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## An analysis of brand loyalty towards fashion and apparel

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### Abstract

Competition amongst firms is intense within the fashion industry, with more options for the consumer than ever before. Firms are altering their brand strategies to adopt and manage this increase in competition with an apparent increase in effort to form a connection between brand and consumer. Cultivating a brand loyalty is more important than ever for fashion firms, to ensure that their brand has a stable sales basis and a positive image. There is a suggestion however that loyalty may be dissipating. With the emergence of fast-fashion brands who offer similar styles to more expensive brands but at a more affordable prices, it be deemed that it is no longer enough to offer just a high-quality product but to offer intangible benefits to the consumer such as an identification with the brands personality. This dissertation attempts to understand the reasons for brand loyalty or lack of brand loyalty amongst millennial consumers in this sector. Millennial are frequent consumers of clothing products, therefore attempting to understand their consumption activities are of real benefit to fashion firms. The objective of this research is to identify the key brand characteristics which can spark brand loyalty. An online survey was utilized to collect both quantitative and qualitative data from 200 respondents in the millennial age bracket in a mixed method approach.

**Keywords:** Customer preference and taste towards brand, customer loyalty, brand loyalty, research project on customer loyalty and brand, Customer loyalty towards apparel and fashion wear brand

### Introduction

Brand loyalty is that the positive association consumers attach to a specific product or brand. Customers that exhibit brand loyalty are dedicated to a product or service, which is demonstrated by their repeat purchases despite competitor's efforts to lure them away. Corporations invest significant amounts of cash on customer service and marketing to make and maintain brand loyalty for a longtime product. Brand loyalty is demonstrated by repeat purchases of a product even when the buyer has choices of competing alternatives.

Developing a strong brand identity and developing a memorable image is that the key factors that maintain a corporation success. Effective branding builds a far better reputation, quickly identifying over competitors and improve value of the organization. It's positively influencing the purchasers purchasing decisions. So branding is that the significant aspect within the marketing world but it's going to be happening many challenges. Even the foremost tailored brands face lot of troubles to vary the market place and industry. So as to really be a hit, a brand wants to possess its very own special niche or subcategory inside its industry. This doesn't definitely get to be another product or service, yet simply something that creates it emerges from different rivals within the commercial center.

Brand loyalty has long been a crucial factor for companies' sustainability and profitability, because it is a smaller amount expensive to retain existing customers than acquiring new ones. In correlation to the importance of brand name loyalty, there's a new vast generation, called the millennial' or generation Y coming in to the market that's different than any generation before. This generational cohort has shown tendencies of being very disloyal, yet not all authors agree. Furthermore, some positive evidence has been found that millennial consider brands as how of expressing their own identity and are driven by a requirement of getting a classy social image. The role of brand name identity has therefore been chosen as a crucial key factor to look at this generation's brand loyalty.

Vast technological advancements and therefore the globalization of the style industry has given customers more brand choices than ever to settle on from, resulting in intense competition amongst the various firms within the market. Within the luxury fashion market particularly, firms are adapting their branding focus towards creating an “emotional attachment” between the brand and therefore the customer in an effort to make a growing brand loyalty. Within the past firms have relied upon customers purchasing their products as how of demonstrating their social status. However, with numerous brands’ almost becoming grouped by customers in terms of their perceived quality, firms are looking to differentiate their brands identity faraway from competitors so as to draw in customers.

With the emergence of fast-fashion brands who offer styles similar to more expensive brands but at more affordable prices, there is an apparent threat to luxury brands. As a result of this, many fashion brands have adopted a downgrading strategy in order to reach a larger number of consumers through an increase in accessibility. The youngster (Generation Y) is the huge market for the organization to target, Gen Y has the ability to purchase fashion items and they able to keep in touch or follow the fashion. Since fashion is the industry that keep innovative and changing industry, especially for fashion in women sector. If the brand loyalty for an organization in fashion industry is low, they might face many impacts to them. Such as their customer may go to competitor’s side, unbalance of income, brand image and satisfaction by the customer is low.

## Literature review

### 1. Branding

- **(Keller, 1993)** <sup>[6]</sup>: A brand can be explained as a well-known name, term, sign, symbol or design, or even a combination of them that is anticipated to either identify products or services of a seller or to differentiate them from competitors.
- **(Ghodeswar in 2008)**: A brand helps a customer identify and bond with a product or service, and from a customer’s perspective a brand can be described as all the experiences the customer has had with the company. A brand is successful when the product, service, person or place is recognisable and augmented in a way that the buyer or user senses relevant and exclusive values which match their personal needs.
- **(Schmitt B., 1999)**: In order to cater to the changing culture of the market environments, traditional marketing is no longer a solution. Hence the businesses achieve the opportunity to act on a far broader context with the shift of experiential marketing. Theoretically, experiential marketing is the contradictory side of traditional marketing. While experiential showcasing considers customers as a judicious and passionate being who take interest in accomplishing pleasurable experiences, conventional marketers understand buyers as balanced leaders who concerned practical highlights and advantages.

### 2. Brand Identity

- **Marguiles (1977)**: Brand identity derives from the

inner aspect of the company, i.e., corporations is responsible for crafting outstanding products that has unique features. By differentiating products or services, a company seeks to identify itself.

- **He, Harris, Wang & Haider (2016)**: Brand identity is an impression that is dynamic and emanates from numerous factors including companies and customers.
  - **Black & Veloutsou (2017)**: The notion of brand identity includes all the factors that make the brand meaningful and unique.
  - **Ghodeswar (2008)**: By establishing a solid, unique and meaningful brand identity, companies can create attractiveness in the marketplace, add value to their products or services and even set a price premium. Brand identity seeks to promote a brand’s innermost substance, instead of its surface, as a means to become or stay a powerful brand; it must be true and consistent to their identity in contrast to the customer’s image of the brand.
  - **Keller (1993)** <sup>[6]</sup>: In order to develop an effective brand identity companies, need to differentiate their brand from competitors and colligate the brand identity with customers perception of the brand as a differed brand identity and customer brand image appears to have a negative effect on the brand loyalty, customers interpretation of the brand is seen as an important tool for improving the brand identity.
3. **Amine (1998)**: In her literature distinguishes two main approaches to define the loyalty construct: the behavioural one suggests that the repeat purchasing of a brand over time by a consumer expresses their loyalty, and; the attitudinal perspective which assumes that consistent buying of a brand is a necessary but not sufficient condition of ‘true’ brand loyalty and it must be complemented with a positive attitude towards this brand to ensure that this behaviour will be pursued further.
  4. **Jacoby and Chestnut (1978)**: One of the most comprehensive and most cited conceptual definitions of brand loyalty was forwarded by Jacoby *et al*, defines brand loyalty as “the biased, behavioural response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological decision-making, evaluative processes.”

### Research gap

The Basis idea behind the study of customer brand loyalty towards fashion and apparels defines brand loyalty as the measure of attachment that a consumer has towards a brand. Brand loyalty reflects how likely a consumer will be to switched brands when that brand makes a product change either in price or product features. Study on such topic will have righteous learning outcomes. This study will be helpful to know various outcomes such as Sensory Experience, Affective Experience, Intellectual Experience, Behavioural Experience, and Consumer Brand Loyalty.

**Need and scope:** Client faithfulness examines are regularly viewed as a key vital kind of examination that ought to be done on a yearly-if not quarterly-premise.

Numerous huge organizations intently track client unwaveringness to get expected issues before they spread. Organizations with more modest client bases normally do these examinations once every year.

Previously, we generally alluded to consumer loyalty considers, however the vernacular nowadays more frequently fixates on dependability. The MR field learned throughout the long term that fulfilled clients aren't really steadfast clients. Since the purpose of exploration is to discover how we can empower attractive practices (like extra buys, membership reestablishments, or up sell openings), we need to reveal how to fabricate and look after faithfulness. We need to realize how to keep clients steadfast so they will be probably not going to abandon to a contending brand.

#### Client steadfastness studies can be intended to respond to various kinds of inquiries, for example, these

- How does rehash buy conduct for your image fluctuate by pay level, sexual orientation, or family unit type?
- Among organizations, how rehash buy practices for your image differ by organization size, vertical industry, dynamic level, and long periods of involvement?
- What sorts of client care encounters are related with expanded faithfulness?
- Does fulfilment with explicit parts of your item anticipate faithful practices?
- Does length of relationship anticipate dedication? At what stages in the relationship would you say you are at most serious danger for losing dedication?

#### Objective of the study

- To determine the relationship of sensory experience towards the brand loyalty.
- To determine the relationship of affective experience towards the brand loyalty.
- To determine the relationship of intellectual experience towards the brand loyalty.
- To determine the relationship of behavioural experience towards the brand loyalty.
- To assess the extent that consumers in the millennial age bracket remain loyal to fashion brands and to understand the reasons for this loyalty or lack of loyalty.
- To investigate the consumer behaviour of generation Y on brand loyalty for fashion industry.
- To investigate the brand experience that affect brand loyalty in fashion industry.
- To investigate the customer satisfaction toward brand loyalty in fashion industry.

#### Research methodology

##### Descriptive Survey Design

Research design is that the framework of research methods and techniques chosen by a researcher. The planning allows researchers to hone in on research methods that are suitable for the topic matter and found out their studies up for fulfilment.

In other words, research design is the set of methods and procedures employed in collecting and analysing measures of the variables per the problem research. the design of a study defines the study type (descriptive, correlation, semi-

experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan a search design is a framework that has been created to seek out answers to research questions.

#### Random/convenience/probability

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. There are two types of sampling methods:

1. Probability sampling involves random selection, allowing you to make statistical inferences about the whole group.
2. Non-probability sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect initial data.

#### We are going to use Probability sampling, in random sampling methods is going to used

1. **Sample size:** 185 respondents have been taken into consideration for study.
2. **Location:** Samples are taken from PAN India.
3. **Data collection:** We are using primary data for our study, for that data we are floating a questionnaire online in different states of India.

#### Analysis

A questionnaire was built and it consisted of closed and question with multiple response choices and was distributed among friends and family and Likert Scale was used in it. After the data completion the final sample for study was 185 the collected data was then analysed by using simple percentage method and this is research was simply done to analyse how much of consumer or a person is loyal toward a particular brand during the current situation that is pandemic

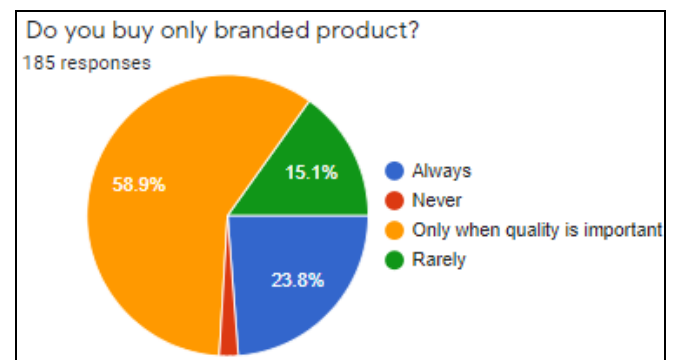
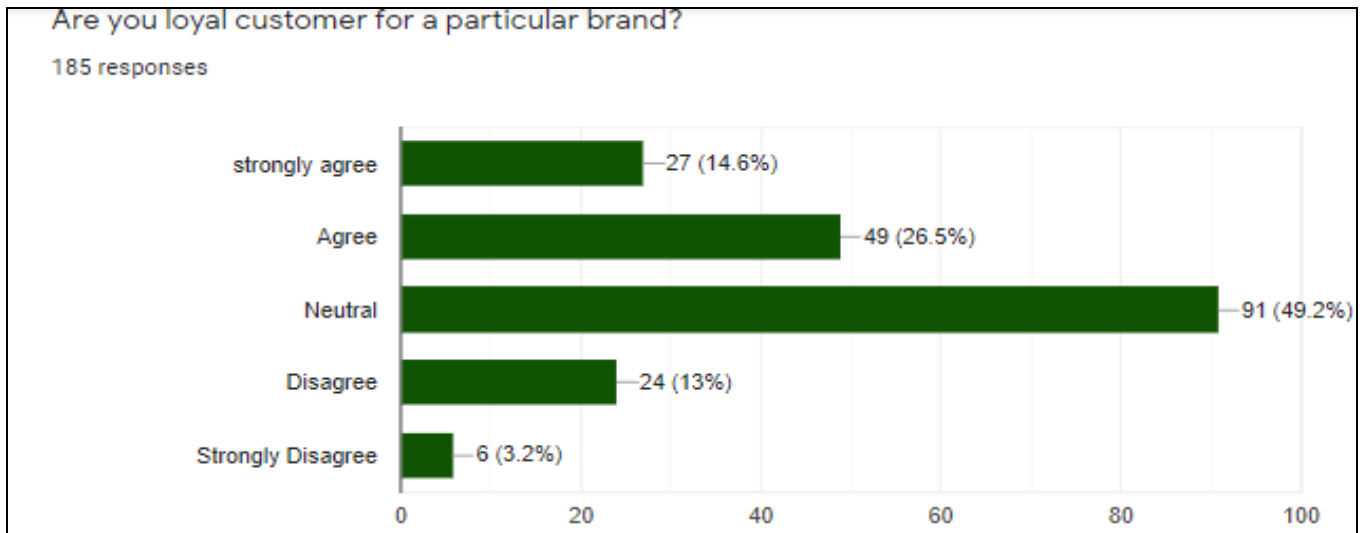


Fig 1: Do you only branded product

From the above graph it can be conclude that people buy only branded product when they really care about quality which is 58.9% in total. And there are also many people who only buy branded product as they are brand freak and loyal to it which is 23.8%. And there are only 2.2% of people who doesn't buy branded product.



**Fig 2:** Are you loyal customer for a particular brand?

From the above graph we can see that there are many people who are okay to be loyal with a particular brand. They are the ones who will easily switch to some other brand if something changes happen. And there are people who will stay loyal for a particular brand and they would not change no matter what. They total are 41.1% of total who will stay loyal for a particular brand.

### Conclusion

Through this research paper we would like to conclude that this can be used for further research by the company. It will also help the organization to understand the consumer loyalty towards a particular brand, as this will be the recommendation that the researches done is in different part of countries in India and to expand the collection of data the research should also be done in rural area so has to take out complete picture of brand loyalty. It is also recommended that organization should focus on consumer buying behavior and consumer satisfaction as it will help the company in retaining the customers and making brand loyal to the one who are buying rarely from a particular brand or who are not buying at all.

Organization should even expand their fashion and design styles and size for different size groups and fashion and design styles from different Runway Fashion shows, as it will help in keeping in touch with customers. It will also promote In-depth brand loyalty in an existing or in a new customer so that they don't move from one apparel brand to another brand.

And at last, they should promote more of their product information through all medium as consumer nowadays a literate and can easily be manipulated in different type of scheme provided from different type of brand apparel. So, brands should do enough to retain their customers brand loyal to their brand.

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