, service quality, etc.). You can find those concepts in published scientific articles (Web of Science, Scopus, Google Scholar) or books.
4. Try to incorporate even the hypothesis in your framework.
5. Deadline: April, 4, 2024