Exploring Brand Loyalty in the Fashion Industry: A Study on Consumer Behaviour in Kerala

Dr. Shamsi Sukumaran[1], Dr.Ranjith Somasundaran Chakkambath[2], N.V. Sivaraman[3]

Assistant Dean, AMITY Global Business School Kochi, Ernakulam, Kerala, India[1]

Assistant Professor, AMITY Global Business School Kochi, Ernakulam, Kerala, India[2]

BBA Student, AMITY Global Business School Kochi, Ernakulam, Kerala, India[3]

ABSTRACT: This study investigates brand loyalty among consumers in the fashion industry, focusing on the factors that influence consumer loyalty and their general shopping attitudes. A descriptive research design was employed, utilizing a structured survey to collect data. The research topic is particularly relevant given the rapid growth of the fashion industry and the increasing competition among national and international brands, making brand loyalty a critical factor for long-term success. The scope of the study is confined to Kerala, India, a consumer market influenced by both local and global fashion brands, with a sample size of 113 respondents primarily consisting of students. Convenience sampling was employed to select participants, and data was collected using an online survey via Google Forms, which included sections on demographics and brand loyalty-related questions. The study utilized descriptive statistics to analyze the data and applied inferential statistics, including Chi-square tests, to examine relationships between variables. Additionally, multivariate analysis, including exploratory factor analysis, was conducted using IBM SPSS to explore the underlying factors influencing brand loyalty. The research is significant as it provides valuable insights into consumer behavior in the fashion industry, particularly among the student population in Kerala, offering a basis for future studies on brand loyalty in different regions and demographics.

KEYWORDS: Brand Loyalty, Fashion Industry, Chi-Square Test, Exploratory Factor Analysis, Shopping.

I. INTRODUCTION

The retail fashion industry stands as one of the most competitive and rapidly evolving sectors globally. As brands proliferate, consumer preferences shift quickly, and expectations intensify, fashion retailers are increasingly focusing on strategies to retain existing customers and encourage repeat purchases. Among these strategies, building brand loyalty has emerged as a critical factor for long-term success. Brand loyalty refers to the tendency of consumers to continue purchasing from the same brand over time, despite the presence of competing products or price fluctuations. In the fashion industry, brand loyalty extends beyond mere product quality, encompassing factors such as social impact, lifestyle alignment, emotional connections, perceived brand identity, and personalized customer experiences. Unlike essential goods, fashion is inherently subjective, and consumer decisions are heavily influenced by design, aesthetics, brand reputation, and social perception. In such a context, fostering a loyal customer base requires more than offering trendy products; it necessitates a holistic brand experience that resonates emotionally, psychologically, and culturally with consumers.

This study delves into the factors that drive brand loyalty in the retail fashion sector, examining how brands can nurture and sustain loyalty and the ways in which consumer perceptions are shaped in a rapidly changing marketplace.

1.1 Statement of the Problem
In recent years, brand-switching behavior has risen in the fashion sector, driven by price sensitivity, the rise of online shopping, growing competition, and shifting consumer preferences. Despite substantial investments in marketing, celebrity endorsements, and digital campaigns, retaining customers has become an increasingly challenging task for fashion retailers.The gap between customer acquisition and retention underscores the need to understand the underlying motivations of brand loyalty. Are consumers loyal due to convenience, social status, emotional connections, or superior quality? Are loyalty programs effective, or do they merely offer short-term rewards?For retailers striving for sustained success, the lack of enduring brand loyalty in the fashion sector presents a significant challenge. What are the primary drivers of brand loyalty in the fashion industry, and how can brands strengthen their bonds with consumers in a competitive landscape with an abundance of choices? This study seeks to address these critical questions.

1.2 Purpose of the Study

The primary aim of this study is to explore the factors that influence brand loyalty in the retail fashion industry and to analyze consumer behavior concerning brand preferences. The research will assess the extent to which elements such as perceived quality, trust, emotional connections, customer satisfaction, brand image, and loyalty programs contribute to customer loyalty.By identifying the core factors that drive brand loyalty, the study aims to offer fashion retailers actionable insights to enhance their customer retention and loyalty strategies. Furthermore, this research intends to contribute academically to the field of branding and consumer behavior, particularly in the context of the fashion industry.

1.3 Objectives of the Study

1. To identify and determine the significant factors that influence brand loyalty.
2. To examine the relationship between age and shopping frequency using a Chi-Square Test of Independence and assess whether age significantly influences consumer shopping habits.

II. LITERATURE REVIEW

Customers now have more options than ever before due to the rise of various shopping avenues, making the fashion industry highly competitive. Fashion retailers are facing challenges in attracting new clients and retaining their existing customer base as a result of this shift. Recent studies emphasize the importance of cultivating personal connections between employees and customers to tackle this issue. Hui and Yee [1] found that businesses can significantly impact consumer experiences and purchasing decisions by fostering human connections at the point of contact. Their empirical research in the casual apparel sector reveals that trust in the interaction between customers and frontline personnel positively affects customer satisfaction, which in turn is essential for enhancing brand loyalty. The findings highlight the importance of human interaction in retail settings and suggest that building relationships between customers and employees is an effective strategy for fostering long-term loyalty in the retail fashion industry.

In a competitive retail environment, the significance of brand experience has increased. Huong [2] explored the concept of brand experience in the retail fashion sector, breaking down its components and their impact on brand loyalty. Based on interviews with 285 customers aged 18 to 35 shopping at Ninomax and Blue Exchange in Danang City, the study discovered that the sensory, emotional, cognitive, and relational elements of brand experience positively affect both shopping and product experiences. Although the study interestingly notes that brand trust does not directly influence brand loyalty, these experiences ultimately enhance brand personality, satisfaction, and, eventually, brand loyalty.

Islam, Khadem, and Sayem [3] conducted a comprehensive study to develop and evaluate a conceptual model examining the relationships between customer loyalty, satisfaction, and service quality in Bangladesh's fashion retail industry. Using factor analysis, the study identified eight dimensions of service quality, four dimensions of satisfaction, and three dimensions of loyalty based on survey responses from 1,126 customers across 14 fashion stores. Structural equation modeling (SEM) verified that service quality significantly impacts both satisfaction and loyalty, while regression analysis identified five critical service quality attributes that strongly influence consumer satisfaction. This study provides valuable insights for scholars and decision-makers in the fashion retail sector, particularly in the context of Bangladesh, where there is a lack of comparative studies.

Yu Sum and Leung Hui [4] investigated the most important component of customer service provided by salespeople in fashion chain stores. The study also examined how external retail environment factors, such as price level and customer demographics, influence the perceived service quality of sales staff and overall customer loyalty. The research, focusing on retail establishments in Hong Kong, provides valuable insights into how frontline employees and external conditions influence customer loyalty in the fashion retail industry.

Cuesta-Valiño, Gutiérrez-Rodríguez, and Núnez-Barriopedro [5] conducted a study addressing the growing interest among professionals and academics in understanding the causes of loyalty in fashion consumption. Using structural equation modeling (SEM), the study investigated how brand image and its various aspects serve as key predictors of brand loyalty, with customer satisfaction and happiness acting as mediators. The findings emphasize the

significant mediating role of satisfaction and happiness in fostering long-term customer commitment, alongside the substantial impact of brand image on loyalty.

Carpenter and Fairhurst [6] examined the effects of utilitarian and hedonistic shopping values on consumer satisfaction, loyalty, and word-of-mouth behavior in the retail clothing sector. Their findings show that customers derive value from both the emotional and sensory (hedonic) and the practical (utilitarian) aspects of shopping. Both types of shopping value significantly impact customer satisfaction, which enhances brand loyalty and the likelihood of positive word-of-mouth advertising. The study underscores the importance of retailers addressing both the practical and emotional needs of their customers.

Su and Chang [7] explored the perceptions and emotional responses of American college students to fast fashion brands, aiming to identify the key determinants of their brand loyalty. The study, based on a consumer-based brand equity framework, assessed aspects such as brand awareness, perceived quality, brand associations, and brand loyalty. The findings indicate that these aspects of brand equity have a substantial impact on students' loyalty, providing valuable information for marketers targeting young consumers in the competitive fast fashion industry.

Apolozan and Lauer performed a study [8] to identify significant differences in brand loyalty formation between Generation Z and Generation Y consumers in Denmark's fashion sector. A thorough review of existing research on generational segmentation, brand loyalty development, and consumer behavior led to the development of a conceptual framework and a more efficient data collection approach. An empirical analysis confirmed the results, testing eight hypotheses regarding the development of brand loyalty in the two generational cohorts. This study offers valuable insights into how branding strategies can be tailored to different age groups in the retail fashion industry.

Theng So, Grant Parsons, and Yap [9] developed and empirically tested a theoretical framework examining the impact of corporate branding on consumer brand loyalty and emotional attachment in the luxury apparel sector. Their research investigates how corporate branding strategies help build strong emotional bonds with customers, thereby strengthening brand loyalty. The findings highlight the critical role of corporate brand identity and image in shaping consumer attitudes and emotional connections, which in turn foster long-lasting loyalty in the competitive luxury apparel market.

Gonda, Gorgenyi-Hegyes, Nathan, and Fekete-Farkas [10] examined the competitive factors affecting SMEs in the retail fashion industry, focusing on their contribution to job creation and economic growth at the national and European levels. Their study, supported by a literature review, in-depth interviews, and questionnaire surveys, suggests that the most critical competitive factor for fashion SMEs is meeting customer needs, although small companies lag behind larger chains in this regard. The study recommends that SMEs focus on better understanding and meeting customer expectations to improve their competitiveness.

Ledikwe [11] investigated the factors affecting brand loyalty in Botswana's apparel sector. The study used structural equation modeling to test hypotheses after collecting data through a self-administered questionnaire in a descriptive quantitative manner. The findings showed a strong positive correlation between brand loyalty, brand trust, brand image, and brand awareness. The study also found that brand commitment significantly moderated the effect of brand trust on brand loyalty. These results underscore the importance of brand managers in Botswana's apparel industry focusing on increasing brand recognition, brand image, and brand trust to strengthen long-term brand loyalty.

Sahai, Goel, Venaik, and Garg [12] examined the impact of digital commerce on customer loyalty in the online fashion industry, which has grown significantly despite early skepticism about customers' reluctance to purchase clothing and shoes without trying them on. The study highlights the growing competitiveness of the online fashion market, with many alternatives just a click away. The study emphasizes the importance of e-loyalty for online retailers' long-term success, offering insights into how fashion e-commerce businesses can maintain competitiveness and attract new customers.

Stathopoulou and Balabanis [13] investigated the effects of various loyalty program (LP) benefits on customer satisfaction, trust, and store loyalty in both high-end and low-end fashion retail environments. Their study concludes that, for high-end fashion retailers, symbolic benefits are more influential in shaping LP satisfaction,

while utilitarian benefits have a greater impact in low-end fashion retail. The study also found that hedonic effects raise LP satisfaction in both retail groups, which in turn positively affects customer trust and loyalty.

Nikhashemi, Jebarajakirthy, and Nusair [14] studied the impact of retail brand experience (RBE) on consumer behavior outcomes in the clothing retail sector. Using a newly developed multi-dimensional RBE scale, the study investigated how RBE influences customers' intention to buy again, willingness to spend more, and word-of-mouth communication. The results confirmed that all relationships in the model were statistically significant, highlighting the importance of improving brand experiences to encourage increased customer loyalty and spending.

Sindhu, Saleem, and Arshad [15] examined the often-overlooked role of brand loyalty in family-owned businesses in emerging countries, focusing on how brand personalities support brand image and loyalty development. Their study, based on self-congruity theory, analyzed data from 381 customers of family-run fashion stores in Lahore, Pakistan. The study found that brand personality traits such as sincerity, competence, and excitement positively impacted brand image and loyalty, with brand sophistication acting as a moderating factor. These findings offer useful insights for managers of family-run fashion stores in emerging economies.

Miao, Go, Linyuan, Ikeda, and Numata [16] explored the relationship between young adult consumers' behavioral brand loyalty (BBL) and the financial performance (FP) of Japanese fashion companies. Their study emphasizes the critical role of BBL in influencing fashion brands' financial performance and highlights how loyalty programs and social media engagement can enhance financial results.

Jung, Kim, and Kim [17] investigated how sustainable marketing practices affect brand loyalty in the fashion sector. The study found that sustainability significantly enhances customer satisfaction, brand image, and trust, all of which contribute to the development of brand loyalty. The research emphasizes the strategic importance of integrating sustainability into marketing efforts to strengthen customer relationships and ensure long-term success.

Lu, Marjerison, and Seufert [18] examined how experiential marketing can enhance consumer engagement and brand loyalty in China's competitive and rapidly changing fashion industry. The study shows that experiential marketing is an effective strategy for increasing consumer engagement and loyalty in the luxury fashion sector, providing valuable insights for fashion brands looking to deepen customer relationships.

III. METHODOLOGY

The study employed a descriptive research design using a structured survey to explore the factors that influence brand loyalty among consumers in the Fashion industry. The research also helps to get insight into the demographics and general shopping attitudes of consumers. Convenience sampling was employed, with primary data obtained through an online survey and secondary data sourced from journals and reports. The sample size included 113 respondents from Kerala, India, from students across the region. Kerala is one of the consumer markets in the country where the population is exposed to the influence of different national and international brands.

Data was collected via Google Forms, with sections focused on demographics and related questions brand loyalty. Descriptive statistics, inferential statistics like Chi-square tests and multivariate analysis including exploratory factor analysis using IBM SPSS.

IV. RESULTS AND DISCUSSION

4.1 Demographic Characteristics and General Survey
This section presents the demographic characteristics of the participants in the study on brand loyalty among customers in the fashion industry. Understanding these demographics is crucial for analyzing consumer behaviors and preferences related to brand loyalty.

Table 1: Demographic Characteristics

Demographic Group		Percentage (%)
Age	Below 18	4.4
	18-22	52.2
	22-28	30.1
	28-34	5.3
	34-40	2.7
	40-46	3.5
	46 & above	3.5
Gender	Male	62.8
	Female	37.2
Occupation	High School Students	7.1
	Undergraduates	46
	Post-Graduates	26.5
	Government Employees	0.9
	Private Employees	14.2
	Entrepreneurs	5.3
	Retired	0
Domicile	Urban Area	71.7
	Suburban Area	15.9
	Rural Area	12.4
Marital Status	Single	87.6
	Married	8
	Divorced	3.5
	Widowed	0.9

Note: Sample size, n = 113

The demographic characteristics of the sample are summarized in Table 1. The majority of respondents belong to the 18-22 age group, accounting for 52.2% of the sample, followed by those in the 22-28 age group, which makes up 30.1%. A smaller proportion of respondents are in the 28-34 (5.3%), 34-40 (2.7%), 40-46 (3.5%), and 46 & above (3.5%) age groups, with 4.4% of respondents being below the age of 18. Regarding gender, a larger proportion of the sample consists of male respondents (62.8%) compared to female respondents (37.2%). This gender distribution indicates a predominance of male participants in the study.

In terms of occupation, the majority of respondents are undergraduates, representing 46% of the sample. Post-graduates make up 26.5%, while 7.1% are high school students. A small percentage of respondents are private employees (14.2%) and entrepreneurs (5.3%). Only 0.9% of respondents are government employees, and none of the participants were retired.The domicile data reveals that most participants reside in urban areas, with 71.7% of respondents living in such settings. Suburban and rural areas are represented by 15.9% and 12.4% of the sample, respectively, indicating a stronger urban bias in the sample. Finally, marital status data shows that the vast majority of respondents are single (87.6%), followed by those who are married (8%) and divorced (3.5%). A very small proportion of respondents are widowed (0.9%).

4.2 Chi-Square Test:
The Chi-square test was performed to assess the relationship between age and shopping frequency among the respondents. This test aimed to determine whether shopping frequency patterns varied significantly across different age groups.

Null Hypothesis (H₀): There is no significant association between age and shopping frequency.

Alternative Hypothesis (H₁): There is a significant association between age and shopping frequency.

Table 2: Age * How_Often_Do_You_Shop Crosstabulation

		How_Often_Do_You_Shop					Total
		Daily	Every 3-6 months	Monthly	Rarely	Weekly	
AGE	Below 18	-	1	2	1	1	5
	18-22	5	24	19	6	4	59
	22- 28	5	15	10	2	2	34
	28-34	1	3	1	-	1	6
	34-40	-	2	-	-	1	3
	40-46	-	2	-	2	-	4
	46 & above	-	2	-	-	-	2
Total		11	49	32	10	11	113

Note: Sample Size, n=113

Table 3: Chi-Square Tests Summary

Test	χ^2	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.83	24	0.761
Likelihood Ratio	20.02	24	0.695

The hypothesis testing sought to investigate the relationship between age and shopping frequency. The null hypothesis (H₀) posited that there is no significant association between age and shopping frequency, while the alternative hypothesis (H₁) suggested that a significant association exists between these two variables.

Table 2 presents the cross-tabulation of age groups by how frequently participants shop. The table reveals the distribution of responses across different age groups and shopping frequencies. For instance, the majority of respondents in the 18-22 age group reported shopping every 3-6 months (24 responses), followed by monthly shoppers (19 responses). A total of 113 responses were recorded across the various age groups, with some age groups like 28-34 and 40-46 showing fewer respondents, particularly in categories such as daily or weekly shopping.

The results of the Chi-Square tests, as summarized in Table 3, were used to assess whether there is a statistically significant association between age and shopping frequency. The Pearson Chi-Square value was 18.83 with 24 degrees of freedom, and the Asymptotic Significance (2-sided) value was 0.761. Since the significance value (0.761) is greater than the typical threshold of 0.05, we fail to reject the null hypothesis. This indicates that there is no significant association between age and shopping frequency in the sample. Therefore, the evidence does not support the alternative hypothesis, suggesting that age does not significantly influence shopping frequency among the respondents.demographic analyses reveal that preferences and spending habits vary significantly with age, with middle-

aged groups (45-54) showing the highest engagement in e-commerce, while younger and older segments display differing performance metrics [19].

4.3 Exploratory Factor Analysis: Examining the Consumer Brand Loyalty Factors
Exploratory Factor Analysis (EFA) was conducted to identify the underlying factors influencing consumer brand loyalty in the fashion industry. This analysis helps in understanding the key dimensions that contribute to brand loyalty, providing a framework for further research in consumer behaviour.

Table 4: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	519.96
	df	45
	Sig.	0

The sample was sufficient for factor analysis, as indicated by the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy of.895, which is significantly higher than the suggested cutoff of.60 [20] . With a significant $\chi^2(45)$ = 519.96, p <.001, Bartlett's test of sphericity indicated that the correlation matrix was suitable for factor analysis.

Table 5: Rotated Component Matrix , Eigen Values and Total Variance Percentage for Components obtained by Principal Component Analysis with Varimax Rotation Method

Statements	Component			
	1	2	3	4
Emotionally attached to the brand	0.769			
Wait for stock, then buy from competitors	0.748			
Wait for the new collection from my favourite brand	0.708			
Trust when purchasing from my brand		0.87		
Recommend a favourite fashion brand		0.69		
Favourite fashion brand offers better quality		0.59		
Rarely switch brands unless necessary			0.812	
Purchases from a favourite fashion brand even if other brands offer similar products			0.701	
Pay high price for product from favourite brand				0.768
Will purchase from the favourite brand even if they increase the price				0.763
Eigen Values	6.2	2.4	1.8	1
Percentage of total variance	62	24	18	10

Note: Factor loadings <.044 have been omitted from the table.

The factor analysis revealed a clear four-factor structure after rotation, as indicated by the Rotated Component Matrix. The first factor, labeled Brand Attachment, was characterized by items reflecting emotional connections with the brand. These included statements such as "Emotionally attached to brand" (.769), "Wait for stock rather than buy from competitors" (.748), and "Wait for new collection from my favourite brand" (.708). Previous research indicates that a strong brand image significantly enhances customer loyalty by fostering positive perceptions and emotional connections with the brand [21][22].

The second factor, Brand Trust & Recommendation, encompasses items related to trust and recommendations. Key items included "Trust when purchasing from my brand" (.870) and "Recommend favourite fashion brand" (.694).

The third factor, Brand Loyalty & Switching Behaviour, was associated with a reluctance to switch brands. The items in this factor included "Rarely switch brands unless necessary" (.812) and "Purchase from favourite brand even if other brands offer similar products" (.701). The final factor, Willingness to Pay a Premium, captured the price sensitivity aspect of consumer behavior. Relevant items for this factor were "Pay high price for product from favourite brand" (.768) and "Will purchase from favourite brand even if they increase price" (.763).

These findings suggest that consumer brand loyalty can be understood through four distinct dimensions: Willingness to Pay a Premium, Brand Loyalty & Switching Behaviour, Brand Attachment, and Brand Trust & Recommendation. This four-factor model provides a useful framework for future research and supports the construct validity of the scale. Literature also highlights that factors such as competitive pricing, promotional strategies, and perceived switching costs further influence loyalty by enhancing perceived value and reducing the likelihood of customers switching to competitors [23][24].

V. CONCLUSION

The study provide valuable insights into the factors that contribute to brand loyalty among customers in the fashion industry. The analysis of demographic characteristics revealed a predominance of young, male participants, with a majority residing in urban areas. The Chi-Square test showed no significant association between age and shopping frequency, suggesting that shopping behavior is not strongly influenced by age within this sample. Exploratory Factor Analysis identified four key dimensions of brand loyalty: Willingness to Pay a Premium, Brand Loyalty & Switching Behaviour, Brand Attachment, and Brand Trust & Recommendation. These findings offer a robust framework for understanding the various aspects of brand loyalty and support the construct validity of the scale used in this study. Further research could explore how these factors interact with external variables such as marketing strategies, consumer satisfaction, and the influence of social media in shaping brand loyalty. Additionally, future studies could examine the impact of these dimensions across different cultural and demographic contexts to strengthen the generalizability of the findings.

REFERENCES

[1] Hui, S. L., & Yee, R. W. (2015). Relationship among interpersonal relationship, customer satisfaction and brand loyalty in fashion retailing industry. Research Journal of Textile and Apparel, 19(1), 65-72.

[2] Huong, P. T. L. (2016). Effects of brand experience on brand loyalty in fashion retail business. Journal of Economic Development.

[3] Islam, M. A., Khadem, M., & Sayem, A. (2012). Service quality, customer satisfaction and customer loyalty analysis in Bangladesh apparel fashion retail: an empirical study. International Journal of Fashion Design, Technology and Education, 5(3), 213-224.

[4] Yu Sum, C., & Leung Hui, C. (2009). Salespersons' service quality and customer loyalty in fashion chain stores: A study in Hong Kong retail stores. Journal of Fashion Marketing and Management: An International Journal, 13(1), 98-108.

[5] Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Núnez-Barriopedro, E. (2022). The role of consumer happiness in brand loyalty: a model of the satisfaction and brand image in fashion. Corporate Governance: The International Journal of Business in Society, 22(3), 458-473.

[6] Carpenter, J. M., & Fairhurst, A. (2005). Consumer shopping value, satisfaction, and loyalty for retail apparel brands. Journal of Fashion Marketing and Management: An International Journal, 9(3), 256-269.

[7] Su, J., & Chang, A. (2018). Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach. International Journal of Retail & Distribution Management, 46(1), 90-107.

[8] APOLOZAN, A., & LAUER, A. Brand Loyalty within the Fashion Industry.

[9] Theng So, J., Grant Parsons, A., & Yap, S. F. (2013). Corporate branding, emotional attachment and brand loyalty: the case of luxury fashion branding. Journal of Fashion Marketing and Management: An International Journal, 17(4), 403-423.

[10] Gonda, G., Gorgenyi-Hegyes, E., Nathan, R. J., & Fekete-Farkas, M. (2020). Competitive factors of fashion retail sector with special focus on SMEs. Economies, 8(4), 95.

[11] Ledikwe, A. (2020). Determinants of brand loyalty in the apparel industry: A developing country perspective. Cogent Business & Management, 7(1), 1787736.

[12] Sahai, S., Goel, R., Venaik, A., & Garg, V. (2019). Impact of digital commerce on fashion industry to gain customer loyalty. International Journal of Engineering and Advanced Technology, 8(5), 730-740.

[13] Stathopoulou, A., & Balabanis, G. (2016). The effects of loyalty programs on customer satisfaction, trust, and loyalty toward high-and low-end fashion retailers. Journal of Business Research, 69(12), 5801-5808.

[14] Nikhashemi, S. R., Jebarajakirthy, C., & Nusair, K. (2019). Uncovering the roles of retail brand experience and brand love in the apparel industry: Non-linear structural equation modelling approach. Journal of Retailing and Consumer Services, 48, 122-135.

[15] Sindhu, M., Saleem, I., & Arshad, M. (2021). When do family brand personalities lead to brand loyalty? A study of family-owned fashion retailers in Pakistan. Global Business and Organizational Excellence, 40(6), 6-16.

[16] Miao, M., Go, I., Linyuan, C., Ikeda, K., & Numata, H. (2024). How brand loyalty and its marketing activities affect Japanese fashion companies' financial performance. Journal of Fashion Marketing and Management: An International Journal, 28(5), 1034-1052.

[17] Jung, J., Kim, S. J., & Kim, K. H. (2020). Sustainable marketing activities of traditional fashion market and brand loyalty. Journal of Business Research, 120, 294-301.

[18] Lu, S., Marjerison, R. K., & Seufert, J. H. (2023). Experiential marketing, customer engagement, and brand loyalty in the luxury fashion industry: Empirical Evidence from China. Review of Integrative Business and Economics Research, 12(2), 58-79.

[19] Understanding Age-Driven Preferences: A Weighted Sum Analysis of Consumer Behavior in E-commerce. (2024). 1, 5(1), 8–15. https://doi.org/10.46632/rmc/5/1/2

[20] Kaiser, H. F. (1974). An index of factorial simplicity. Psychometrika, 39(1), 31–36. https://doi.org/10.1007/BF02291575

[21] Erika, E., & Rodhiah, R. (2023). Factors influencing Brand Loyalty for Scarlett Whitening products in Jakarta. International Journal of Management Science and Application, 2(2), 48–60. https://doi.org/10.58291/ijmsa.v2i2.123

[22] Ghimire, M., & Karki, D. (2022). Brand loyalty among mobile users. NCC Journal. https://doi.org/10.3126/nccj.v7i1.58612

[23] Pardede, M., Gaffar, V., & Monoarfa, H. (2024). Study of The Factors That Influence Brand Loyalty Simpati Cards PT. Telkomsel Tbk. https://doi.org/10.58812/wsshs.v2i07.952

[24] Aziz, S., Jusoh, M. S., & Amlus, M. H. (2017). Investigating Critical Success Factors of Brand Loyalty: A Meta-Data Analysis Approach. International Review of Management and Marketing, 7(3), 233–237. https://dergipark.org.tr/en/download/article-file/367735

IJARETY