

# Brand image and its impact on consumer loyalty in apparel

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## ABSTRACT

Consumers are given significant positions to brands, often connecting status with various brands of a product or service. Consumers perceive brands from diverse perspectives and anticipate higher quality standards. When an apparel brand consistently meets customer needs, customer loyalty toward that apparel brand develops and builds a relationship with the brand. The study examines the impact of brand image on customer loyalty within the apparel sector in Imphal City, Manipur. In the research, the researchers survey questionnaires to 150 respondents, including males and females. They assessed the reliability of the gathered data using Cronbach's alpha value. The analysis shall encompass descriptive statistics, including correlation and multiple regression, with the help of SPSS software. By studying these dynamics, the research contributes to a deeper understanding of consumer behavior within the branded apparel market by offering valuable implications for marketers aiming to enhance brand loyalty and to understand the impact of brand image on customer loyalty in apparel brands.

**Keywords:** Brand image, brand awareness, brand respect, brand involvement, brand attribute, brand benefit, brand experience, customer loyalty

## INTRODUCTION

In competitive apparel industry, a better understanding of the impactful influence of brand image on consumer behaviors has been paramount for both marketers and researchers. It has become important to recognize the relationships between brand image and various aspects of consumer behaviors, exploring the critical roles played by brand awareness, brand respect, brand involvement, brand attributes, brand benefits, and brand experiential.

As consumers go through various choices within the apparel industry, brands have emerged as important symbols beyond the products, encapsulating core values, emotions, and aspirations in the buying process. The brand image includes consumers' perceptions and associations about a certain brand, making their likes and purchases decisions, Zhang (2015). The study will reveal the connections between brand image and consumer behaviors concerning consumer loyalty, presenting insightful information for stakeholders in the apparel industry to form strong bonds with consumers.

Sommers (1964) states that brand image is the distinct set of associations that form a perception of a product or service in the minds of the targeted customers. It represents the mindset a customer holds regarding a brand, indicating what the brand signifies to them at the present moment. Keller (1998) indicates that brand image is one of the functions related to a brand in consumers' memory. Aaker (1992) stated that the brand image links to the assets and liabilities of the brand. Keller (1993) framed the conceptual model of consumer-based brand equity and proposed that a high level of brand awareness and a suitable brand image led to brand loyalty, ultimately creating brand equity.

When exploring brand image dimensions, the study aims to develop how brand awareness will serve as a foundation for consumers' recognition and considerations about an apparel brand. The study will also examine how brand attributes impact consumer perceptions in terms of intrinsic and extrinsic attribute factors such as price, user imagination, usage imagination, and brand personality with a brand. The study also looks at the benefits of brands, including how they affect consumer behaviors, perceptions, and brand loyalty in clothing brands through experiential, symbolic, and sensory effects. The research also intends to add an existing knowledge repository on the relationship between brand image and consumer behaviors within the branded apparel industry by offering substantial variables, including brand awareness, brand respect, brand involvement, brand attributes, brand benefits, and brand experiential.

## OBJECTIVE OF THE STUDY

This paper aims to analyze the relationship between brand image and consumer loyalty of branded apparel. This study attempts to create an understanding of how consumers are inclined towards brand loyalty in relation to specific apparel brands with underlying six factors of brand image: brand awareness, brand respect, brand involvement, brand attributes, brand benefits, and brand experience. The findings of the research aim to contribute towards understanding consumer behavior in the branded apparel market and contribute practical implications for marketers aiming at enhancing brand loyalty in the context of brand image management.

## LITERATURE REVIEW

### Brand image

The concept of brand image has drawn attention from academics because it plays a vital role in marketing activities. Recognizing it as the driving force of brand performance. Some studies have elaborated on the brand image. American Marketing Association defines a Brand as "a name, term, symbol, design or sign or combination of them to identify the goods and services of a seller or group of sellers to differentiate them from competitors, Keller, (2008). Gordon et al. (1993) say brands are important influencers in buying decisions. In the 1950s, David Ogilvy introduced the Brand Image Theory, emphasizing that a brand is a complex symbol representing the intangible combination of attributes, name, price, packaging, history, advertising methods, and reputation. Also, Arora and Stoner (2009) say that Brand image embodies the emotional facets that distinguish a company's brand or its products, significantly influencing consumer purchasing behavior. Aaker (1992) defines brand image as a set of associations organized in some meaningful way.

Park & Park (2019) state that brand image plays an important role in distinguishing between different companies and is a powerful marketing tool; research is the heart of marketing and advertising studies. Brand image not only performs as a tactical marketing mix problem but also plays an essential role in building long-term brand equity (Aaker, 1996; Keller, 1993). Again, Keller (1993) characterized brand image as the perceptions of a brand revealed through the associations it maintains in the consumer's mind. Likewise, the study by Lee, James, and Kim (2014) asserted that brand image served as the foundation for informed strategic marketing decisions regarding targeting a specific market segment and the product's positioning.

According to Chien-Hsiung (2011), brand image is crucial in marketing, as customers decide the quality of products from the brand image, influencing their purchasing behavior. Also, Dobni (1990) states that brand image is the concept of a brand that a customer holds. Either it may be subjective or emotional. Likewise, Hawkins, Best, & Coney (2004) states that Brand image is a perception in the consumer's mind of a good brand impression.

Kahle and Kim (2006) say that in the growing competitive market, customers have to choose between various products or brands in the marketplace that differ in price or function. They also argue that in such a scenario, consumers' final decision depends on the image they relate with dissimilar brands. In addition, the authors say that brand image has increased the reputation of the feelings and images associated with the brand, which are well-known and accepted. Brand image is one of the important assets of a firm.

Park (1986). The construction and maintenance of brand image are prerequisites to brand management. He states that functional, symbolic, or experimental elements establish the brand image for all products and services. Park gives the relationship between functional, symbolic, and experience benefits and concludes that brand image combines all three elements of the product or services.

### Brand awareness

The brand awareness refers to the ability of a customer to identify, recognize, or recall a brand as stated by (Aaker, 1991; Keller, 1993). Moreover Aaker (2000) stated that brand awareness is the degree of customer familiarity with a particular brand. He also stated that brand awareness is an important element of brand equity, which helps as the starting point for consumer decision-making processes. According to Aaker (1996), high levels of recognition and recall characterize strong brands. Keller (1993) emphasizes brand knowledge's role in shaping consumer perceptions and preferences. He also stated that good word-of-mouth and advertisements about a brand influence brand awareness, which plays a vital role in consumer decision-making (Aaker, 1996, 2007; Pitta & Katsanis, 1995).

### Brand respect

Frei and Shaver (2002) stated that brand respect is closely related to consumers' attitudes and the quality of their feelings and determines when customers value and appreciate their perception of a brand often improves highly that leads to increased positive word-of-mouth and loyalty, which are important features

in building a strong customer base. According to Roberts (2004), a positive perception of consumers toward a brand is based on the assessment of brand performance.

### **Brand involvement**

Zaichkowsky's (1985) five dimensions of brand involvement, Cognitive Involvement, Affective Involvement, Behavioral Involvement, Enduring Involvement, and Situational Involvement, work to provide a solid foundation for understanding how consumers connect with the brand. The conceptual frameworks, measurement scale, and implications for marketing strategy make it a cornerstone in the fields of consumer behaviors and brand management. Keller (1993) also classified Brand associations into three categories: attributes, benefits, and attitudes.

On the other hand, Aaker (1991) also stated that brand involvement involves different types of brand associations, including customer benefits, product attributes, intangibles, relative price, use application, product class, user, celebrities, competitors, lifestyle, and geographic area. The similarity between the types of brand associations and Keller's brand associations is that the Brand image and the role of associations in the information of brand image are portrayed graphically.

### **Intrinsic Brand Attributes**

Intrinsic brand attributes are product-related attributes. It is related to a product's physical composition and service request. For customers, intrinsic brand attributes are necessary; they may vary by product or service category (Keller, 1993). The branded product's essential ingredients and features determine the nature and level of product performance. These attributes are identified (Keller, 1998). Intrinsic brand attributes refer to measurable and verifiable advantages on some predetermined standards. Serving as a measure of quality- Intrinsic brand attributes simplify the consumer choice process (Zeithaml, 1988).

### **Extrinsic Brand Attributes**

Extrinsic brand attributes, particularly those non-product related attributes, are designated as exterior aspects of the product related to its purchase or consumption (Keller, 1993). They are significantly linked to the brand's symbolic attributes and might even function as a measure of product quality. Extrinsic brand attributes effectively meet consumers' needs for social approval or self-esteem. Keller (1993) classified them as price details, packaging or product information, user imagery, and usage imagery. In most cases, the purchase and consumption process and packaging do not directly relate to the essential ingredients for product performance. Later, Keller (1998) modified non-product-related attributes to extrinsic brand attributes, replacing the packaging factor with brand personality. The Four critical variations of extrinsic brand attributes (price, user imagery, usage imagery, and personality).

### **Brand Benefit**

The studies by Keller (1993) and Park et al. (1986) agree that brands provide consumers with three benefits: Functional, symbolic, and experiential. Further studies, according to Belaid et al. (2017), show that consumers may find the brand beneficial not solely in its symbolic and functional aspects but also in its experiential elements. The Brands carrying experiential connotations can address the desire for sensory pleasures, variety, and cognitive stimulation.

Their findings also indicate that consumers purchase brands for functional and symbolic benefits rather than experiential ones.

### **Brand experience**

Brakus et al. (2009) argue that brand experience encompasses sensory, affective, intellectual, and behavioral dimensions, thereby encapsulating the consumer interactions with a brand. The proposed framework integrates various dimensions, including sensory, affective, intellectual, and behavioral experience, offering a holistic assessment tool that aligns with the holistic nature of brand experience. The authors posit that a positive brand experience significantly influences consumer loyalty.

### **Loyalty**

Ogba & Tan's (2009) studies show that brand image impacts positively on consumer expression of loyalty and commitment to the market offering. Thus, brand image can influence consumer loyalty and impact customer commitment. Here, consumer loyalty plays a significant role in brand image and customer commitment.

Yoo, et al. (2000) propose a conceptual framework that relates marketing elements to the dimensions of brand equity, quality, brand loyalty, and brand associations combined with brand awareness. The results show that price promotions are related to low brand equity, whereas high advertising spending, higher

prices, good store images, and high distribution are related to high brand equity. Moreover, Keller (2001) established brand resonance, characterized by the intensity of customers' repeat purchases, the rate at which customers seek out brand information, events, or brand loyalty. Tellis (1988) argues that loyalty is an important determinant of the repurchase intention of the product. The loyalty of the brand influences customer repeat buying intention. The above studies indicate that considering the repeated purchase behavior of the same brand as consumer loyalty, we can assume a strong connection between repurchasing intention and loyalty.

## RESEARCH METHODOLOGY

### Methodology overview

The researchers will use the deductive methodology to develop a hypothesis. Primary data were collected using a self-administered questionnaire to measure how brand image affects consumer behavior. Then, the primary data results were analyzed and discussed with the help of collected data. This research involves explanatory research, which checks the cause and effect of one variable on another variable.

After collecting all primary data from the online questionnaire, the researchers analyzed it using statistical methods with SPSS software. As a result, the analyzed data were presented as cross tables and figures. Respondents were randomly selected using random sampling in a population with Internet access. We split the sample size over age, gender, occupation, and household income. We collected primary data through a questionnaire from 150 respondents, asking 91 questions to measure the impact and relation between dependent and independent variables.

### Research Approach

The design of the questionnaire is composed of 2 parts. Part one consists of quantitative questions containing respondents' demographic details, including age, gender, status, occupation, and income levels. We require demographic details for the general background of respondents who purchase apparel brand products. The question of how often respondents purchase apparel items will indicate the personal frequency of purchasing. Part two consists of quantitative questions on brand awareness, brand respect, brand involvement, brand attributes, brand benefits, and brand experiences. The questionnaire is also related to ordinal data in the form of a Likert scale, whereby questions are categorized and ranked on scales, whereby respondents are required to rate their decisions on a 5-point Likert type ranging from scale, (1) strongly disagree (2) disagree, (3) neutral, (4) agree, and (5) strongly agree).

### Preliminary quantitative Data collection

This study analyses the impact of a brand image on consumer behavior outcomes. Based on a survey conducted across Imphal City with 150 respondents. The age group of the respondents is divided into three categories: 19-30 years old (61 respondents, 40.7%), 31-40 years old (52 respondents, 34.7%), and 51 years and older (37 respondents, 24.7%). In terms of gender, 50% of the respondents (78) were male, and 48% (72) were female. The majority of respondents (75, 50%) had completed a Master's degree, followed by 62 (41.3%) who had completed a Bachelor's degree. The remaining respondents had completed a PhD, secondary school, or high school. Most of the respondents were students (42, 28%), followed by entrepreneurial and corporate employees (31, 20.7% and 36, 24%, respectively) and government employees (30, 20%). The majority of respondents (50, 33.3%) had an income of less than ten thousand, followed by 44 (29.3%) who earned 10000-30000, 23 (15.3%) who earned 30000-50000, and 16 (10.7%) who earned 50000-70000 per month. The remaining respondents belonged to the above 70000 earning group. In terms of past purchases of the same brand, most respondents (61, 40.7%) made purchases every six months, followed by 44 (29.3%) who made purchases once a year and 35 (23.3%) who made purchases every three months. The demographic details of the sample are presented in Table 1

**Table 1:** Demographic characteristics of the sample.

Items With Groups		Frequency	Percent
Age	19-30	61	40.7
	31-40	52	34.7
	51 Above	37	24.7
Gender	Male	78	52.0
	Female	72	48.0
Education	HighSchool	1	.7

Background	Secondary School	7	4.7
	Bachelor's Degree	62	41.3
	Master's Degree	75	50.0
	Ph.D	5	3.3
Occupation	Government Job	30	20.0
	Corporate	36	24.0
	Entrepreneur	31	20.7
	Student	42	28.0
	Home Maker	8	5.3
	Retired	3	2.0
Income	Below10,000	50	33.3
	10001-30000	44	29.3
	30001-50000	23	15.3
	50001-70000	16	10.7
	70001-90000	6	4.0
	Above 90,001	11	7.3
	Total	150	100.0

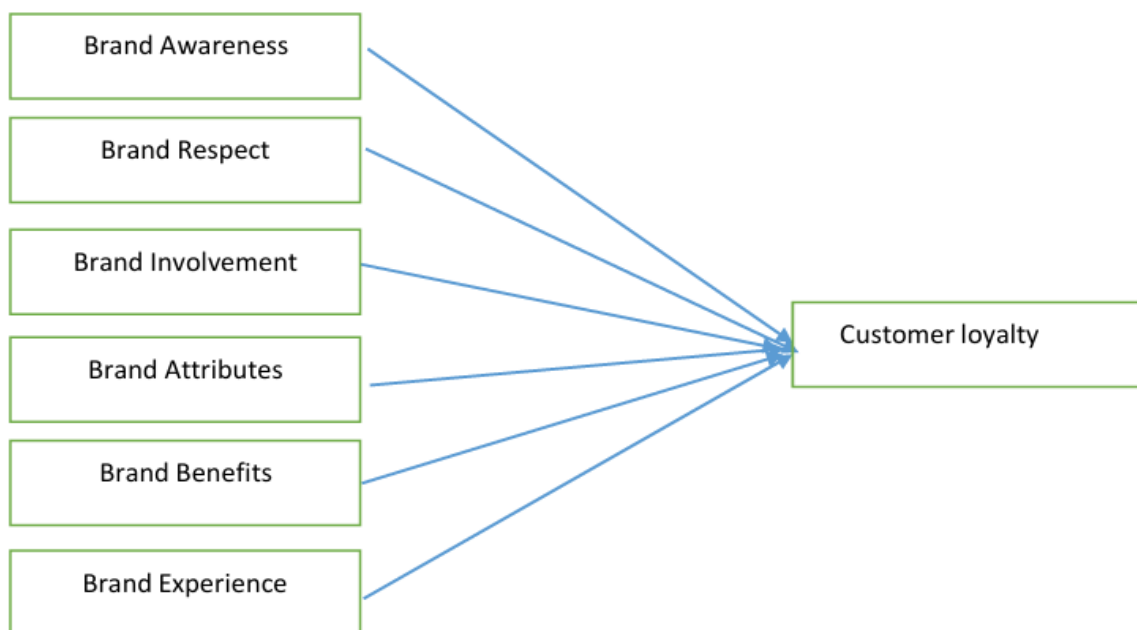
**Data analysis: Data reduction and Reliability assessment**

Data collected through online surveys were analyzed using SPSS in two ways. First, the Reliability statistics Cronbach's alpha coefficient test was conducted for each of the eight items to assess reliability. Second, the Pearson correlation for six items measured the relationship between brand image and customer loyalty.

**Multiple Linear Regression**



**Figure 1:** Conceptual Model (Brand Image on consumer loyalty)



**Figure 2:** Multiple Linear Regression Model

**Hypothesis of the study****Hypothesis 1:****H<sub>0</sub>:** Brand Awareness has no positive impact on customer loyalty**H<sub>1</sub>:** Brand Awareness has a positive impact on customer loyalty.**Hypothesis 2:****H<sub>0</sub>:** Brand Respect has no positive impact on customer loyalty**H<sub>1</sub>:** Brand Respect has a positive impact on customer loyalty.**Hypothesis 3:****H<sub>0</sub>:** Brand Involvement has no positive impact on customer loyalty**H<sub>1</sub>:** Brand Involvement has a positive impact on customer loyalty.**Hypothesis 4:****H<sub>0</sub>:** Brand Attribute has no positive impact on customer loyalty**H<sub>1</sub>:** Brand Attribute has a positive impact on customer loyalty**Hypothesis 5:****H<sub>0</sub>:** Brand Benefit has no positive impact on customer loyalty**H<sub>1</sub>:** Brand Benefit has a positive impact on customer loyalty**Hypothesis 6:****H<sub>0</sub>:** Brand Experience has no positive impact on customer loyalty**H<sub>1</sub>:** Brand Experience has a positive impact on customer loyalty**Analysis Result**

The Reliability results for the Brand image of six different items are as follows: Brand awareness = 0.731, Brand Respect = 0.877, Brand Involvement = 0.862, Brand Attributes = 0.907, Brand Benefits = 0.926 and Brand Experience = 0.833 and Customer Loyalty = 0.868. These results indicate that all the items are excellent, as their *cronbach'* salpha are more significant than 0.7 which is the accepted level (Table:2)

**Table 2:** Reliability statistics

Reliability Statistics				
Sl.no	Items	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
1	Brand awareness	0.722	0.731	5
2	Brand respect	0.874	0.877	8
3	Brand involvement	0.846	0.862	11
4	Brand attributes	0.907	0.907	14
5	Brand benefits	0.924	0.926	19
6	Brand experience	0.825	0.833	14
8	Customer loyalty	0.863	0.868	10

**Impact of Brand Image on Consumer loyalty****Result for customer loyalty**

As a continuation, part of the above is to study the case on the impact of brand image on customer loyalty. The correlation between customer loyalty and brand image is highly positively correlated with brand benefits at 0.666, and brand experience is second at 0.628. (Table 3)

**Table 3:** Pearson correlation of customer loyalty

Sl. No.	Items	Pearson Correlation
1	Brand Awareness	0.565
2	Brand Respect	0.602
3	Brand Involvement	0.621
4	Brand Attribute	0.640
5	Brand Benefits	0.666

6	Brand Experience	0.628
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**Table 4:** Model summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.742 <sup>a</sup>	.550	.531	.31033	.550	29.144	6	143	.000
a. Predictors: (Constant), Predictors: (Constant), Brand Experience, Brand Awareness, Brand attribute, Brand Involvement, Brand Respect, Brand Benefit									
b. Dependent Variable: customer loyalty									

**Table 5:** Analysis of variance (ANOVA)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.840	6	2.807	29.144	0.000 <sup>b</sup>
	Residual	13.771	143	0.096		
	Total	30.611	149			
a. Dependent Variable: customer loyalty						
b. Predictors: (Constant), Brand experience, Brand awareness, Brand attribute, Brand involvement, Brand respect, Brand benefit						

**Table 6 : Coefficient**

Coefficients <sup>a</sup>								
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	0.230	0.262		0.877	.382	-0.288	0.747
	Brand awareness	0.210	0.088	0.200	2.387	.018	0.036	0.385
	Brand respect	0.057	0.105	0.059	0.545	0.587	-0.150	0.264
	Brand involvement	0.094	0.108	.091	0.864	0.389	-0.120	0.308
	Brand attribute	0.092	0.116	0.090	0.789	0.432	-0.138	0.321
	Brand benefits	0.196	0.120	0.194	1.628	0.106	-0.042	0.434
	Brand experience	0.293	0.100	0.252	2.931	0.004	0.095	0.490
a. Dependent Variable: customer loyalty								

The regression analysis explored the relationship between brand image factors and customer loyalty. The results demonstrated significant findings, indicating that the model accounted for a substantial proportion of the variance in customer loyalty. The predictors considered in the model, including Brand Awareness, Brand Respect, Brand Involvement, Brand Attitude, Brand Benefits, and Brand Experience, collectively explained approximately 55% of the variation in customer loyalty scores (Table 4). When examining the coefficients (Table 6) revealed that Brand Experience ( $\beta=0.293$ ,  $t=2.931$ ,  $p < 0.05$ ) and Brand Awareness ( $\beta=0.210$ ,  $t=2.387$ ,  $p < 0.05$ ) have statistically significant positive effects on customer loyalty. This suggests that customers who perceive a brand positively regarding experience and awareness are likelier to exhibit loyalty. However, the coefficients for Brand Respect ( $\beta= -0.057$ ,  $t= .545$ ,  $p > 0.05$ ), Brand Involvement ( $\beta= -.094$ ,  $t= .864$ ,  $p > 0.05$ ), Brand Attribute ( $\beta= -.092$ ,  $t= .789$ ,  $p > 0.05$ ), and Brand Benefits ( $\beta= -.196$ ,  $t= 1.628$ ,  $p > 0.05$ ), were not statistically significant, indicating that these factors may have less influence on customer loyalty in this context. The adjusted  $R^2$  value of 0.531 indicates that the model (Table 4) has good explanatory power while considering the number of predictors in the analysis.

**Finding****Hypothesis 1:**

The standardized coefficient (Beta) for brand awareness is  $\beta=0.210$ ,  $t=2.387$ , with a p-value of 0.018 (less than 0.05), indicates that it is statistically significant. Therefore, we reject the null hypothesis and conclude that brand awareness positively impacts customer loyalty.

**Hypothesis 2:**

Brand respect does not have a significant impact on customer loyalty as the standardized coefficient for brand respect is  $\beta= -0.057$ ,  $t= .545$ ,  $p > 0.05$ , with a p-value of 0.609, indicating that it is not statistically significant so that we can accept the null hypothesis. Hence, we conclude that Brand respect does not have a significant positive impact on customer loyalty.

**Hypothesis 3:**

The standardized coefficient (Beta) for brand involvement is  $\beta= -.094$ ,  $t= .864$ ,  $p > 0.05$  with a p-value of 0.389, indicating that it is not statistically significant. Therefore, we accept the null hypothesis and conclude that Brand involvement does not significantly impact customer loyalty.

**Hypothesis 4:**

Brand Attribute does not have a significant impact on customer loyalty as the standardized coefficient for brand respect is  $\beta= -.092$ ,  $t= .789$ ,  $p > 0.05$ , with a p-value of 0.432, indicating that it is not statistically significant so that we can accept the null hypothesis. Hence, we conclude that Brand attributes do not have a significant positive impact on customer loyalty.

**Hypothesis 5:**

Since the data for Brand benefits (Beta) is  $\beta= -.196$ ,  $t= 1.628$ ,  $p > 0.05$  with a p-value of 0.106 (greater than 0.05), indicating that it is not statistically significant. Therefore, we accept the null hypothesis and conclude that Brand benefit positively impacts customer loyalty.

**Hypothesis 6:**

The standardized coefficient (Beta) for brand experience is  $\beta=0.293$ ,  $t=2.931$ ,  $p < 0.05$ , with a p-value of 0.018 (less than 0.05), indicating that it is statistically significant. Therefore, we reject the null hypothesis and conclude that Brand experience positively impacts customer loyalty.

**DISCUSSION**

The research outcomes highlight the actual significance of brand image in influencing customer loyalty across diverse demographic segments. The methodology of the study encompassing a pilot survey with a reasonably sizable respondent pool, lends credence to the validity and reliability of the findings. Regarding customer loyalty, the findings shed light on the relationships between different aspects of brand image and long-term consumer commitment. At the same time, brand experience and awareness show significant determinants of customer loyalty.

The analysis affirms the positive influence of brand awareness and brand experience on consumer behaviour, corroborating the hypotheses formulated. Specifically, the study highlights that a relatively favourable brand image contributes significantly to shaping consumer loyalty, as evidenced by robust regression coefficients and statistical significance. Research has consistently highlighted the importance of brand awareness in developing customer loyalty. The finding, also supported by Aaker (1996), emphasized that brand awareness contributes to creating strong brand associations, which enhances customer loyalty. Similarly, Esch et al. (2006) also found that higher brand awareness positively influences brand attachment and customer loyalty.

The significance of the brand experience is strengthened by Brakus et al. (2009), who concluded that memorable and engaging brand experiences significantly impact customer satisfaction and loyalty.

Moreover, the investigation extends its focus to ascertain the relationship between brand image and customer loyalty. The results underscore the pivotal role of brand experience and brand awareness in fostering customer loyalty. In contrast, other factors such as brand respect, involvement, attributes, and benefits exhibit less pronounced effects.

In contrary to the findings, some studies suggest that brand respect can play a crucial role in fostering loyalty. Delgado et al. (2001) argued that brand respect and trust in a brand build emotional connections, which are critical components of loyalty.

The study suggests no significant impact of brand involvement; however, contradicting this finding, Zaichkowsky (1985) highlighted that higher involvement with a brand often leads to loyalty due to increased emotional and cognitive engagement. Further, the finding indicates that brand benefits are not significant to customer loyalty, however in contrary to this finding, Zeithaml (1988) highlighted that functional and emotional benefits derived from a brand enhance its perceived value, which is a strong predictor of loyalty.

Despite the compelling findings, the study acknowledges the presence of potential unaccounted variables or interactions that might further elucidate variations in customer loyalty. Thus, it advocates for future research endeavours to investigate these aspects deeper and broaden the understanding of the complex interplay between brand image and consumer behaviour.

### Recommendation and conclusion

Based on the findings, it is recommended that organizations prioritize enhancing brand awareness and brand experiences, as these significantly impact customer loyalty. Strategies such as leveraging digital marketing, personalizing customer interactions, and refining touchpoints can create memorable engagements and strengthen emotional connections with customers. Businesses should reevaluate underperforming brand image components like brand respect, involvement, attributes, and benefits to identify and address potential weaknesses. Adopting a complete approach to brand strategy personalized to specific audience segments will help organizations optimize resource allocation and adapt to evolving consumer preferences. Encouraging brand encouragement through loyalty programs and recommendations can further set long-term customer commitment, ensuring sustained competitive advantage in the market and creating loyalty programs that reward long-term engagement and incentivize repeat business.

The study's limitations, including the possibility of unexplored variables and interactions, prompt a call for future research initiatives to delve deeper into these areas. By addressing these gaps, researchers can refine existing models and theories, enhancing our understanding of the intricate dynamics between brand image and customer loyalty.

The research contributes valuable insights to academia and practitioners, offering actionable recommendations for enhancing brand strategies and fostering stronger consumer-brand relationships in an increasingly competitive marketplace.

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