

An Empirical Study on Determinants of Brand Loyalty among Apparel Consumers in India

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Abstract:-The present overall revenues of such retail marks are observed to be considerably high and over the long haul these private level brands are required to upgrade the brand value of the set up retailers. In this way, retailers' aim of holding comes in the incipient stage with the all around obeyed passage into the clothing retailing, by and by the market of which is assessed at around \$13 billion and representing about 20% of the nation's aggregate fare. The piece of clothing fabricating division's shows up as the most encouraging fragment in the material chain after 2005 making a huge interest for completed items. In this manner, buyers purchasing conduct has drawn an impressive consideration of the prior specialists. Its effect on planning promoting methodologies likewise turned into the piece of a sizeable number of studies. In any case, while checking on the writing on purchaser conduct and in addition retail promoting, just minute number of studies has been discovered accessible that examines how shopper conduct works in retail advertise. The motivation behind this investigation was to decide the components impacting brand unwaveringness among clothing shoppers and additionally the connection between mark steadfastness and its determinants and is proposed to keep kept just to the sorted out attire retailing in India.

Key Words: brand loyalty, marketing strategies, organized apparel retailing, retail brands, retail marketing, brand equity.

I. INTRODUCTION

Customer mindfulness has been supported by the globalization of rivalry, immersion of business sectors, and data innovative improvement. This has therefore come about to huge scale rivalry in the garments business. In this marvel, organizations need to construct their prosperity on a long haul customer's relationship instead of through improved item cost and characteristics. The expansion and maintenance of steadfast customers has turned into a key factor for long haul accomplishment of the organizations. In this way, mark devotion, is an essential perspective and advertisers need to make showcasing systems that will interest the customers at an individual level. The primary accentuation in advertising has moved from winning new customers to the maintenance of existing ones (Aaker, 1991)¹. To accomplish this, mark devotion assume an extraordinary part and has happened to awesome enthusiasm for scientists, business supervisors/proprietors and academicians. Customers dedication decides the amount of the item is purchased, how regularly and the rehash buys made situated in its highlights. The highlights that a customers is enthusiastic about when making a buy are various and are mixed in the item. The item

is situated and recognized by method for some unique offering to build up it as a brand. On the off chance that a specific brand satisfies every one of the necessities that the customers looks in an item, at that point he ends up faithful to a specific brand. A brand can mean item quality and also help customers in separating the item from aggressive contributions.

Dress is one of the customer items that are defenseless against mold elements and influences making it critical for the advertisers to test whether shopper faithfulness to the brands has changed. For a brand to flourish or get by in the market it must be successfully utilized by its customers. In apparel representatives or advertisers need to comprehend what factors influence their brands remembering that brand dependability will be diverse for each brand oversaw or loaded. The comprehension of the brand dependability is additionally fundamental for the apparel outlets in the meaning of customers situated marking methodologies. There are a few examinations that have taken a gander at the effect of fulfillment on unwaveringness. Studies uncover that there lies an immediate association amongst fulfillment and reliability. A fulfilled customers ends up faithful and a disappointed customers moves starting with one merchant then onto the next. Inclination to change to elective brands is high when consumer loyalty is low (Thomas). Aside from fulfillment, there are different elements that affect customers unwaveringness. Yee and Sidek(2008)² show a few variables to purchasers' image dependability of certain sportswear brands. Brands turn into a typical and famous among youngsters when they recognize the brand with a more loosened up way of life, more prominent adaptability and solace. This part of the business anyway stays less investigated. In India thinks about concentrating on clothing purchasers are less. The reason for this investigation was to decide the components affecting brand steadfastness among clothing purchasers and the connection between mark devotion and its determinants.

II. LITERATURE REVIEW

Brand Loyalty

Marking effectively differentiates homogenous item and brand dependability has turned into an imperative idea in understanding attire shopper conduct Brand Loyalty demonstrates the degree to which a brand is utilized or brought by customers in contrast with different brands that is accessible in the market. The customers sees the brand as that

which offers the correct item includes, pictures, level of value at the correct cost in that brand classification. (Malinowska-Olszowy, 2005)³ This structures the establishment for purchasing and the purchaser ends up faithful to a particular brand. Typically the shoppers first influence a preliminary to buy of the brand and, fulfillment prompts a propensity for obtaining the same as it is sheltered and well-known. For the most part buyers may frequently purchase or utilize a few brands, yet will tend to focus on some brand more than others. A brand can be a name, sign, image, or plan, or a blend of them, purchasers use to distinguish the merchandise or administrations of one vender or gathering of merchants and to separate from those of contenders Famous brand names scatter item advantages and prompt higher review of promoted benefits than those that are not (Malinowska-Olszowy, 2005)³. Regardless of the accessibility of substitute brand in the market, Consumers want to confide in popular brands and overlook the new. This prompts continue acquiring conduct and decreases cost related exchanging. (Aaker, 1991)¹. Brand identity likewise gives linkages to brand's passionate and self-expressive advantages for item separation. This is vital for brands which have couple of physical contrasts and are devoured in social settings where the brand assumes an indispensable part in making an unmistakable picture about the purchaser.

Product Quality

Item quality alludes to the highlights or attributes of an item or administration that can fulfill the expressed or inferred customer needs. As such, item quality can be characterized as "qualification for utilize" or 'conformance to prerequisite' (Russell-Bennett, 2006)⁴. The substantial nature of the sold item prompts rehashed buy of a solitary brand or switch around a few brands. As indicated by Swinker and Hines (2005)⁵, estimate estimation, cutting or fitting, material, shading, work and the execution of the clothing in particular are the segments of item nature of form things. Fitting is one of the vital perspectives in attire choice as fitted articles of clothing upgrade the customer's outward presentation. Material is vital in article of clothing quality since it influences the hand feel, surface and other execution parts of the item. Further, shoppers relate by and by to shading, and a mold thing could be dismissed or chosen because of its shading. In the event that the shading does not engage them or supplement their own particular composition, the mold could be rejected (Swinker and Hines, 2005)⁵. As indicated by an investigation by Swinker and Hines (2005)⁵, greater part of the respondents (65%), showed that quality was essential in their apparel buy. The item quality factor along these lines affects shopper faithfulness and entrepreneurs need to give the most ideal quality

Price

At the normal purchaser cost is the most definitive factor (Yee and Sidek, 2008)². High mark faithful customers will pay a top notch cost for their preferred image thus their buy expectation

isn't effectively influenced by cost. Furthermore, customers emphatically have confidence in the esteem and cost of their most loved brands to such an extent that they would contrast and assess costs and elective brands (Azevedo and Farhangmehr, 2005)⁶. Shoppers' fulfillment can likewise be worked by contrasting the apparent expenses and qualities and cost. On the off chance that the cost is more prominent than the apparent estimations of the item the buyers won't buy the item. It is critical to take note of that steadfast customers will pay all the more regardless of whether the cost increments since they would like to pay a higher cost to keep away from any apparent dangers (Swinker and Hines, 2005)⁵. Be that as it may, faithfulness disheartens customers from contrasting cost and results of a similar class. Cost assumes a focal part in purchaser judgments. Style which incorporates line, outline and subtle elements influences shopper discernment towards the article of clothing and furthermore impacts mark unwaveringness (Swinker and Hines, 2005)⁵. Customers' judgment relies upon the shoppers' level of form cognizance of what is right now in vogue. As indicated by Azevedo and Farhangmehr (2005)⁶, brands that supply a la mode articles of clothing pull in steadfast shoppers who are additionally design cognizant. Wearing the most recent design and style prompts the upgrade of their confidence.

Promotion and Brand Image

Promotion is a marketing mix component which is concerned with information delivery to consumers. Promotion includes the use of personal selling, sales promotions, advertising and publicity. Promotion greatly affects consumers' images, beliefs and attitudes towards product brands which consequently influence their purchase behaviours (Russell-Bennett, et al., 2006)⁴. Promotion, especially through advertising, is important in establishing ideas or perceptions in the consumers' minds as well as differentiating brands in a particular product category. According to Kotler & Armstrong (1994)⁷, promotion is an important element that is used to communicate the product offerings to consumers. It also encourages purchase or sales of a product or service. Sales promotion tools are also used in support of advertising and public relations activities, and they are targeted toward the consumers. Kotler & Armstrong (1994)⁷, also posit that promotion is important in determining market success and profitability.

Brand picture likewise influences steadfastness. At the point when a customer utilizes his inclinations to show his own particular picture it influences faithfulness. This may happen both in cognizant and subliminal level. As indicated by the Belk's hypothesis of expanded self, individuals characterize themselves by the belonging they have, oversee or make (Spratt, Czellar and Spangenberg, 2009)⁸. Brand dependability is in a roundabout way influenced by the appeal of the brands identity and in this manner individuals utilize these items to improve mental self portrait (Spratt et al. 2009)⁸. In India, clothing brands, for example, Lee, Levis, Basics, Navigator, Jockey, Puma, Nike, Addidas and so forth are

prevalent among youngsters. Attire has turned into a mainstream class among adolescents, as it recognizes them with a more loosened up way of life, more prominent flexibility and solace. Attire Companies endeavor to upgrade mark dependability among their customers. Brand devotion is a shopper's cognizant or oblivious choice that is communicated through the aim or conduct to repurchase a specific brand ceaselessly. Brand reliability has been declared to be a definitive objective of advertising. Repurchase choice particularly relies upon trust and quality execution of the item or administration. The reason for this examination is to explore how the respondents are impacted by elements of brand reliability towards clothing brands. So it is imperative for advertisers to get more data about brand unwaveringness in light of the rising pattern of brand exchanging conduct of buyers. The point of this investigation is to discover the impact of brand name, item quality, Style, store condition and administration quality on mark devotion in the Indian attire showcase. An example size of 150 between the age gathering of 18 to 55 is being chosen with the end goal of research. The investigation can be useful in giving helpful data to mark organizations in building up their aggressive marking procedures .

III. OBJECTIVE OF THE STUDY

The general objective of the study is to find out the determinants of brand loyalty among apparel consumers in the context of organized retailing in India. The specific objective of the study includes:

- To study the impact of Product Quality, Style, Service Quality and Store environment on brand loyalty of apparel consumers in the context of organized retailing in India.

IV. HYPOTHESES

This study focuses on the factors that influence consumers' brand loyalty towards a particular brand. Based on the factors that influence brand loyalty, the following hypotheses are derived.

- H1: There is a significant relationship between product quality and brand loyalty of apparel consumers.
- H2: There is a significant relationship between style and brand loyalty of apparel consumers.
- H3: There is a significant relationship between brand name and brand loyalty of apparel consumers.
- H4: There is a significant relationship between store environment and brand loyalty of apparel consumers.
- H5: There is a significant relationship between service quality and brand loyalty of apparel consumers.

V. VARIABLES USED

Dependent variable used for the study is Brand Loyalty. Independent variables identified include: Product Quality, Style, Brand name, Store environment, Service quality, Price, Variety, Uniqueness of Brand, Attractiveness, Advertisements, Size, Brand Reputation, Durability, Colour, Store image and Sales promotion efforts

VI. RESEARCH METHODOLOGY

The study is based on primary data. The research design used for the study was descriptive in nature. Apparel consumers from organized retail outlets in India constitute the population for the study. Sampling was done through multi-stage sampling technique. The sampling unit was the individual consumer of apparels in Indian organized retail outlets. In the first stage, the entire India is divided into Northern, southern, eastern and western regions. In the second stage, one State was selected from each region to represent the concerned region. The States selected are Kerala, Delhi, Maharashtra and Odisha. In the third stage, from each State, two cities were selected, considering the number of organized apparel retail outlets in the city to constitute the sample. The cities identified include, Cochin and Trivandrum to represent Kerala, Gurgaon and Noida to represent Delhi, Bhubaneswar and Cuttack to represent Odisha and Mumbai and pune to represent Maharashtra. In the last stage 50 apparel consumers were selected at random from various organized retail outlets, from each city to constitute the sample respondents. Thus the sample size chosen was 400 apparel consumers in India. The data were collected from the respondents using a structured questionnaire. Five point Likert scale was used to indicate respondent's level of agreement to each of the statement given in the Questionnaire. Before drawing the final questionnaire, a pilot survey was done among 40 consumers to understand the factors influencing the brand loyalty of apparel consumers in organized retail outlets.

All the analysis is done through SPSS .Factor analysis was conducted to reduce the number of attributes to explain the original data to know the variables which impact the brand loyalty of apparel consumers. Factor models were selected based on Kaiser-Meyer- Olkin (KMO) measures of sampling adequacy criteria (should be as near 1 as possible) which is a goodness of fit coefficient, Bartlett's test of sphericity (should be as close to 0 as possible) which is a badness of fit test, the Eigen values greater than 1 and amount of variance explained by the model. Each model was estimated using principal components analysis as the extraction method. Varimax with Kaiser normalisation rotation method assisted in interpreting the data for list of value factors activity factors, interest factors, opinion factors and shopping orientation factors. Factors were labelled based on salient loadings. All loadings below 0.5 were dropped, and the factor analysis was recalculated. The Cronbach alpha was used to measure internal reliability by unit weighting items with salient loadings in a factor. Factors loadings are used to measure

correlation between variables and the factors. A loading close to 1 indicates strong correlation between a variable and the factor, while a loading closer to Zero indicates weak correlation. Un-rooted solutions of factor loading are not suitable for interpretation purpose since the variables generally tend to load on multiple factors. Normalization rotation methods (Table 4) the factors are rotated with the Varimax with Kaiser Normalization rotation methods. Principal component analysis method was used for factor extraction, taking those factors only whose values are greater than 0.5 for the purpose of interpretation.

VII. DATA ANALYSIS AND INTERPRETATION

FACTOR ANALYSIS: Determinants of Brand Loyalty

The first three components (attributes/ factors) in the initial solution have eigen values over 1 and they account for more than 80 per cent of the variation in the brand loyalty of consumers in organized retail outlets in India (Table 1). According to Kaiser Criterion, only the first three factors (attributes) should be used because subsequent eigen values are less than 1. Factors loadings are used to measure correlation between variables and the factors. A loading close to 1 indicates strong correlation between a variable and the factor, while a loading closer to Zero indicates weak correlation. The factors are rotated with the Varimax with Kaiser Normalization rotation methods (Table 5). We have used principal component analysis method for factor extraction taking those factors only whose values are greater than 0.5 for the purpose of interpretation.

Table- 1: Communalities

Determinants	Initial	Extraction
Product Quality	1.000	0.804
Style	1.000	0.885
Brand Name	1.000	0.571
Store Environment	1.000	0.643
Service Quality	1.000	0.662
Price	1.000	0.992
Variety	1.000	0.877
Uniqueness of Brand	1.000	0.908
Attractiveness	1.000	0.934
advertisement	1.000	0.934
Size	1.000	0.908
Brand Reputation	1.000	0.908
Durability	1.000	0.877
Colour	1.000	0.877
Store Image	1.000	0.896
Sales promotion	1.000	0.630

Extraction Method: Principal Component Analysis.

From Table showing rotated component matrix it is clear that attributes like price, attractiveness, advertisements, Sales promotion and store image have loading 0.782, 0.891, 0.891, 0.617 and 0.883, respectively on factor one. This infers that factor one is a combination of these variables. This factor can be interpreted as Product specific factors that independently contributed more than 59 per cent variation in brand loyalty of consumers from organized retail outlets in India. In factor two variables like style, uniqueness of the brand, size and brand reputation have high factor loadings 0.940, 0.802, 0.802 and 0.802, respectively indicating factor 2 as a combination of these attributes. This factor can be termed as brand specific factors which contributed about 16 per cent variations independently. For factor three, it is evident from the Table that product quality, brand name, store environment and service quality have the highest loadings 0.714, 0.735 and 0.796 and 0.810 respectively. This factor can be termed as other factors which contributes 7 percent variations in brand loyalty .

Table- 2: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	Percentage of Variance	Cumulative Percentage	Total	Percentage of Variance	Cumulative Percentage
1	9.555	59.718	59.718	9.555	59.718	59.718
2	2.588	16.173	75.891	2.588	16.173	75.891
3	1.165	7.283	83.174	1.165	7.283	83.174
4	0.998	6.236	89.410			
5	0.537	3.356	92.766			
6	0.396	2.475	95.240			
7	0.328	2.052	97.292			
8	0.207	1.291	98.583			
9	0.149	0.929	99.512			
10	0.078	0.488	100.000			
11	4.732E-17	2.957E-16	100.000			
12	1.331E-17	8.317E-17	100.000			
13	-1.845E-17	-1.153E-16	100.000			
14	-5.361E-17	-3.351E-16	100.000			
15	-1.170E-16	-7.312E-16	100.000			
16	-3.940E-15	-2.462E-14	100.000			

Extraction Method: Principal Component Analysis.

Table -3 : Component Matrix^a

Attributes	Components		
	1	2	3
Product Quality	0.464	0.746	-0.178
Style	0.630	-0.378	0.587
Brand Name	0.331	0.585	0.344
Store Environment	0.290	0.701	0.259
Service Quality	0.241	0.740	0.238
Price	0.983	-0.073	-0.143
Variety	0.924	-0.012	0.153
Uniqueness of Brand	0.873	-0.370	0.092
Attractiveness	0.890	0.091	-0.365
advertisement	0.890	0.091	-0.365
Size	0.873	-0.370	0.092
Brand Reputation	0.873	-0.370	0.092
Durability	0.924	-0.012	0.153
Colour	0.924	-0.012	0.153
Store Image	0.861	0.036	-0.391
Sales promotion	0.741	0.266	-0.100

Extraction Method: Principal Component Analysis, a. 3 components extracted.

Table- 4 : Component Transformation Matrix

Component	1	2	3
1	0.701	0.669	0.249
2	0.103	-0.440	0.892
3	-0.706	0.599	0.377

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser normalization.

Table- 5: Rotated Component Matrix^a

Attributes	Component		
	1	2	3
Product Quality	0.528	-0.125	0.714
Style	-0.012	0.940	0.042
Brand Name	0.049	0.170	0.735
Store Environment	0.093	0.041	0.796
Service Quality	0.077	-0.022	0.810
Price	0.782	0.604	0.126
Variety	0.538	0.715	0.278
Uniqueness of Brand	0.508	0.802	-0.078
Attractiveness	0.891	0.336	0.165
advertisement	0.891	0.336	0.165
Size	0.508	0.802	-0.078

Brand Reputation	0.508	0.802	-0.078
Durability	0.538	0.715	0.278
Colour	0.538	0.715	0.278
Store Image	0.883	0.325	0.099
Sales promotion	0.617	0.318	0.385

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A. Rotation converged in 7 iterations.

The coefficient of determination is 0.520, which means 52 per cent of the variation in the dependent variable is explained by the independent variables and the rest is explained by other variables, which are not taken into consideration in the study i.e., the explanatory power of the 5 independent variables taken together is 52 per cent The dependent variable is Brand loyalty and the independent variables are Product quality, Style, Brand Name, Store environment and Service quality. Since R =0.733 there exists a positive relationship between these variables.

Table- 6: Regression

Model Summary of Product quality, Store Environment, Style, Brand name and Service quality with Brand Loyalty Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733a	.537	.520	.42957

a. Predictors: (Constant), sqt, sty, pq, bn, sev

Table -7: Regression Coefficients

Models		B	t	Significance
1	(Constant)	.078	.197	.844
	Product Quality	.173	2.461	.015
	Style	.104	1.508	.134
	Brand name	.341	4.769	.000
	Store environment	.090	1.207	.229
	Service Quality	.292	3.623	.000

The regression equation that explains variation in the dependent variable Brand Loyalty due to Product Quality, Style, Brand Name, Store environment and Service quality is denoted as:

$$Y = a + b X_1 + c X_2 + d X_3 + eX_4 + fX_5$$

$$Y = .078 + 0.173 X_1 + 0.014 X_2 + 0.341 X_3 + 0.090X_4 + 0.292X_5 (I)$$

Where, Y= Brand Loyalty, X1= Product quality, X2= Style, X3 = Brand name, X4 = Store Environment and X5 = Service Quality

Significance is tested by t test. T test results shows that there is a significant relationship between the independent variables

Product Quality, Brand Name, Service Quality and Brand Loyalty. Because the significance value of these three independent variables are less than .05. So, null hypotheses H1, H3 and H5 are rejected at 5 per cent level of significance. The significance value of the independent variables style and Store Environment are greater than .05 which means there is no significant relationship between Style, Store Environment and Brand Loyalty. Hence, null hypotheses H2 and H4 stands accepted at 95 per cent confidence level.

VIII. RESULTS AND DISCUSSION

- There exists significant relationship between product quality and brand loyalty of apparel consumers. So null hypothesis stands rejected.
- There is a positive correlation between style and brand loyalty of apparel consumers, but not significant. So null hypothesis proved to be valid
- There is a significant relationship between brand name and brand loyalty of apparel consumers. Hence null hypothesis stands rejected.
- There is a positive correlation between store environment and brand loyalty of apparel consumers, but not significant. So null hypothesis stands accepted.
- There is a significant relationship between service quality and brand loyalty of apparel consumers. So null hypothesis stands rejected.
- The coefficient of determination value is obtained as .520. This means that 52 per cent variation of the dependent variable (Brand Loyalty) is due to the independent variables (Product quality, style, Brand name, Store environment and Service quality)

IX. CONCLUSION

From the above study it was concluded that Three factors were identified which constitute the determinants of brand loyalty among apparel consumers in the context of organized retailing in India. The factors identified are: Product specific factors (price, attractiveness, advertisements, Sales promotion and store image), Brand specific factors (style, uniqueness of the brand, size and brand reputation) and other factors (product quality, brand name, store environment and service quality). Brand Loyalty is dependent upon independent variables like Product quality, style, Brand name, Store environment and Service quality .

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