



Financing and Marketing Dynamics of Brand Loyalty and Consumer Satisfaction in Pakistan

Mubashir Naeem¹, Muhammad Umair Siddique², Mumtaz Uddin Ahmed³

Abstract

This study investigates the pivotal proxies influencing Aaker's brand loyalty model, focusing on both a general fashion brand context and, more specifically, a Pakistani fashion brand, Nishat Linen. The study examines indicators such as brand image, customer satisfaction, brand differentiation/personality, salesperson personality, service and product qualities, and product price to discern their potential impacts on brand loyalty within the outlined fashion brand framework. A total of 312 responses were collected via restricted non-probability sampling to scrutinize the hypotheses posited in this study. The findings substantiate that both the brand image and salesperson personality wield a significant and positive influence on brand loyalty and consumer satisfaction at $t > 1.5$, particularly in the case of Nishat Linen. Notably, consumer satisfaction emerges as the most influential factor in shaping brand loyalty at $t > 1.5$ for this brand. Additionally, the study underscores that the personality of the salesperson, and the differentiation of the brand, which contributes to its overall personality, also hold significance for consumer satisfaction at the same $t > 1.5$. In conclusion, this research provides valuable insights into the determinants of brand loyalty in the context of a fashion brand, shedding light on the specific relevance of brand image, salesperson personality, and consumer satisfaction for brand loyalty.

Keywords: brand loyalty, customer satisfaction, brand image, salesperson personality

1. Introduction

In today's world, customers have more choices than ever before, making it important for companies to establish brand loyalty among their customers. Brand loyalty is when consumers consistently purchase products from a particular brand, regardless of loyalty or price. Developing a strong customer base requires continuous production of quality products and services, and satisfaction plays a vital role in building a positive brand image. Differences in products through branding can provide a lot of benefits to customers, and retail managers have options to promote their brand's image. The internet has made the competition more difficult, making a strong brand marketing strategy important for maintaining customer loyalty. An organization's success can be defined by its brand's degree of loyalty, rather than its technological innovation or new plant. Kotler, (2004). Loyal customers are more likely to continue buying a brand's products even during tough times. The brand plays a significant role in the customer's decision-making process when selecting products. The goal is to establish a connection between producers and consumers, ensuring that the product meets their needs. Consumers consider the brand when making purchasing decisions, and having knowledge about a brand's importance can increase loyalty. However, the concept of brand loyalty is complex and not one-dimensional, as noted by Ha and Perks (2005).

Industrial equipment manufacturers in the context of business-to-business must understand the industrial purchase decision and the importance of creating a strong and unique industrial brand to gain competitive benefits and increase financial performance (Aaker, 1991; Nail, 1998; Persson, 2010). The presence of brand loyalty is important for customers when they feel that the correct features are provided according to the product's value and quality. Industrial goods brands are also important due to the continuous expansion of marketing products in companies and industries (Alexander 2009; Casia and Magino, 2012).

Scientists have traditionally focused on solid products or characteristic tests when studying buying behavior in business (Roshan, 2001). However, some studies have acknowledged the importance of the company's long-term image and reputation in the decision-making process of single industrial buyers and groups (Shaw, Gigadone, and Calice, 1989; Bendixen, Bukasa, and Abratt, 2004). As a result, emotional brand features such as image, assurance, reputation, and responsive attention are also considered in branding commercial goods (Lincoln and Wind, 2006; Charlorno, 2004; Jennifer and Clappeep, 2008).

In specified cases for business-order configuration, few investigations appear in branding literature, which focuses on active features only such as products or services performance. Some researchers have an unprecedented focus on branded stock assets as well as brand reputation or image. Only little effort has been made by researchers by taking both assets, for example, (Jennifer and Claudip, 2008; Kanna, Albert, and Pope, 2008; Candy and Priest, 2016). So far, a wide-ranging and side exemplary that includes rational and emotional. There is no impact of emotional features on customer happiness and brand loyalty. Furthermore, researchers on their research on the business perspective related to

¹ Ph.D. Scholar Ilma University, Sr. Deputy Manager – Nishatlinen (Pvt) Ltd. mubashir.naeem@live.com

² Ph.D. Scholar Ilma University, General Banking Officer – Bank Al Habib Limited - Islamic Banking, sirumairsiddiqui@gmail.com

³ Ph.D. Scholar Ilma University, Deputy General Manager – Cyber Internet Services (Pvt) Ltd. mumtazcn@gmail.com

branding, Aaker has focused on Brand equity reference, which reveals significant importance, example, (Ohmim, 2009; Leak and Crosodolysis, 2011; Zhang, 2016).

Brand equity research employs two common approaches: the customer-based approach, in which a customer evaluates a product brand and determines its price, and the brand-based approach, in which stakeholders evaluate the corporate brand based on its financial foundation. Although efforts have been made to integrate both theories, such as those by Sharma and Hassan (2011), there is still a divide in the scientific community between the two concepts. Understanding the diversity of markets requires identifying the drivers of brand equity, especially from the perspective of high-value customers, as suggested by research conducted by Leek and Christopolds (2011).

Studies have focused on two types of equities in customer-based brand equity: rational and emotional (Jennifer and Klastrup, 2008; Leek and Crossoudolas, 2011). In the context of consumer branding, several studies have examined factors that contribute to branding success using a customer-oriented framework, such as those by Van Mour and Strokeans (2005) and Taylor, Hunter, and Lindberg (2007).

Luxury brand counterfeiting has caused significant damage to the globalized economy and brands (Islam, 2023). The fashion industry's current production process is wasteful and has a detrimental environmental impact, and transitioning to a more sustainable and efficient process by embracing digital technology has become urgent (Lin & Ingaramo, 2023). The fashion industry is vital in terms of employment and endorsement, and many brands have implemented digital innovations to improve their performance (ECEVIT, 2023). The virtual product experience has replaced the real product experience as a persuasion method, leading to purchases without previous evaluation (AL Hilal, 2023).

This study Was conducted to find out the main factors like Product Quality, Service Quality, Brand Image, Price, Differentiation, Sales Man Personality, and Customer Satisfaction affecting consumer's brand loyalty towards fashion brands. We were focused on brands and consumers concerning Pakistan's market.

This study aims to investigate the factors that affect brand loyalty in Pakistan, including product quality, brand image, service quality, price, differentiation, salesperson personality, and customer satisfaction. The study intends to identify the impact of these factors on customer brand loyalty, with customer satisfaction acting as a mediator. The significance of the study lies in understanding the factors that can help retail management maintain loyal customers in a highly competitive market. The study highlights the importance of understanding these factors for retail management to maintain customer loyalty, which ultimately creates financing efficiencies for the firm.

2. Literature Review

Elsaber and Wirtz (2017) found that product quality, service quality, distribution quality, continuous advertising style, brand photo, country-building photo, and seller's emotional and brand association are important factors that affect brand loyalty and customer satisfaction. Khundyz (2018) highlighted the importance of factors such as brand image, trust, and brand promotion in creating brand loyalty and positive customer satisfaction. Ahearne and Jones (2007) determined that salesperson service behavior is crucial in building trust and increasing market share. Alexander and Bendixen (2009) found that branding and product augmentation are important in the business-to-business market, while Baumgarth (2011) emphasized the impact of sales force on business brand equity. Finally, Yayla and Cengiz (2007) investigated the relationship between marketing mix and word-of-mouth communication.

Bansal (2016) found that satisfaction with store brands positively impacted store loyalty, and that store brand loyalty also positively impacted satisfaction with store brand products. Alnazer (2013) investigated the effectiveness of different types of sales promotions on brand awareness and purchase intentions and found that high and moderate-profit promotions were more effective than premium promotions. Binninger (2008) explored the role of retail brands in building customer loyalty and found that increased confidence and loyalty in retail brands led to higher levels of loyalty among customers.

Choi and Hyun (2017) found that brand experiences and personality traits directly influence brand breaks, which affect loyalty. Chahal and Rani (2017) found that social media brand engagement is influenced by personal and informational interests, as well as social and consumer-based factors. Ferreira and Coelho (2015) established that product partnerships partially affect brand loyalty through the value of ideas.

Kim (2012) investigates the multi-purpose fashion brand experience and identifies six dimensions of brand experience that influence customer behavior. Finally, Bendixen and Aaker (2003) emphasized the importance of creating a brand personality for an exclusive brand image. Social media may help to keep the brand at the top of customers' minds, but customer service and support are crucial for enhancing brand loyalty. Elsaber and Wirtz (2017) analyzed business branding success factors and found that the quality of rational brand, including products, distribution standards, and service quality, positively affects brand loyalty and customer satisfaction. Ahearne, Jelinek, and Jones (2007) showed that seller service behavior is crucial for trust building and customer satisfaction, resulting in increased market share. Buil, Martínez, and Chernatony (2013) found that brand equity has a positive impact on consumer responses, and reliable standards and brand associations with brand loyalty are branded equity drivers.

Baumgarth and Binckbanck (2011) found that the behavior of the sales force and product quality had a significant impact on business-to-business brand equity. Cengiz and Yayla (2007) investigated the relationship between marketing mix and word-of-mouth communication, with results showing that different elements of the marketing mix had varying effects on word-of-mouth communication.

Bansal (2016) focused on store brands and customer loyalty, finding that satisfaction with store brands had a positive impact on store loyalty. Laksamana (2016) examined the impact of consumer ethics, value, and brand reputation on purchase intentions, while Alnazer (2013) investigated the effectiveness of different types of sales promotions on consumer behavior.

Bahrinizadeh, Esmailpoor, and Haraghi (2014) examined the impact of country of origin on brand equity in the pharmaceutical industry, finding that the real impact of the country had a direct and positive impact on brand equity.

Jeon and Yoo (2021) demonstrated that building customer-based brand equity incorporating sensory, affective, intellectual, and behavioral factors is essential in increasing customer brand loyalty in the grocery sector. Lacap, Cham, and Lim (2021) found that corporate social responsibility had a positive direct effect on brand satisfaction, perceived quality, and brand loyalty, with brand satisfaction and perceived quality acting as significant mediators of the CSR-brand loyalty link. Meanwhile, Park and Namkung (2022) identified four sub-dimensions of Instagram marketing activities that affected brand equity, leading to attitudinal and behavioral loyalty toward the brand. Finally, Han, Chen, and Lee (2021) showed that both cognitive and social processes of brand equity affected cultural values, with social process elements, such as brand prestige and brand identification, reducing consumer uncertainty.

3. Research Methods

3.1. Method of Data Collection

This study used a quantitative and deductive approach to investigate factors affecting consumer brand loyalty toward fashion brands. Data was collected through a structured survey questionnaire, with variables including Product Quality, Service Quality, Price, Differentiation, Salesman Personality, Brand Image, Brand Loyalty, and Customer Satisfaction. The questionnaire was adopted from previous researchers such as Elsaber and Wirtz (2017) and Gallarza, Ruiz, and Gil (2016).

3.2. Sampling Technique

The study followed the non-random sampling technique in which selection cannot be generalized beyond the sample. The Population in the non-random sampling technique cannot be defined, also it is economical, informal, and very appropriate to carry out. in this research Convenience sampling technique was used in which it is easy to reach contact through a group of people while standing at the entrance of any premises, data could be collected by asking questions following the same technique survey was conducted by filling questionnaires from customers of Nishat Linen who was visiting the shops for shopping.

3.3. Sample size

In this research sample size consisted of 312 covering the experience of customers of Nishat Linen located in Karachi city but because of the unengaged date 42 observations were removed and the test was run using 270 observations.

3.4. Instrument of Data Collection

Structured questionnaires, were adopted as an instrument of data collection by researchers.

3.5. Validity and Reliability Tests

For Validity and Reliability Testing Smart PLS 3 was used to find the questionnaires' validity and reliability. This method assesses discriminant validity by using the Fornell-Lacker criterion. In this method square root of the average variance extracted (AVE) could be compared with latent constructs correlation help, the latent construct itself explains better variance of its indicator instead of other latent construct variance. So, AVE must have bigger values than the correlation of other latent constructs.

3.6. Research Model Developed

The below model is designed based on the review and objective of the study.

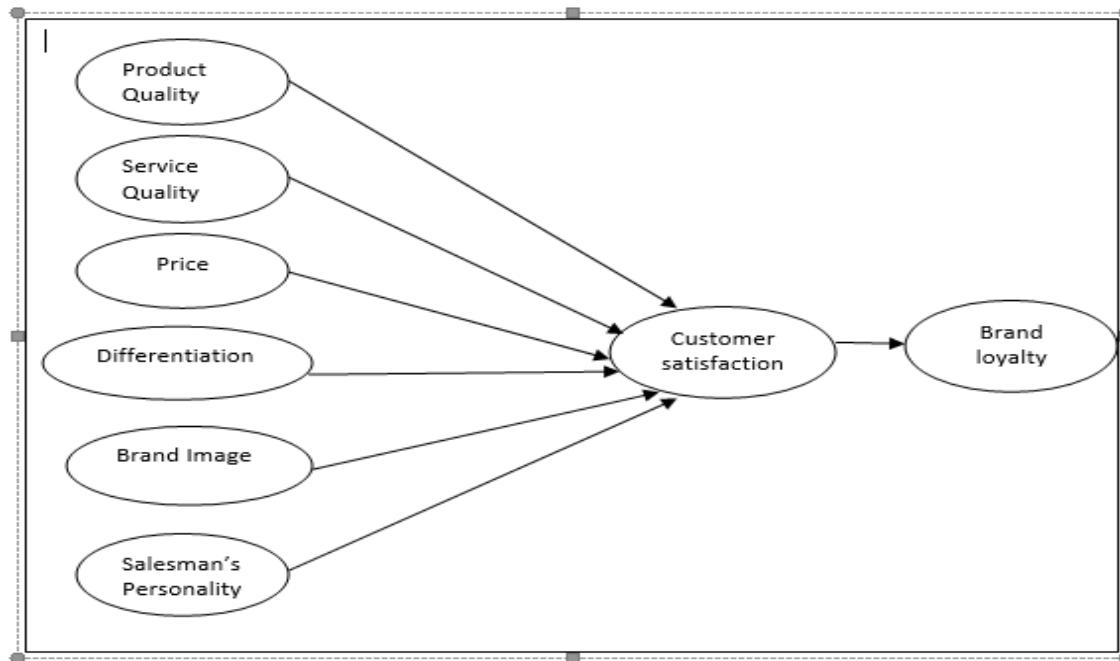


Fig 1: Research model development to check customer brand loyalty.

The Variables Product quality, Service quality, Brand Image and salesman personality adopted from “Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting” research was conducted by Marc Elsaber and Bernd Wirtz, in the year (2017), and variable Price & Differentiation adopted from “Towards a B2B customer-based brand equity model” and research conducted by Morten Bach Jensn and Kim Klastrp in the year (2008).

3.7. Statistical Technique

Statistical techniques including Path coefficients and T-statistics, Fornell. Larker Criterion, analysis of checking discriminant validity and checking the convergent validity.

4. Results and Discussions

Table 1: checking the convergent Validity and reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
Brand Image	0.846	0.847	0.886	0.565
Brand Loyalty	0.900	0.903	0.923	0.667
Customer Satisfaction	0.888	0.890	0.915	0.643
Differentiation	0.694	0.695	0.813	0.521
Price	0.689	0.706	0.822	0.607
Product Quality	0.855	0.874	0.891	0.578
Salesman Personality	0.886	0.887	0.913	0.636
Service Quality	0.853	0.866	0.891	0.577

As shown in the table Brand Image value is 0.846, Brand Loyalty is .0900, Customer Satisfaction is .0888, Product Quality is 0.855, Salesman Personality is 0.886 & Service Quality is 0.853 which is accepted as a value that should be greater than 0.7 as followed by (Wallen and Franenkel, 1996). As the table shows the value of Differentiation is 0.694 and the Price is 0.689 which is greater than 0.5 is also accepted as followed by (Hinton, Cozens, and Brownlow, 2004) Dijkstra and Henseler (2015) stated that Rho_A should be > 0.7 as composite reliability therefore in the above table all values of rho_A are greater than 0.7 but Differentiation is near to 0.7 therefore all values are in the acceptable range.

Composite reliability varies from Zero to One however referring that one being perfect estimated reliability for any model where greater than or equal to 0.6 (Chen 1998, Hock and Rangel (2006) greater than or equal to 0.70 for a showing a satisfactory model for the purpose confirmatory research as stated in them researches (Henseler, Rangel, and Sarstedt (2012) and greater than or equal to 0.80 is confirmatory research, Daskalakis and Mantas (2008). Hence all variable values of Composite reliability are greater than 0.80 showing adequate reliability for the Model.

4.1. Average Variance Extracted (AVE)

Average Variance extracted (AVE) can be used for both convergent and divergent reliability, in an acceptable model AVE must be > 0.5 Chen (1998), Hock and Rangel (2006). To verify the Convergent validity of each latent variable Average Variance Extracted (AVE) of all variables is > 0.5 than the adequate threshold, hence we confirmed the convergent validity.

Table 2: Fornell-Larcker Criterion: Analysis of checking discriminant validity

Variables	Brand Image	Brand Loy	Customer Satis	Differentiati	Price	Product Q	Salesman Per	Service Qua
Brand Image	0.752							
Brand Loyalty	0.573	0.817						
Customer Satisfaction	0.641	0.678	0.802					
Differentiation	0.544	0.432	0.511	0.722				
Price	0.179	0.212	0.235	0.187	0.779			
Product Quality	0.365	0.268	0.326	0.347	0.429	0.760		
Salesman Personality	0.531	0.531	0.553	0.415	0.184	0.317	0.797	
Service Quality	0.257	0.188	0.259	0.253	0.419	0.689	0.240	0.760

This method assesses discriminant validity using the Fornell-Lacker criterion. This is the method that gives a comparison of the square root of the average variance extracted (AVE) with latent constructs correlation, however, a latent construct should describe the variance of another latent construct instead of its own indicator Fornel and Larcker (1981) stated that each construct's square root of AVE should have a greater value than the correlations with other latent constructs. As above result indicates that the discriminate validity is well established by confirming all values of variables are greater than one.

The structural Model shows the relationship among constructs (Cool, 1998) as it allows testing the hypothesis by analysis of the relationship among constructs, and their described variance is done by evaluating path coefficients R square values. The given figure 01 shows the results of the reflective model.

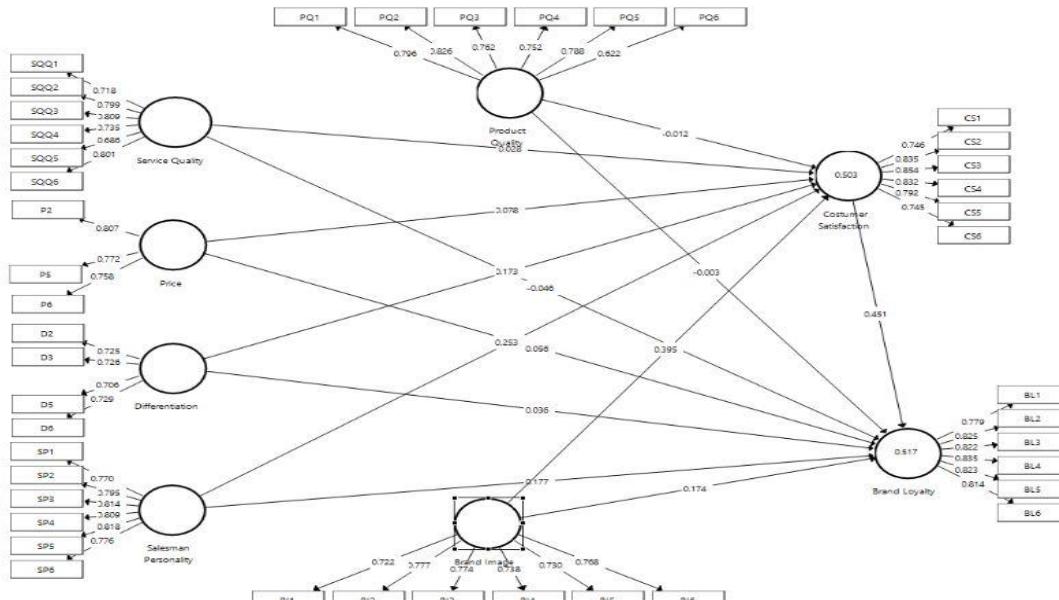


Fig.2: Factors affecting consumers brand loyalty towards fashion brand –a Case of Nishat Linen

After the test run P1, P3, P4, D1 & D4 were removed because their loading values were not sufficient and were giving unengaged data, hence these were removed to get the fit model.

Table 3: Quality Criteria for the Model

	R – Square	R - Square Adjusted
Brand Loyalty	0.517	0.504
Customer Satisfaction	0.503	0.492

The table 03 shows that selected variables all together explain 51.7% has impact on the brand loyalty in the model at Nishat Linen brand. This impact is significant because value is more than 0.5

4.2. Testing of Hypotheses using Bootstrapping

The bootstrapping analysis defines the confidence interval of statistical interference and the path coefficients. While we test hypotheses and check acceptance and rejection it helps us to check the same. Table 03 shows the path model (Hypothesis) with its each part T-Values respectively.

Table 4: Path coefficients and T statistics

	Path Coefficients	T Statistics	P Values
Brand Image -> Brand Loyalty	0.174	1.846	0.065
Brand Image -> Customer Satisfaction	0.395	4.948	0.000
Customer Satisfaction -> Brand Loyalty	0.451	5.197	0.000
Differentiation -> Brand Loyalty	0.036	0.613	0.540
Differentiation -> Customer Satisfaction	0.173	2.856	0.004
Price -> Brand Loyalty	0.056	1.203	0.230
Price -> Customer Satisfaction	0.078	1.415	0.158
Product Quality -> Brand Loyalty	-0.003	0.049	0.961
Product Quality -> Customer Satisfaction	-0.012	0.137	0.891
Salesman Personality -> Brand Loyalty	0.177	3.445	0.001
Salesman Personality->Customer satisfaction	0.253	4.095	0.000
Service Quality -> Brand Loyalty	-0.046	0.570	0.569
Service Quality -> Customer Satisfaction	0.028	0.406	0.685

**Significant at 0.01 level

Table 04 shows every path of the model. The particulars of the hypotheses that have been tested are given below. As the path coefficient shows that the impact of the Brand Image on brand loyalty which significant at level 0.01 ($\beta = 0.174$, $t = 1.846$, Significant at 0.01 level) The P value is 0.065 which is less than threshold 0.05, the hypothesis that Brand image of Nishat Linen has a significant impact on brand loyalty has been rejecting.

The path coefficient shows that the impact of the Brand Image on Customer satisfaction which significant at level 0.01 ($\beta = 0.395$, $t = 4.948$, Significant at 0.01 level). The P value is 0.000 which is less than threshold 0.05, hence the hypothesis that the Brand image of Nishat Linen has a significant impact on Customer satisfaction has been accepted.

As the path coefficient shows the impact of Customer satisfaction on Brand Loyalty which is significant at level 0.01 ($\beta = 0.451$, $t = 5.197$, Significant at 0.01 level) The P value is 0.230 which is less than threshold 0.05, hence the hypothesis that Customer satisfaction of Nishat Linen has significant impact on Brand Loyalty has been accepted.

The path coefficient shows the impact of the Differentiation on brand loyalty which is significant at 0.01 level ($\beta = 0.036$, $t = .613$, Significant at 0.01 level) The P value is 0.540 which is less than the threshold 0.05, hence the hypothesis that the Differentiation of Nishat Linen has a significant impact on brand loyalty has been rejected.

As the path coefficient shows the impact of the Differentiation on Customer satisfaction which is significant at 0.01 level ($\beta = 0.173$, $t = 2.856$, Significant at 0.01 level) The P value is 0.004 which is < the threshold 0.05, hence the hypothesis that the Differentiation of Nishat Linen has significant impact on Customer satisfaction has been accepted.

As the path coefficient shows the impact of the price on brand loyalty which is significant at 0.01 level ($\beta = 0.056$, $t = 1.203$, Significant at 0.01 level) The P value is 0.230 which is less than threshold 0.05, hence the hypothesis that the Price of Nishat Linen has a significant impact on brand loyalty has been rejected.

The path coefficient shows the impact of the price on customer satisfaction which is significant at 0.01 level ($\beta = 0.078$, $t = 1.415$, Significant at 0.01 level) The P value is 0.158 which is less than threshold 0.05, hence the hypothesis that the Price of Nishat Linen has a significant impact on customer satisfaction has been rejected.

As the path coefficient shows the impact of product quality on brand loyalty which is significant at 0.01 level ($\beta = -0.003$, $t = 0.049$, Significant at 0.01 level) The P value is 0.960 which is less than threshold 0.05, hence the hypothesis that product quality of Nishat Linen has a significant impact on brand loyalty has been rejected.

As the path coefficient shows that impact of the product quality on customer satisfaction which significant at 0.01 level ($\beta = -0.0012$, $t = 0.137$, Significant at 0.01 level) The P value is 0.891 which is less than threshold 0.05, hence the hypothesis that product quality of Nishat Linen has a significant impact on customer satisfaction has been rejected.

The path coefficient shows the impact of the Salesman Personality on brand loyalty which is significant at 0.01 level ($\beta = 0.177$, $t = 3.445$, Significant at 0.01 level) The P value is 0.001 which is less than threshold 0.05, hence the hypothesis that the Salesman Personality of Nishat Linen has a significant impact on brand loyalty has been accepted.

The path coefficient shows the impact of the Salesman's Personality on Customer satisfaction which is significant at 0.01 level ($\beta = 0.253$, $t = 4.095$, Significant at 0.01 level) The P value is 0.000 which is less than threshold 0.05, hence the hypothesis that Salesman Personality of Nishat Linen has a significant impact on Customer satisfaction has been accepted. As the path coefficient shows the impact of the service quality on brand loyalty which is significant at 0.01 level ($\beta = -0.046$, $t = 0.570$, Significant at 0.01 level) The P value is 0.569 which is less than threshold 0.05, hence the hypothesis that service quality of Nishat Linen has a significant impact on brand loyalty has been rejected.

The path coefficient shows the impact of the service quality on Customer satisfaction which is significant at 0.01 level ($\beta = 0.028$, $t = 0.406$, Significant at 0.01 level) The P value is 0.685 which is less than threshold 0.05, hence the hypothesis that service quality of Nishat Linen has a significant impact on customer satisfaction has been rejected.

Table 5: Model Fit Summary

	Saturated Model	Estimated Model
SRMR	0.059	0.059
d_ULS	3.341	3.341
d_G	1.170	1.170
Chi-Square	1,750.883	1,750.883
NFI	0.743	0.743

The difference between observed and the model-implied correlation matrix is defined through SRMR, therefore average magnitude of the inconsistencies between observed and expected correlation is also allowed by SRMR as an entire criterion of model fit criterion. A value < 0.10 or of 0.08 in a more conservative version (See Hu and Bentler, 1998) is a good fit measured. Henseler et al. (2014) introduce the SRMR as a measure of goodness fit. Hence the value of SRMR is 0.059 accepted fit criteria

NFI accepted between 0 and 1 value. If NFI is closer to 1 it means that it has well results and better fit. If NFI values are above 0.9, generally it represents an acceptable fit. Lohmöller (1989) provides comprehensive detail on the NFI computation of PLS path models. Hence the value of NFI is 0.743 shows closer to 0.9 representing an acceptable fit model.

5. Conclusion

The research focuses on the factors that affect consumer brand loyalty towards Nishat Linen, a fashion brand. The study highlights the importance of creating a customer-oriented environment in retail businesses, where the attitudes of salesmen play an important role in building brand loyalty and image. The study also emphasizes the importance of building brand differentiation, as customers of Nishat Linen seem satisfied with the comparative differentiation with respect to other brands. The findings suggest that once retail managers are able to build brand loyalty, customers become more committed to the brand and make repeated purchases over time.

The findings underscore several critical factors that significantly influence consumer brand loyalty. Notably, customer satisfaction emerges as a linchpin, demonstrating a robust positive relationship with brand loyalty, aligning with the established brand equity framework elucidated by Aaker (1991). These results corroborate with prior research, reaffirming the pivotal role of customer contentment in cultivating brand allegiance.

Furthermore, the study illuminates the noteworthy impact of the salesman's personality on brand loyalty. This underscores the crucial role of cultivating a customer-centric retail environment, wherein the demeanor and approach of sales personnel become instrumental in shaping both brand loyalty and image. Additionally, the study emphasizes the

imperative of brand differentiation, revealing that customers of Nishat Linen find value in the distinctiveness of the brand in comparison to its counterparts.

In the context of the financing and marketing dynamics of brand loyalty and consumer satisfaction in Pakistan, these findings hold significant implications. Retail managers and marketers ought to recognize the centrality of customer satisfaction in fostering brand loyalty, ultimately leading to enduring brand commitment and recurrent purchases. Moreover, strategic efforts should be directed towards enhancing the interaction between sales personnel and customers, acknowledging their substantial influence on brand perception and loyalty. Lastly, investments in brand differentiation strategies are imperative, offering a competitive edge in the dynamic landscape of the Pakistani fashion industry. By aligning financial resources and marketing endeavors with these insights, businesses can fortify their brand positioning, engendering sustained consumer loyalty and satisfaction in the Pakistani market.

5.1. Policy implication

The implementation of this study based on results the importance of building brand loyalty is closely connected with customer satisfaction, Reference to the Bloomberg survey indicates the growing impact of retail fashion business in Pakistan because Pakistan's retail stores are expected to mature by Fifty percent by reaching at one million outlets in the five years by 2021. Most importantly, recently three biggest malls Packages Mall and Emporium Mall in Lahore and, Lucky One in Karachi have opened in the last two years. In fact, the country has a young population with high income and with fewer trends toward saving lines which is a main reason for growing the retail businesses.

References

Aaker, D.A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, the Free Press, New York, NY.

Ahearne, M., Jelinek, R., & Jones, E. (2007). Examining the effect of salesperson service behavior in a competitive context. *Journal of the Academy of Marketing Science*, 35(4), 603-616.

Ahearne, M., Jelinek, R., & Jones, E. (2007). Examining the effect of salesperson service behavior in a competitive context. *Journal of the Academy of Marketing Science*, 35(4), 603-616.

Ahearne, M., Jelinek, R., & Jones, E. (2007). Examining the effect of salesperson service behavior in a competitive context. *Journal of the Academy of Marketing Science*, 35(4), 603-616.

Ailawadi, K. L., Lehmann, D. R., & Neslin, S. A. (2003). Revenue premium as an outcome measure of brand equity. *Journal of Marketing*, 67(4), 1-17.

Alex, N. J. (2012). An inquiry into selected marketing mix elements and their impact on brand equity. *IUP Journal of Brand Management*, 9(2), 29.

Alexander, N. S., Bick, G., Abratt, R., & Bendixen, M. (2009). Impact of branding and product augmentation on decision making in the B2B market. *South African Journal of Business Management*, 40(1), 1-120.

Alexander, N. S., Bick, G., Abratt, R., & Bendixen, M. (2009). Impact of branding and product augmentation on decision making in the B2B market. *South African Journal of Business Management*, 40(1), 1-120.

Allaway, A.W., Huddleston, P., Whipple, J. and Ellinger, A.E. (2011), "Customer-based brand equity, equity drivers, and customer loyalty in the supermarket industry", *Journal of Product & Brand Management*, Vol. 20 No. 3, pp. 190-204.

Alnazer, M. (2013). The moderating role of promotional benefit level and brand awareness on the effectiveness of price discount and premium. *International Journal of Business and Management Invention*, 2(9), 112-120.

AL Hilal, N. S. H. (2023). The Impact of the Use of Augmented Reality on Online Purchasing Behavior Sustainability: The Saudi Consumer as a Model. *Sustainability*, 15(6), 5448.

Atilgan, E., Aksoy, S. and Akinci, S.M. (2005), "Determinants of the brand equity A verification approach in the beverage.industry in Turkey", *Marketing Intelligence and Planning*, Vol. 23 No. 3, pp. 237-248. *Journal of Consumer Studies*, Vol.30 (2), pp.207-217.

Bahrinizadeh, M., Esmailpoor, M., & Haraghi, M. (2014). Brand Equity and Country of Origin Model in Pharmaceutical Industry. *Kuwait Chapter of the Arabian Journal of Business and Management Review*, 3(6), 137.

Basit, H. A., & Durrani, U. A. (2018). Rational and emotional factors of customer satisfaction and brand loyalty on j. and khadi. *Journal of Marketing*, 23.

Baumgarth, C., & Binckebanck, L. (2011). Sales force impact on B-to-B brand equity: conceptual framework and empirical test. *Journal of Product & Brand Management*, 20(6), 487-498.

Benoit-Moreau, F., & Parguel, B. (2011). Building brand equity with environmental communication: an empirical investigation in France. *EuroMed Journal of Business*, 6(1), 100-116.

Biedenbach, G. and Marell, A. (2009), "The impact of customer experience on brand equity in a business-to-business Services setting" , *Journal of Brand Management*, Vol. 17, No.6, pp. 446-458.

Binninger, A. S. (2008). Exploring the relationships between retail brands and consumer store loyalty. *International Journal of Retail & Distribution Management*, 36(2), 94-110.

Buil, I., Martínez, E., & De Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of consumer marketing*, 30(1), 62-74.

Cengiz, E., & Yayla, H. E. (2007). The effect of marketing mix on positive word of mouth communication: Evidence from accounting offices in Turkey. *Innovative Marketing*, 3(4), 73-86.

Chahal, H., & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312-335.

Choi, T.-M. (2014), "Fast fashion systems: an introduction", in Choi, T.-M. (Ed.), *Fast Fashion Systems: Theories and Applications*, CRC Press, London, pp. 3-7.

Choi, Y. G., Ok, C. M., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185-1202.

ECEVİT, M. Z. (2023). Sustainability Promises of Turkish Origin Apparel Brands in the Context of Greenwashing. *GSU Managerial and Social Sciences Letters*, 1(1), 30-43.

Elsber, M., & Wirtz, B. W. (2017). Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting. *Journal of Business & Industrial Marketing*, 32(1), 138-152.

European Review of Agricultural Economics, 32(3), 369-391

Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects in the four-stage loyalty model. *Journal of Service Research*, 8(4), 330-345.

Ferreira, A. G., & Coelho, F. J. (2015). Product involvement, price perceptions, and brand loyalty. *Journal of Product & Brand Management*, 24(4), 349-364.

Gabrielli, V., Baghi, I. and Codeluppi, V. (2013), "Consumption practices of fast fashion products: A consumer-based approach", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 17 No. 2, pp. 206-224.

Grunert, K. G. (2005). Food quality and safety: consumer perception and demand.

Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction, and brand trust. *Journal of Consumer Behavior: An International Research Review*, 4(6), 438-452.

Han, S. H., Chen, C. H. S., & Lee, T. J. (2021). The interaction between individual cultural values and the cognitive and social processes of global restaurant brand equity. *International Journal of Hospitality Management*, 94, 102847.

Hatane, S. 2006. Respon Lingkungan Berbelanja Sebagai Stimulus Pembelian Tidak Terencana pada Toko Serba Ada (Toserba) (Studi Kasus Carefour Surabaya). *Jurnal Manajemen dan Kewirausahaan*, 7(2): 152-170.

Islam, M. S. (2023). Combating Luxury Brand Counterfeiting: Recommended Action Strategies.

Jeon, H. M., & Yoo, S. R. (2021). The relationship between brand experience and consumer-based brand equity in groceries. *Service Business*, 15(2), 369-389.

Khundyz, Z. (2018). The Influence Factors of Brand Loyalty: Mobile Phone Industry. *American Journal of Industrial and Business Management*, 8, 1624-1633.

Kim, H. (2012). The dimensionality of fashion-brand experience: Aligning consumer-based brand equity approach. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 418-441.

Laksamana, P. (2016). The influence of consumer ethnocentrism, perceived value and brand credibility on purchase intention: Evidence from Indonesia's banking industry. *Journal of Marketing Management*, 4(2), 92-99.

Lin, X., & Ingaramo, M. O. (2023). Embracing digital 3D technology in sustainable fashion design education. In *INTED2023 Proceedings*. (pp. 315-320).

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, 75(4), 35-52.

Management & Marketing, 6, 101-114. proneness: a framework". *Journal of McGraw Hill Education (India) Private Limited*. (P-48, 3.4)

Ming, T.T., Ismail, H.B. and Rasiah, D. (2011), "Hierarchical Chain of Consumer-Based Brand Equity: Review From The Fast Food Industry", *International Business & Economics Research Journal*, Vol,10 . No.9: pp.67-80.

Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J. and Wirth, F. (2004), "Developing and validating measures of facets of customer-based brand equity", *Journal of Business Research*, Vol. 57 No. 2, pp. 209-224.

Park, C. I., & Namkung, Y. (2022). The effects of Instagram marketing activities on customer-based brand equity in the coffee industry. *Sustainability*, 14(3), 1657.

Pelau, C. (2011). Analysis of consumer behavior for different product groups.

Perreault, W. D., Cannon, J. P. E., & McCarthy, J. (2013). Basic Marketing (Çev. Editörü: Asım Günal Önce. Ankara: Nobel Publication and Press. Retailing. Vol. 72(2), pp.159-185.

Responsibility on Brand Loyalty and The Mediating Effects of Brand Satisfaction and Perceived Quality. *International Journal of Economics & Management*, 15(1).

Sarwono, J. & Martodiredjo, T. 2008. Riset Bisnis untuk Pengambilan Keputusan.

Sung, Y., & Kim, J. (2010). Effects of Brand Personality on Brand Trust and Brand Affect. *Psychology & Marketing*, 27(7), 639-61 <https://doi.org/10.1002/mar.20349>.

Verhoef, P. C. (2003). Understanding the effect of customer relationship management efforts on customer retention and customer share development. *Journal of marketing*, 67(4), 30-45.

Walsh, G., Evanschitzky, H., & Wunderlich, M. (2008). Identification and analysis of moderator variables: investigating the customer satisfaction-loyalty link. *European Journal of Marketing*, 42(9/10), 977-1004.

Yen, Y. X., & Hung, S. W. (2017). The influences of suppliers on buyer market competitiveness: an opportunism perspective. *Journal of Business & Industrial Marketing*, 32(1), 18-29.

Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing*, 21(5), 351-373.