IMPACT OF BRAND EXPERIENCE ON BRAND LOYALTY; MEDIATING ROLE OF BRAND ATTACHMENT.

By:

MAHAM ASHFAQ

A THESIS SUBMITTED IN PARTIAL FULFILMENT OF

THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF SCIENCE

In **BUSINESS ADMINISTRATION**

To

FACULTY OF MANAGEMENT SCIENCES

NATIONAL UNIVERSITY OF MODERN LANGUAGES, ISLAMABAD

November, 2018

NATIONAL UNIVERSITY OF MODERN LANGUAGES

FACULTY OF MANAGEMENT SCIENCES

THESIS AND DEFENSE APPROVAL FORM

The undersigned certify that they have read the following thesis, examined the defense, are satisfied with the overall exam performance, and recommend the thesis to the Faculty of Management Sciences.

Thesis/ Dissertation Title: **Impact of brand experiences on brand loyalty; mediating role of brand attachment.**

Submitted By: **Maham Ashfaq**   Registration #: **225-MSBA/FSD/S16**

Master of Science

Degree Name in Full

Business Administration

Name of Discipline

Mr. M. Farooq Jamal

Name of Research Supervisor   Signature of Research Supervisor

Brig(R) Dr. Maqsud-ul-Hassan

Name of Dean FMS   Signature of Dean FMS

Brig. Muhammad Ibrahim

Name of Director General   Signature of Director General

CANDIDATE DECLARATION FORM

I   **Maham Ashfaq**

Daughter of   **Ashfaq Hussain**

Registration #   **225-MSBA/FSD/S16**

Discipline   **Business Administration**

Candidate of **MS** at the National University of Modern Languages do hereby declare that the thesis (Title) **Impact of brand experiences on brand loyalty; mediating role of brand Attachment.**

Submitted by me in partial fulfillment of MS degree, it is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my thesis/dissertation at any stage, even after the award of degree, the work may be cancelled and the degree revoked.

13 November, 2018   _____

Date   Signature of Candidate

Name of Candidate   Maham Ashfaq

ABSTRACT

Thesis Title: Impact of Brand Experience on Brand Loyalty: Mediating role of Brand Attachment.

This research investigated the impact of brand experience on brand loyalty. Mediation impact of brand attachment is as well under the investigation. Today, in the marketing strategy, branding is considered as the key role of organization. The brand experience has three dimensions which are behavioral, sensory and intellectual whereas brand loyalty has two dimensions attitudinal loyalty and behavioral loyalty. On Apparel brands, this study was conducted within the city of Faisalabad, Pakistan. The reason of choosing Faisalabad is the 3rd largest city of Pakistan by the size of population; it is also the textile center of Pakistan. For this study eight brands were selected which basis on their popularity amongst customers. 250 questionnaires were distributed with the easily reachable customer who visits at the various stores. As the outcome, the respondents returned back 238 questionnaire out of 250. 220 questionnaires were used in the analysis of data. Data was obtained using convenient sampling technique. Respondents are customers visiting brand stores. Mall intercept survey was used to gather this data. SPSS software was used to analysis this data. Different statistical methods such as Frequency, Cronbach Alpha, Correlation, Regression analysis and Mediation analysis were used to analyze this data in this research. Findings revealed that brand loyalty brand experience are driven brand loyalty through brand attachment. The relationship between all the variables are significant. Moreover this research is having some limitations as list of antecedents for brand attachment and its application in industries other than apparel sector. For managerial point of view, brand managers should adopt measures for customers' engagement with brand. Two way communications can be base of this engagement. Furthermore brand managers should work on their brand relationship and brand images .

TABLE OF CONTENTS

Chapter #		Page
#		

LIST OF TABLES

LIST OF FIGURES

Sr. No.	Title	Page No.

ACKNOWLEDGEMENT

God never spoils any efforts. I set my unfeigned and meek thanks before Him, Who is the only supreme authority and whose presence has been figured on the two words ′Kun Faya Kun′. Every tiny or massive entity moves with His permission. Countless thanks to Him, Who bestowed upon me the potential and ability to contribute a drop of material in the existing ocean of knowledge.

But the real success for any person in this world is that for which I have no words to pay in the court of Holy Prophet Muhammad (P.B.U.H)that I am in his ummah, and his moral and spiritual teachings enlightened my heart, mind and flourished my thoughts towards achieving high ideas of life. In the view of his saying,

″He, who does not thank to people, is not thankful to Allah″

From the formative stages of this thesis to the final draft, I owe an immense debt of gratitude to my supervisor, **Mr. Muhammad Farooq Jamaal** (Department of Management Sciences, National University of Modern Languages, Islamabad), who is gifted with all traits of an excellent teacher and guide. His benevolent attention, kind supervision, inspiring guidance, useful suggestions, keen and continued interest and inexhaustible inspiration enabled me to attain my research objectives without any difficulty. His untiring attitude towards work has given me enthusiasm to follow this approach towards life. No expression, verbal or written, can be conclusive interpreter of my feelings of thanks for him.

I am highly indebted to Mr. Shakeel Ahmed (Assistant Professor, NUML) who has been always there to listen and give advice. I am deeply grateful to him for the long discussions that helped me to sort out the technical details of my work.

Most importantly, none of this would have been possible without the love and patience of my family. My family, to whom this dissertation is dedicated to, has been a constant source of love, concern, support and strength all these years. I would like to express my heart-felt gratitude to my family. My extended family has aided and encouraged me throughout this endeavor.

Now I am trying to acknowledge a tremendous debt of feelings for my parents whose prayers, sympathies stress my way towards success, whose hands always rise in prayers for me. Who always wish to see me successful in every field of life and without their moral supports, the present distinction would have merely been a dream. They always act as a light house for me in the dark oceans of life path.

MAHAM ASHFAQ

DEDICATION

I dedicate this thesis to my homeland,

my parents and brothers.

Without their encouragement, understanding,

Support and most of all love, the

completion of this work

would have not been possible.

CHAPTER 1

INTRODUCTION

1.1   Introduction

In modern era, biggest challenge in marketing strategy is to create a value for customers and creating, managing the views of customers about firms' product or services. Specifically, in the fashion industries where many products competing in the same range of products the survival become difficult for organizations. With the increase of customer experience, the basic objective for organizations is to design those products which create and develop memorable experiences e.g. BMW, iPhone, Disney land etc (Pine II and Gilmore, 2011; Schmitt and Rogers, 2008). It is important in marketing strategy to create customers' acquisition in company and company should be focus on their experiences on brand and also on customers' functional benefits.

Today, in the marketing strategy, branding is considered as the key role of organization. Before twentieth century the concept of branding has its early roots, long history and power but did not emerge as a central part of thinking in marketing. The 'brand' name, entity was first introduced in 1922; the meaning of brand name is taken as the buying and selling or proprietary name in the view of compound appearance Stern (2006). In earlier studies the author Butler (1914) who state that the whole chain that involved in a business such as manufacturer, wholesaler and retailer there is conflict among them that each part of a chain competed to position themselves as the presiding brand of customers' choice. Brown (1925) is among the early studies that concern brand

as purely explicit; brand does not every time have the same significant and the word brand taken as the synonym of trade- mark. As a private property right indicate by the trade- mark. In a different manner the brand might be simply state as a category of goods and a title describing a specific variety.

Under the brand name, companies have do business with the features augmenting ahead of purposeful distinctiveness that are inherent to services and possessions (Aaker, 1991). According to the investigator (Davcik *et al.,* 2015) the phrase of brand, lots of researchers and investigators are catch the attention from this term, it was distinct as a pledge of a provider with the intention of it will constantly and persisting brings on its assurance involving assurance of understood and unambiguous manufactured by advantages and expediency to the customers, particularly quality physical aspects. Brand name not only causes on the customer' preferences also include insubstantial standards which may shows the differences among product to its rivals and as well augment the height of satisfaction of customers which is constantly lead towards the greater loyalty of customers (Davcik *et al.,* 2015).

According to previous studies on customer experiences, this shows the importance that convert to brand experience from brand benefits that gives to customers (Barnes et al, 2014; Dagger and David, 2012; Oliver, 2010; Olsen *et al.,* 2013; Schmitt, 2009, Vlachos and Tsamakos, 2011). Furthermore the researchers (Auh *et al.,* 2007; Chaudhuri and Holbrook, 2001; Johnson ET al.2006; Kandampully *et al.,* 2015) which clarify that in marketing strategy the concept of customer loyalty has a great importance and also in competitive advantage customer loyalty demonstrated as an important source of firms. Although in this marketing literature the importance of brand experience and brand loyalty has been investigating the intermediate instruments between the relationships of brand attachment.

This literature fills the gap and discloses this important mediator of brand attachment resting on the relationships between brand experience and brand loyalty. (Payne *et al.,* 2008) describe this literature that more than prior studies presents a more comprehensive model of how and what dimensions does customers create their brand loyalty. Additionally, the authors (Brakus *et al.,* 2009; Ding and Tseng, 2015; Olsen *et al.,* 2013;

Stokburger-Sauer *et al.,* 2012) proposes that in past studies brand experience and brand loyalty handle them as a single concept and their complexities overlooked. Significant dimensions might be ignored but their distinct.

The brand experience and brand loyalty have further dimensions and this study tests and specific dimensions and thus departs from previous studies. The brand experience has three dimensions which are behavioral, sensory and intellectual whereas brand loyalty has two dimensions attitudinal loyalty and behavioral loyalty. Anyhow, for evaluating brand experience the formulation and scale has not been yet create. According to (Arnould, Price, and Zinkhan 2002) describe that the context in which particular brand experiences arise only research studied this concept. Although, research must focus on the essentials and dimensional constructions of brand experience.

Particularly, in the practices of marketing brand experience has concerned a large number of observations. Marketing specialist has become aware that for creating marketing strategies for goods and services is become complicated to understand how customers experience the brands. Most of the studies and many trade writings have become visible that improvised experience evaluation and also grant some useful concepts (Chattopadhyay and Laborie 2005; Pine and Gilmore 1999; Schmitt 1999, 2003; Shaw and Ivens 2002; Smith and Wheeler 2002). Another brand research, the theoretical development of the construct self are must closely to the advancement of the brand experience measurement.

Researchers must need to create a scale that evaluate the power with which a brand stimulate each brand experience dimension with analyzing the dimensions of brand parallel to the "Big five" dimensions of brand loyalty or the dimensions of affection, bond, connection and passion that construct brand attachment. So, as the other brand constructs are distinctly linked with one specifically comprehensive discipline such as psychology but brand experience construct is not associate only with it. Brand attachment is one the construct and measurement which is recently developed in branding literature and as well as many other construct develop such as brand love, brand personality, brand community and brand trust (Aaker 1997; Carroll and Ahuvia 2006; Delgado-Ballester,

MunueraAlemán, and Yagüe-Guillén 2003; McAlexander, Schouten, and Koenig 2002; Thomson, MacInnis, and Park 2005).

The major construct in this literature is brand loyalty, according to (Jacoby andChestnut 1978; Pessemier 1959; Reichheld 1996) was proposed that loyal customers are those who perceive some unique value in the brand that no substitutes can provide and possibly will be agreeable to compensate more prices for specific brand. The more beneficial effect when customers use the brand or from great attachment in the reliability of a brand which derive this uniqueness value in the brand. According to the author (Assael 1998) who was proposed that when the brand repeatedly purchase by the loyal customer, regardless of situational restrictions- brand loyalty leads to the greater market share.

(Stephen, 2006) suggests that the high level of brand attraction shows that customers who like branded clothing tend to spend more on clothing and also customers who are more aware to fashion trends are more conscious and involved in fashion. Customers' attachment in fashion has positive relationship with the self- concept. Through consumer socialization process, young generation aware to the related information relevant to the clothing brands. In the view of customer socialization process the (Chang, 2008) proposed that of all sources of socialization, the most persistent and essential influenced by the parental. By the research authors believe that customers buy those products/ brands and use those services that show them and their image in front of other peoples.

Customers want to show their image in front of other peoples they buy that products/ brands which help them to show their image. (Forney, 2005) conclude that customers' self-concept reflected by the fashion related clothes and their self- image also reflected by the use of fashion related clothes. (Piamphongsant, 2008) suggests that it become more important factor that influenced between the customers' self-image and product image which is interactive effected by the factor of self-concept and customers through expenses and achievements they display their wealth that express them. The degree of an individual' self-establishment and interdependence which is determinants by one of the key 'self-construal'.

An individuals' thoughts, feelings, behaviors are involved in self- concept which are separated from others thoughts (Shukla, 2010). High degree of attachment in apparel brands which shows by the male customers who possess strong positive attitudes towards brands. The class representation and reputation increament also the product's functional and emotional attributes mainly noticed by the customer while purchasing apparel brands (Zafar, 2013). In the view of past literatures researcher Mintel (2008) conclude that in the apparel brands women customers are less conscious about the quality than style and in the marketing point of view 20-24 and 25-34 age cluster are has extreme importance.

On Pakistan there is no formal research has been done on apparel branding as well as in neighboring countries but different branding studies are contributed in various industry sectors like Islamic branding (Jumani & Siddiqui, 2012), Fertilizer branding (Siddiqui, Ahmad, Manan, & Choudhary, 2013); and on different branding features like brand preferences influenced by intergenerational (Siddiqui, Bashir, Sarki, Jaffari, & Abbas, 2012). The dynamic subject in Pakistan which has great importance is consumer buying behavior in apparel branding. Customers are strongly related with fashion and style and in Pakistan clothing growing faster include apparel industry (Naz & Siddiqui, 2012).

The trends have created brands and these brands owned then marketed by the retailers and the reason is that has contributed to make the competition more extreme Verhoef *et al.,* (2002). In the whole world Pakistan is relatively famous in textile. Quality textile products are export by Pakistan. There are some famous brands that establish in Pakistan which are Sana Safinaz, Kayseria, Stone Age, Warda, Nishat Linen, Gul Ahmad, and So Kamal customers loved to buy these brands. Customer's willingness to pay price premium increased by customers because such every famous brand is trying to offer such offerings to its customers. In this literature we determined the relationship between brand experiences and brand loyalty in the mediating role of brand attachment those effects on these apparel brands by the customers.

While the consumption of these apparel brands experiences of customers must be positive that will effects the emotions with customers and they attached with brand which leads towards the loyalty of customers with specific brand and customers would ready to pay premium price of that brand by loyalty. During the consumption of brand a complete

and memorable experience of customer would give by the premium emotional attachment values (Brun *et al.,* 2008) therefore the key factor for success in the apparel brands fashion industry is engaged with the customer at the emotional level. In an effort to cultivate long lasting loyalty in the apparel brands are gently move to focusing on corporate branding from the "building social status" to "customer emotional attachment" with brand (Cailleux *et al.,* 2009).

A strong positive brand experience that based on the Customer's emotional attachment with the brand which is a central pillar of relationship (Orth *et al.,* 2010; Thomson *et al.,* 2005).For the higher and long lasting loyalty of customers with brand, emotional brand attachment is well defined construct that provides with the value added to its customers and in marketing point of view emotional attachment with brand has some conceptual resemblance with other constructs such as strength of brand attitude (Park *et al.,* 2010) and brand love (Carroll and Ahuvia, 2006).(Park *et al.,* 2010; Thomson *et al.,* 2005) suggested that within the marketing literature brand loyalty of customers is mainly derived by the role of customer emotional attachment.

1.2 Problem Statement

Pakistan is one of the dynamic countries where society is a consumption oriented, where people are traditional loving and social and they would spend on social and rituals assignments (Burki & Muhammad, 2008) and apparel brands is one of the component through people can show their social position and living style. On the economy of Pakistan apparel and fashion industry of Pakistan has a significant positive impact on economy and playing an important role. Pakistan earns more than from the 57% export in industry of textile. In Pakistan, the sector of textile employment ranked on second position.

In Asia continent, the GDP of Pakistan textile sector provides 8.5 percent and is on 8th largest exporter of textile commodities. According to 2017-2018, it's important to state that the export has increased with the $4.4 billion of products of textile. In the year of 2018 July- January the total textile sector export reached to $7.72billion against to the last year export which is $7.2billion, increased with 7.18bn (The Nation, 2018). In Asia,

china is at the top whereas Pakistan stands in second position of capita textile consumption. This average shows that there is a lot of business in Pakistan textile industry and people love to use and spend on apparel and textile brands.

Mostly our young generation attracts and wants to wear branded apparels and they are who conduct change in the purchasing behavior pattern of the state (Shah, 2018). The reason is youth are aware from the upcoming trends/ fashion so they love to wear trendy and branded clothes. According to the survey of Economy of Pakistan, the literacy rate of Pakistan reduced from 60% to 58% (Pro Pakistani, 2017). Mostly companies like mobiles, apparel, fast foods are trying to target the youth of nation because the population of youth is approximately round about more than 58% which shows the reason that why the consumption of textile industry is higher per capita. According to the consumption rate and youth interests, researchers believe that Pakistan's retail market will grow in the future, so target markets can be good and perfect by the trends of its society.

The research on textile shows that in Pakistan per capita consumers spend in 2013 was about US$ 1,105 and it will increase in 2018 near about US$ 1,680 (The Nation, 2018). Khaadi brand is one of the best example which leads in apparel competitor in Pakistan this is because youth growing literacy rate, growing of gross domestic product and Pakistan's youth huge segment of population these all aspects keep and maintain market growth of apparel brands. The Khaadi apparel brands estimated revenue is about $100 million, there number of employees are 700. Pakistan is at the 87 rank out of 138 developing countries in the whereas India is at 30 rank in the term of measures the goods market efficiency, similarly as strength of local competition described by the report of 'Global Competitiveness repot'. The measure of 'customer orientation' also mention in the report of Global Competitive report in which shows how well companies entertain their customers, in the ranking of this report Pakistan is at 97 whereas comparatively to India is at 64.

The well- known third most popular city of Pakistan is Faisalabad where this research conduct this study, it is known as Manchester of Pakistan. In GDP of Punjab, Faisalabad contributes over 20 percent which has an average GDP of $18.5 billion

annually (WIKIPEDIA,. The Free Encyclopedia, (2018). The Faisalabad's Hallmark from which it is identifies by Industries. This is the reason every famous brand has opened its brand outlets in Faisalabad and during visit to various outlets interviews were conducted with visitors with respect to brand loyalty and brand experience. These outlets are not much focused on the antecedents of brand loyalty but spend highly on the advertising. These brand stores can use various type of techniques and strategies through company bond the customer loyal to their brand. In this literature struggle to made to recognize the effect of brand experience on the brand loyalty, with brand attachment as a mediator. Furthermore, basic reason of this study is organize to recognize that in intense competition which factors help to survive the brand in the market of Pakistan.

1.3 Research Questions

- What will be the impact of "brand experience" on "brand attachment" in apparel industry of Faisalabad?
- What will be the relationship between "brand experiences" on the "brand loyalty" " in apparel industry of Faisalabad?
- What will be the relationship between "brand attachment" and "brand loyalty" " in apparel industry of Faisalabad?

- Does brand attachment mediate the relationship between "brand experience" and "brand loyalty" " in apparel industry of Faisalabad?

1.4 Research Objectives

These are the considerable objectives of this research:

- Analyzing the relationship between of "brand experience" & "brand loyalty" and "brand experience and brand attachment"
- Examining the impact between "brand attachment" and "brand loyalty"
- Finding the role of "brand attachment" as a mediator with the relationship between "brand experience" and "brand loyalty"

1.5 Significance of study

Every organization wants to develop and maintain lifelong loyalty to their customers and those companies who provide products and services they want to have a brand in their portfolio which has the power to build that long lasting relationship with their customers. Because loyal customers means the retain customers of company give more business as compared to new customers. Brand loyalty can be defined by brand attachment in much comprehensive perspective. Brand experience which can increase the effect of relationship between company and customer, so marketing managers should focus and engage with all the activities that relate to brand experience. Brand attachment which is the mediator in this study between brand loyalty and brand experience it works as the intensity of binding between the brand and customer. For the managerial point of view, better understanding of brand experience having a strong positive effect on brand loyalty, which is expected that outcome will be favors in company like sales, profits and purchase intentions. But marketing managers should be very careful while making the strategies it can be opposed to their expectations, by companies' actions can be increase or decrease reputation of their brand as well. Brand attachment creates emotional circumstances in the customer through them build relationship with customer and this relationship comes from the positive experience.

Marketing managers should focus the behaviors of customers while they are in experiencing mode/ action, are they positive or not. Because brand attachment gives the focus on strong positive emotional content which become loyalty with brand in future. The contents, circumstances and predictors of brand loyalty which help to enhance loyalty level in customer must be concentrating by marketing managers. Marketing managers can use data and information which collected by this study, it will helpful to create marketing strategies and how to attract and capture customers from their target market. The importance of this study is to get positive response from the customers that can be enhanced by the better understanding of the attachment and loyalty nature. This positive response by the customer will lead attachment and loyalty to the strong relationship between customer and brand and then may it become in the form of love in future. Marketing managers should know the better use of these constructs, that how to

create positive experience which is the initiate of relationship with customer that can be beneficial for brand and customer and second how create loyalty and attachment that stick customers with brand. Any brand can be developing their uniqueness in market and known by these construct that are used in this study. But marketing managers create these constructs as key factors which differentiate them by the competitors. So, this study describes a vital prospect of the brand experience and brand loyalty with brands. Producers, manufacturers and marketers can gain much information to capture customers in strong and long lasting brand relationship. The conclusion of this analysis will indicate that brand attachment significantly increase the impact on brand loyalty which customer builds with brand instead of exclusively introduce the strength of brand experience.

This conclusion, finding will help to lead towards proper re- purchase intentions, sales and profits and better preferable understanding of the customer. Through this study we came to know brand attachment is a strong and positive predictor of brand loyalty. The concept of brand attachment in this study also conclude that this concept based upon brand image and brand identity which can be used for enhance brand attachment. For the professional managers, this study will be very authentic and helpful and provide good solutions to their problems they are facing today like, how to compete their competitors and keep them out to the competition and also how to increase their share into the target market.

1.6: Research Gap:

A research gap is what is justified as a missing link in the existing body of knowledge for which a new research is proposed. This gap must be derived from a critical review and analysis of empirical studies/literature (John Isaac Mwita). The gap in this literature is that never use these constructs gather in any literature. This literature shows the relationship between brand experience and brand loyalty as the independent and dependent variable and brand attachment as the mediator between them. These constructs must used in future to develop relationship with customers. The reason behind to use these constructs, not only in apparel branding or textile sector can also used in many organizations in their marketing strategy to attract and sustain their customers.

CHAPTER 2

LITERATURE REVIEW

2.1 Brand experience

When customers use the brand, talk about that specific brand, explore and analyze information in respect with the brand than brand experience comes into existence (Ambler, 2002). Brand experience is not only the outcome of usage of brand, it may be happened through direct and indirect acquaintance/ connection with the brand. Brand experience might be both amazing and unexpected (Joško & Brakus, 2009). Comprehension the theory of brand experience that has exceptional importance for managing the concept of brand trust and brand loyalty (Joško & Brakus, 2009). Brand experience might be positive and negative; that can be short term as well as long term (Zarantonello & Schmitt, 2010). In order to develop the trust in customers towards the brand, than customers must have positive experience and satisfied with the brand. This satisfaction of a brand and positive experiences minimize the risks of benefits that promised by the customer with the brand (Chernatony, 2008). For removing negative evaluation of customers for a brand the brand experience should be positive that is helpful in making good image of brand (Alexander & Colgate, 2005). A long period of time with good brand experience is the outcome of romantic brand love. Effective brand marketing, advertising, packaging and labeling may activated the brand experience in positive emotional inspiration (Joško & Brakus, 2009).

Loyalty can be achieved through brand trust which serves as a bridge of brand experience and it is important significance of brand experience (Hess & Story, 2005).

Brand experience works as to give explanatory main tips for momentum of multisensory that attract customers towards the brand, still researchers does not completely aware of its functions within coexistence with brand loyalty that impact brand attachment (Brakus, Schmitt, & Zarantonello, 2009; Brunk, 2012; Schmitt, 2013). The initial stage is to create brand related stimuli in customers as a brand experience and when marketers become successful to create than customers start providing benefits to the companies (Schmitt, 2013). On the process of brand building brand experience play a vital role because brand experience has achieved both theoretical and experiential validation as a noteworthy construct (Francisco-Maffezzolli, 2014; Nysveen, Pedersen, & Skard, 2013), its particular bonding with brand loyalty and commitment till now assorted and indefinite at paramount. But still there bonding have some reverse conflicts in the study.

The researchers Ramaseshan and Stein (2014) claim that these construct have direct relationship whereas Francisco-Maffezzolli (2014) demonstrate that they have indirect bonding among them with the mediation of hedonic characteristics (e.g. concern and feeling) and cognitive characteristics (e.g. association superiority and reliability).Brand experience and brand trust are remarkable instruments that differentiate a brand from their competitors, by creating customer satisfying experience that satisfaction leads to brand love. This association among brand experience and brand love, through allusion to main spots, has not been analyzed earlier. The recognition of a single driver which is brand experience that have significant direct and indirect impact on brand love, via brand satisfaction and brand trust.

Today, the marketer's center of attention has been changed and shifted from customers towards brands. In the decision making of customers, brands have a significant importance. Customers are willing to give high price for their desirable product (Fischer, Völckner, & Sattler, 2010). For retaining the customers organizations are depends on their brands (Stone, Woodcock, & Wilson, 1996). Through effective branding long term relationships can be maintained (Bennett, 1996).Products had been varying according to their task and functions. Now a days, while making a decision about purchasing a product functional characteristics are not examined much (Josko Brakus, Schmitt, & Zhang, 2008). Since functional characteristics of many products are similar to each other. So,

marketers' of organization become aware that quality and functional characteristics are not logical specification for differentiating products and services in the market (Whelan & Wohlfeil, 2006).

This study's focal point is essential branding in textile industry of Pakistan. Companies need to make effective branding strategies that are used for differentiating the products and services from their competitors. Joško Brakus, Schmitt, and Zarantonello (2009) were the researchers who found the theory of brand experience first time and suggest that while making a purchase decision brand experience has much importance than functional benefits. Ha and Perks (2005) figure out that brand image and brand trust are the important outcomes of brand experiences. They declared that if the brand image and brand trust is positive then its significantly influence repurchase intention. The future buying decision of a customer can be effected positively or negatively by the image of a brand.

Consumer's perception introduce by the brand experience, the perception of customer is way to the experience with the brand (Ding & Tseng, 2015). There are four categories of brand experience which are: sensory, effective, intellectual and behavioral proposed by Brakus (2009). The sensation of customer, the brand which effects the senses of customer is sensory experience (touch), effective experience is that brand effects the feelings of customer (fun, enjoyment, emotions), intellectual experiences are the logical and systematic experience that customer feels, behavioral experience are their actions of customer (workout) is the outcome of brand encouragement. This four concepts of brand experience are endorse in many types of products and services for instance (Beckman *et al.,* 2013) defines travel sectors, (Zarantonello &Schmitt, 2013) describes the occasion/ events of customers, (Francisco-Maffezzolli, Semprebon,&Prado, 2014) defines the personal care products of customers, (Lin, 2015) defines air passenger services, (Choi, Ok ,& Hyun, 2017) describes in coffee and tea houses, café.

According to Brakus *et al.,* 2009; Chang & Chieng, 2006), argue that brand perception of customer appraised on the basis of positive brand experience which generate positive results e.g. brand satisfaction, brand attitude and brand loyalty. Nysveen (2013) suggests to the brand managers of organization that they have to analyze each

dimension of brand experience and its impact on customer and which one is more useful for them according to their product they are providing to their customer. A firm's brand and its customers can tie between emotional relationships by a positive brand experience (Gentile *et al.,* 2007). Such as Merrilees and Merrilees (2016) describes brand experience conducts the consumer co- creation by the forming of emotional, intellectual, subjective and physical engagement. (Ding & Tseng, 2015) advocates brand experience develop and forecast the brand loyalty through which hedonic emotions and feelings. Because of constant results of several years of theory indicates the direct and indirect impact of brand experience on brand loyalty (Ding & Tseng, 2015; Francisco-Maffezzolli *et al.,* 2014).

Brand love can create by brand image and brand identification, which brand love leads to positive words of mouth that affects the consumer purchase decision and brand loyalty (Sallam, 2014). Past research studies does not prioritize on brand experience that studies emphasized on functional attributes and product category. A good customer-brand relationship constructed by brand experience. A customer's brand experiences are might be their emotions, feelings, thoughts, behavioral responses and sentiments towards the brand (Sahin, Zehir, &Kitapçı, 2011). Brand experience report as an outlook which extract from customers interaction with the brand (Alloza, 2008).

Over 30 year study, phrase was inclined by various standpoints and creates in diverse guidelines that what the researchers discover about brand experience earlier. Holbrook and Hischman (1982) analyzed two different types of models of brand experience. The first one is rational viewpoint which describe brand experience in the perception of an information-processing stage. The next one describes experience from irrational model, in form of an experiential viewpoint. Shortly, these models describe that experiences can be recognized by an emotional perception or through the management of information of a definite circumstances.

Carbone and Haeckel (1994) describes experiences as the process of during the learning about, purchasing, obtaining, using, sustaining and sometimes abandon of a product or service created while the totality and collective customer perception. In their point of view, customer perception driven the dealings with the product or service establish a knowledge practice. Pine and Gilmore (1998) see experiences as momentous

events/occasions, which would involve successive in the accession of comprehension and expertise. Also Hoch (2002) describe experiences in knowledge relation that effects the customer their way of feel, skill or knowledge from seeing, feeling or doing the things (Same & Larimo 2012).

The experiences of customer by itself can be an engineered perception, long lasting and short-lived, a random phenomenon or good or bad (Carbone & Haeckel 1994). The experiences can be categorized as an ordinary experience, but an experience happens in daily existence situation or in a practiced. Besides, experiences can be extraordinary if experience develop emotions/feelings and modification in the customer (Carù & Cova 2003). While customers seek out for products, purchase that specific product/brand, take services and when customers consume/use that brand than experiences occur (Brakus *et al.,* 2009). Tynan & McKenchie 2009, define term of experiences that is both noun and a verb and this process used to known itself, thought, emotions and feelings felt through the senses or mind, practicing in the activity, and even the result from these experiences by way of a skill or learning.

The researchers describes experiences both in a noun and a verb, experience in a noun describes that an occasion or an event which let an thought on customer or the outcome of awareness expansion throughout actual/ bodily get in touch with or inspection of the occurrence. It is not compulsory that interaction with the event happened, but the outcome must into knowledge learning or expansion (Tynan & McKenchie 2009). Same and Larimo (2012) more study and differentiate that experience into experiential marketing from experience marketing. The focus on emotions and feelings in experiences are experiential marketing, whereas a description of a course that begin by a motivation and resultant in education or behavior this called experience marketing. This inspiration may appear via contacts in the individually or group. Therefore, experience marketing is an activated courses by a sure inspiration like a commercial that conclusion in comprehension expansion/ extension.

The brand is a combination of values and visual characteristics that is used to individualize the services and products, company's image that creates in the customer minds and the experience that they actually lived, feel, observed that occasion that has a

knowledge extension and internal learning impact; these two phrase are mentioned in correlation- the brand experience. In the statement of Prahalad and Ramaswamy (2004) "Brand is the experience". A promise about special and acknowledge experiences that describe brands (Coleman, de Chernatony & Christodoulides 2011). Brand name developed a innovative period where the brand based on model of the interface brand experience (Merrilees 2016).

Experience classified into different types: Service experience, Product experience, Customer experience, User experience, Retail experience and Consumption experience. Customer experience is the main theory of brand experience. It is that how customer perceived experience what they feel while they experience that event. It is the similar thought as brand experience, just from a further aspect. Customer experience is the comeback from customer to their specific product and services, or an event, an occasion and their interaction with the company.

Service experience is subdivided in two different factors, services given by employees in a company and service provider companies. Brand experiences can be alternative word of these factors, if it discusses the experience draw for customers of a service giver companies. If this is about the service personnel delegated members of organization, it is the only one main part of the company that design brand experience who focuses on the service provider.

Product experience: It is illustrate as the experience one has with a reliable product. It effects on the customers preference model, which focuses just on the qualitative attributes/functions and stand itself aside from the customer choice model (Chung & Rao 2012). Product experience associates with the quality of brand/ product and the uncertainty of the advertising.

Retail experience is product experience and service experience is integrated, wherever the presentation of the possessions relates with the implementation of the service department. This theory depends on more characteristics and explains as "the amount of emotional, feelings, cognitive, behavioral and sensorial responses construct throughout the whole buying process, including an integrated sequence of interaction

with peoples, objects, environment and processes in retailing" (Shilpa & Rajnish 2013). Khan and Rahman (2016) suggests the need of mass media, customer statement, organize and request form, support, suggestion by a seller, packaging of on label, brand name, event marketing and brand stories. It is the part of brand experience, but retail experience only coats the purchasing stage, whereas brand experience manage whole brand- related stimulus.

Consumption experience is a theory was suggested by Holbrook and Hirschman (1982), who expand experience in attractive nature of consumption, hedonic and symbolic consumption. They associate consumption experience to activity excitement, fun, enjoying and feeling experience. Calder, Isaac and Malthouse (2016) committed their theory on hedonic satisfaction, they believed that customers are involved to brands through the hedonic satisfaction. These researchers determined two different calculations of experiences- eudemonia which evaluate their involvement, engagement and hedonic customer's satisfaction evaluation. The outcome of this theory was that the height of consumer's involvement and engagement is the main component of utilization experience (Calder *et al.,* 2016; Holt 1995).

By the connection with customer and supplier-provider, consumption experience can also see by as a prominent market contribution, which is recognized in emotional, encouraging physical, appealing and the manner of socially fulfilling (Mascarenhas, 2006). Schembri (2009) suggest the theory that consumption experience integrate the components of play, communal and socializing sharing. On the whole, it is one of the components of brand experience. Consumption experience is where the products and services are actually used. Brand experience sequentially encloses to extra spur of the brand and it is not restricted to the consumption.

User experience is a theory which describe as the attractive and plain treatment of a product similar to the internet site, webpage or a computer. User experience mainly used linked to information equipment. Today, many industries are involved in e-business and they must have their web page or website of the company. It is included in three different aspects: task-leaning individuality, self-leaning individuality and artistic qualities. The aesthetic qualities introduce that the how the product appearance and feels

17

additionally the webpage- website must be appealing. The task leaning individuality indicates the sub dimensions of that how to operate and learning ability also includes the usability of that specific webpage. The self-leaning individuality is more relate to individual requirements. This aspect involves the tools of product fit and inspiration it also focus on how appealing the website completing to an individual personality (Wildner *et al.,*2015).Regarding the online presence of the brand is user experience which is the part of brand experience.

Brand experiences develop memorable events/ occasion that may occur several phases of acquire procedure with multiple communication spots. This memorable experience can be raised through the interaction with the product or service, in the time of usage of that specific product and service or connection with the online form of the brand. Although brand experience surrounded in entire stimuli one has with a definite brand. Thus, these all mentioned experiences must be manageable by the company of brand experience. In brand experience, customer experience is lived by the customers. Brand experience in interconnected model: the existence of brand experience does not developed separately. There are some techniques that is emerged in success of this related concept, some are effected by brand experience and others again look alike, some are operators of brand experience, but everyone diverse in their personality The theory, concept and features to impact brand experience are describe as antecedents, those antecedents which are outcome of brand experience are consequences. Other related concepts, antecedents and consequences are different theories that are described by different researchers in brand experience.

The Brand experience antecedents, various researchers cover this theory of brand experience and find many different features, aspects and concepts that affect the theory of brand experience. Antecedent is the finding of some scientific areas, which defines the difference between customer experience and brand experience additionally describe service experience and retail experience. A single researcher used a different and specific terminology, who describes both internal and external factors of antecedents in brand experience which can be framed (Hwang & Seo 2016). The prior contain characteristics as the claimed customer himself like personal interests, enjoyment, feelings, thoughts,

past experiences and expectations. Later, external factors consist of the worth of products and services, the environment of the customer, financially viable factors and physical attributes. In short, that how customer experiences a brand these things influenced the way like mood, environment, personality, expectation and value- system of the customer. The important features of brand experience antecedents are quality, attributes and functions of a product and service, atmosphere, the social environment and economic situation.

Brand experience consequences, this concept of brand experience is comprehended by the feelings, fun, enjoyment, thoughts, emotions, senses and the behavior of a customer. The reaction of the customer rely on brand- allied concept in the kind of inner and outer factors that are describe in brand experience antecedents. Besides the result of brand experience, explains the relationship between the customer and brand that they have, either the customer is satisfied or not with the brand, in case the customer trust that specific brand and become loyal with the brand. In every situation, the performance of customer with the brand rely on the procedure how the brand is experienced. The result of brand experience that shows an antecedent of brand love.

Brand experience related concepts: (Brakus *et al.,* 2009) defines brand experience is a remarkable theory that varies from emotional and motivational concepts similarly customer delight, brand personality, brand attachment, brand involvement and brand attitude. (Fishbein & Ajzen 1975, according to Brakus *et al.,* 2009) indicates the brand attitude enclose to the customers feelings, effective and productive reaction towards a brand, without assessing the brand experience in certainly. Accordingly, brand attitude does not cover the construct of all aspects but obviously it is the part of brand experience. (Zaichowsky 1985) defines brand involvement that it is a motivational concept, which concept includes the relationship the connection between the customer and brand. This concept is depends on the customer's interests, values and needs. On these terms the brand experience, to evoke internal responses the customer does not need to be associate with the brand.

Where the brand experience generates less effective responses to specific stimuli and does not need an emotional connection/ relationship but the brand attachment contain

emotional connection between the customer and the brand (Park & MacInnis 2006; Thomson, MacInnis & Park 2005). Only after the usage of brand/ the consumption of a product customer delight happenedand it is an amazement and revelation to the customer (Oliver, Rust & Varki 1997). Brand experience does not require to happen surprisingly and may arise in any type of experience with the brand (Aaker 1997). In the theory of brand personality there is no any emotional response and effective actions involved as against to brand experience but only operate human characteristics onto a brand. It is compulsory to differentiate all concepts from brand experience to keep away the uncertainty. These concepts can occur in antecedents and consequence of brand experience.

The supervision of brand experience is explained as a procedure of considered management of all experiences that a customer has with the brand. Customer oriented develops by a customer or brand experience management (Schmitt 2009). The important attributes of customer experience management are labeled by the researcher Gronholdt et al. (2015), the attributes are using customer insight, top management involvement, recruitment and training of rational and emotional skills of rational customers and emotional customer experience. Customer has impact on other concepts like consumer behavior, service quality also in customer relationship management and customer satisfaction. (Bhandari 2016; Klaus & Maklan 2012) declared that customer incident is more intense, durable and enduring than other theory.(Klaus & Maklan 2012) mention that specifically for our service association customer experience is most challenging and more complicated in whole the world. The significant is to recognize the perfect arrangement of reality and creativity to develop outstanding customer experience (Schouten, McAlexander & Koenig 2007). (Maklan, Antonetti & Whitty 2017) describe that brand experience management is the procedure which main focus is to make better experience and cost reduction in all respects of the process of customer journey. The procedure initiates when the company's vision clear, regulate the mission purpose and determine the set of principles (MacGillavry & Wilson 2014). The comprehension of creating the specialized service and deliverance scheme construct with inclusive representation of the buyer service procedure (Koljonen & Reid 2000).

All main points wants to be recognized and evaluate of customer journey, where brand experience occur (Paula & Iliuta 2008, 1172; Maklan et al. 2017). The customer expedition explain as a methodical approach which make to assist the firms to know how potential and present customers use the different techniques and main points, helps to know that how customer perceived the firm at every single point and how they feel the customer experience to be (Nenonen et al. 2008). It demonstrate the circle of connection between the company and the customer at each achievable point and spot the developing experiences. Customer experience allocate in six different parts which are pre-travel, travel and post travel, booking and post- booking, shopping, planning and namely research (FlixBus). Customer journey must be evaluate to be examine that how customer actually perceived the overall service, it is necessary to know that which point is essential for them (Maklan *et al.,* 2017).

According to (Paula & Iliuta 2008) experience performance and quality of the each unit must be improve and examine. Quality is diagnosed by different aspects: close attention, creativity and surprise, physical environment that seem during senses plus its associate-dimensions of atmosphere Chang and Horng (2010). Experience quality is affected by the particular connection between the customer and service provider, communication with other customers, the way of subjective learning and having fun by the customers' firms and customer themselves. According to researchers, "the entire experience is conceptualized as the customers' emotional judgment". (MacGillavry & Wilson 2014; Paula & Iliuta 2008) suggests that customers' journey must be consistently enhancing, upgrading and developing (MacGillavry & Wilson 2014) said that but this consistency partially by the training of customer service. It is authorized that measurement must be evaluated for performance management purposes also providing the worthwhile long lasting service. Customer involvement of emotions to adequately establish the brand experience also necessary that customer are open to experience for assessment reasons.

If we relate experience to luxury brand, luxury brands have to provide, maintain and support extraordinary brand experience must be absolute and recognize. For luxury brand's success, provide extreme and positive experience to the customer is more

important (Atwal and Williams, 2009). The marketers of luxury brands needs to be make those strategies in which they have to manage all the points regarding to the marketing list to establish the hope, quality of the brand and the consumption experience must be optimistic (Keller, 2009).

Customers can associate with the luxury brand experience by a numerous points which can take customer to the positive brand experience. Many researchers claims that luxury brand have to incorporate in a pleasure seeker, luxurious and private essentials (Atwal and Williams, 2009; Kapferer and Bastien, 2009). The significant charge for luxury brand experience marketers is to creating, managing and examining the entirety customer experience with the luxury brand and authorizes customers to sharpen and personalize the experience. For developing and managing the brand and try to handle the practice and journey of every customer, and special points may be recognized and discriminate between customer hold, partner hold, brand hold and social exterior points become increasingly difficult (Lemon and Verhoef, 2016). Every point could have more defined sub- dimensions e.g. surrounding factors for store environment, design and social. Like store environment is a particular point that could be classify as partner owned (retailer) or could be brand owned (own stores) (Baker *et al.,* 2002).

Many existing researches concentrate on elements or specified points of the consumers' journey segregation; give gritty vision to these points. However, it is important to holistic view each touch point of luxury brand marketers (Baxendale *et al.,* 2015). For gaining bottomless Understanding of the luxury brand experience and the journey of customers the holistic journey as well as granular studies would help. For most luxury brands experience and attracting research section is one of the most exciting and important granular view touch point is the sales and the service encounter. Developing customer experience with the evaluation of the luxury brand, salesperson and service provider play a main role. The employees of the organization for the brand who give shape to brand, represent and clarify the brand to the customers and through this employees renovate and execute a company's brand stratagem (Brexendorf *et al.,* 2010).

The theory of utilization as a holistic experience that requires an individual and a company that considers the experiential approach (Gentile, Spiller & Noci, 2007).

According to Nysveen et al. (2013) who describe that customer experience as a role connection between the organization and a customer, motivated by direct connection between them (like with a brand) or indirect interaction (like communication) with organization in a special and remarkable way. In the last several years, researchers suggests an emerging theory that brand give customers to the organization with the experience (Beckman, Kumar, & Kim, 2013; Brakus *et al.,* 2009; Dennis, Brakus, Gupta, & Alamanos, 2014; Ding & Tseng, 2015; Lin, 2015; Nysveen *et al.,* 2013).

2.2 Brand loyalty

The main objective of marketers is not only that to satisfy their customer (Hess and Story, 2005) but to create, enhance, develop and maintain relationship with their existing customers (Elbedweihy *et al.,* 2016).Basically Brands are the entity of business there are many functions that a brand perform which marketers offered by organization, through brand marketers make through the process of selection of consumers and their purchasing duration and profits which is involved with each sale they made (Keller and Lehman, 2006). Where customers have many different brand choices in the marketplace and become more authorized (Broniarczyk & Griffin, 2014; Camacho, De Jong, & Stremersch, 2014). The researchers (Shukla, Banerjee, & Singh, 2016) said that in the marketplace brands have rapidly growing consequential in an exciting conflict developed in marketers, in which customers does not commit to a specific brand and have adequate alternatives to switch. Where marketing managers struggled to plan captive more customers to attach with them, competitor brands' present accessibility offerings drag customers away from the brand at minor or no switching rate. Consequently, after sort out the conflicts and and victoriously attaining loyalty which is one of the conclusive target for brands today in the forceful, energetic and competitive marketplace.

The most important asset for a brand is brand loyalty, which is the central to marketing scholarship (Kandampully *et al.,* 2015; Toufaily *et al.,* 2013). Whereas according to Kotler and Keller (2009) indicate that for making a strong brand position in customers, brand loyalty is an important ingredient for it. Thus, numerous companies are extremely desire for making a loyalty behavior in customers thoroughly and well-supported (Alok and Srivastava, 2013). In a phase of exceeding social consumerism,

where brand performance take as the public inspection, consumers' perceptions of brands have a main function in making decision of customers and long lasting brand loyalty (Brunk, 2012; Singh, Iglesias, & Batista-Foguet, 2012; Story & Hess, 2010; Sudbury-Riley & Kohlbacher, 2016).

While making decision making process, experience of brand is important elements which influence their brand attachment and then loyalty of customers towards brand (Palihawadana, Oghazi, & Liu, 2016). Locate differently, if a little occurrence of brand mismanagement happens it may leave negative impact on customers' brand perception and as well on relationship among customer and brand Brunk and Blümelhuber (2011). A number of investigators have hypothetically demonstrate that give customers revitalizing, exceptional brand experience and construct affirmative brand image in customers mind, both construct may cause the long lasting brand loyalty and commitment in customers (e.g., Francisco-Maffezzolli, Semprebon, & Prado, 2014; Morhart, Malär, Guevremont, Girardin, & Grohmann, 2015;Swimberghe,Astakhova, &Wooldridge, 2014). Through customer loyalty with brands can create and maintain long term relationship and mutual benefits with their customers relationship (Pan *et al.,* 2012). While companies are willing to achieve greater number of loyalty from the customers they are competent earn return on investment rate, receiving greater market share, obtaining good words of mouth and also increasing bargaining strength from various channels of distributors and suppliers (Nawaz and Usman, 2011). Because brand loyalty is a significant tool for measuring the performance of firm, mostly in emerging markets because they are operating in locally responsive markets (Sheth *et al.,* 2011). In existence theories proposed that for firm's competitiveness, brand loyalty and effectual business affiliation is the major support (Webster, 2000), brand loyalty (Nguyen *et al.,* 2011) and brand equity (Wong & Wickham, 2015) in appearing markets.

Customer loyalty indicates brand attachment, brand commitment and brand love when they create customer would not attached to competitors, after attachment, loyal customers are willing to pay more. Brand loyalty's different factors determined by the past studies which are brand love, brand identification, brand trust and brand attachment (Johnson, Morgeson, & Hekman, 2012; Park, Eisingerich, & Park, 2013; Park, MacInnis,

24

Priester, Eisingerich, & Iacobucci, 2010). So, customer loyalty is important for brands (Kandampully *et al.,* 2015). The perceived value, trust and perceived excellence are the forecaster of brand loyalty which is followed by many researchers (Matzler *et al.,* 2008; Aurier, 2012; So *et al.,* 2013a, b; Thompson *et al.,* 2014; Torres *et al.,* 2015). Although, the integrated aspects which are correlated to the personality qualities like love, superiority, honesty and peacefulness are the scope of brand loyalty broaden by the researchers (Lin, 2010; Drennan *et al.,* 2015).. Most of the research raise/upgrade to make use of brand commitment (interpersonal connection theory) to make and improvement of actual brand affairs and inquire into their possession on a number of brand loyalty demonstration compromise/ counting reiterate purchase; customer promotion and charge tolerance e.g. (Fullerton, 2005, 2011; Fritz *et al.,* 2014).

Customer loyalty inquires into two views: Behavioral loyalty and Attitudinal loyalty (Bandyopadhyay & Martell, 2007; Dick & Basu, 1994). Behavioral loyalty mention emotional engagement that customer makes while acquire be active happens, such as intentions to pay for and target to suggest without captivating the definite repetition acquire performance into statement (Jacoby, 1971; Jarvis & Wilcox, 1976).Chen and Gursoy (2001) hardly condemn to the behavioral loyalty and represent that the attitudinal loyalty is additional relevant to learn visitor loyalty because visitors may be loyal to the purpose even they do not visit that position.

However, repeat purchase can be happened again due to customers satisfaction or a limited substitutes available (Perez *et al.,* 2013). This type of loyalty also called "spurious loyalty" repeat purchase can be made if the corporation has a horrific repute (Dick and Basu, 1994). The level of devotion/ loyalty that a consumer formulate in the direction of the service provider or to the brand mention by the Attitudinal loyalty (Chaudhuri and Holbrook, 2001). This kind of loyalty is not only associate to the repurchasing actions (Ganesh *et al.,* 2000) but also a complimentary word of mouth (Selnes, 1993). According to the name of attitudinal loyalty it deals with the attitude of consumers, and further particularly with cognitive and essential features in aside that customers arrive at to the optimum loyalty, regardless of situational impacts or further possessions auspicious customers to exchange brands.

Although, behavioral loyalty concentrate on definite purchase behavior and repurchase behavior. Attitudinal loyalty appears from emotional ties with brand and support behavioral aspect. Thereby a calculation for "behavioral loyalty" is buying frequency (Leenheer *et al.,* 2007; Nam *et al.,* 2011; Romaniuk and Nenycz-Thiel, 2011; Puligadda *et al.,* 2012). Moreover Puligadda *et al.,* (2012) specified which merchant's relationship marketing approach positively affects behavioral aspect of loyalty to the brands involved. Today firms in front of sturdy opposition in the bazaar for attaining customer loyalty towards the brand has become a key goal for any organization (Perez, 2013). For any organization customers are valuable and their loyalty toward brand directly effects the profit (Edvardsson *et al.,* 2000).

Researchers have recommended that construction a well-built company relationship permits a firm to boost consumer's brand loyalty (Dick and Basu, 1994). Nam *et al.,* 2011) proposed the features of brand loyalty which are behavioral loyalty and attitudinal loyalty- attitudinal loyalty influence the cognitive, emotional, psychological engagement that customer make while in the action of purchase, in the same manner with objectives to purchase of brand and objectives to suggest further without taking repurchase behavior into statement whereas behavioral loyalty is that loyalty of customer in which customers make repeat purchase.

For industries, consequences of brand loyalty cannot be loud. The previous circumstances in which researchers (Dick and Basu, 1994; Oliver, 1999) indicate that brand loyalty fetch numerous remunerations like words of mouth, (Anderson *et al.,* 2004) corporation's comparatively negotiation authority has been augmented, (Jensen and Hansen, 2006) return on venture has been boosted. A corporations' 80% revenue are liable to generated by the pinnacle 20% of the consumers of a firm (Kotler and Keller, 2005). Consequently, it's a profitable technique to formulate an excellent bonding among the customers and firms in the business. Thus, find that way through which a company able to boost loyalty intensity in the customers and achieve elevated rate of loyal customers, those reason becomes a companies' foundation concern.

Like so, to categorize the predecessor of brand loyalty numerous theories have been accomplished ever since from 2000s up to now number of studies has make use of diverse theories (Mohsan *et al.,* 2011, Abubakar, 2014). Accordingly, to build tough background regarding the present assumptions and framework those have been used, this study evaluate the literature and as well extort the issues those have been used by the investigators. Oliver 1999 describe the aspect of brand loyalty, a commitment by the customer to repeat purchase and re-buy a product and services frequently, in spite of marketing efforts and situational impacts having prospects to cause switching behavior. Chaudhuri and Holbrook (2001) despite that attitudinal brand loyalty involve some distinctive amount that relates with the brand by the level of dispositional commitment. By the perspective of attitudinal loyalty, Yoo and Donthu (2001) retaining the brand loyalty: the propensity of the loyalty of customer towards the central brand that is indicated by the objective to purchase of brand as a first option.

In service firms brand loyalty acknowledge as a serious brand performance compute Keller, 1993; Chaudhuri and Holbrook, 2001), constructive word of mouth statement subscribe to enhance repurchase volume; better acquisition rates (Aksoy *et al.,* 2013 decreased rate and wealth deal requirements (Aaker, 1991; Oliver, 1999), and enhanced service providers' profitability (Hayes, 2008)); less customers' price compassion (Chaudhuri and Holbrook, 2001). For service organizations branding takes as a important tool because of the indescribable uniqueness of services (Berry, 2000). There is a high risk to consumers that brings intangibility and changeable environment of services (Bravo *et al.,* 2012a, 2012b; Krishnan and Hartline, 2001). Consumer trust can be increased by a strong brand on the way to the intangible use of services and decreases such risk that relates with it (Melewar and Storrie, 2001). In that way, building brand loyalty be converted into important for a service organization (Harris and Goode, 2004). Brand loyalty can bring benefits through customer association with the brand and service firms can strong brands by using corporate association (Keller and Lehmann,2006). The latest research inquire into a comprehensive loyalty model in the fast- moving consumer goods circumstances. Fast moving consumer goods quickly sold out at respectively low cost. Customer loyalty is important in this condition, because fast moving goods are purchased regularly **(**Dupre and Gruen, 2004.

As stated by the social identification theory, customers who recognized by the brand in fact these type of customers are become loyal to the brand and supporting/ keeping the organizations' objectives, product and services, saving its image or reputation (Bhattacharya and Sen, 2003). The customer loyalty would be greater toward the brand if the consumer identification higher among the brand or firm standards (Marin and Ruiz, 2007). Organizations can get customer satisfaction that obtains from customer identification with the brand also leads to the brand loyalty. This theory on to show that if more the customer categorize with the brand and more they contented with the services and brand, the level of brand loyalty become increased toward the brand.

Building brand loyalty becomes a great challenge that managers are facing in service sectors. It becomes critical to building a brand loyalty toward the brand because of competitive advantage. The creating of brand loyalty is important to developing a brand marketing strategy. The elements of this relationship are Satisfaction (Sharifi and Esfidani, 2014) and trust (Rousseau *et al.,* 1998). The propensity to purchase new products over and over again and extra speedily than further individuals is Consumer innovativeness (Midgley and Dowling, 1978), is anticipated to moderate consumer loyalty. The purchase is delightful experience that customers feel that leads to satisfaction.

Like theory of correlation marketing, on buyer loyalty there is an impact of communication, belief, pledge and inconsistency handling Ndubisi (2007) - the ending of customer satisfaction Walsh et al. (2010); Flint et al. (2011); and Pan et al. (2012) and the building of customer loyalty the bank of customer relationship, faith and connection have the authority to build it in customers. When customers become satisfied with the brand they may reveal some loyalty. According to (Takala and Uusitalo, 1996; Boedeker, 1997; Pressey and Mathews, 2000; Shrivastava and Kale, 2003; Ndubisi, 2007; Park *et al.,* 2012) when customers become in loyalty stage they pledge themselves into beneficial long term transactions. In customer loyalty, there is optimistic influence on loyalty and satisfaction is as well the precursor of loyalty (Deng *et al.,* 2010; Liu *et al.,* 2011; Chen *et al.,* 2012).Whereas, Nam *et al.,* (2011) defines that in brand loyalty consumer satisfaction taken as the precedent. The main purpose of relationship marketing is to create/ develop

customer loyalty (Ndubisi, 2007). Like declared before, there are three level in relationship marketing that impact on loyalty, which are tactical, strategic, and philosophical levels Palmer (1996). But Toufaily *et al.,* (2013) made a sectional grouping which includes internet, electronic, online, online retention and website loyalty in brand loyalty.

There must be a number of behaviors that motivate consumer satisfaction and brand loyalty and launch that brand loyalty extract from customer satisfaction. Alike to Liu et al. (2011), Deng (2010) they research on brand loyalty and consumer satisfaction and develop that customer satisfaction has positive impact on brand loyalty. In their research on customer satisfaction and on brand loyalty, trust was a example for both of them and was absolutely signification for brand loyalty and customer satisfaction. Similarly, according to Chen (2012) studies about consumer behavior in e-service environment and he also figure out that customer satisfaction leads to brand loyalty.

Loyalty develops because of love (Carroll & Ahuvia, 2006). Strong emotional relationship with the brand is a outcome of customer love. Competitive brands are ignored by a customer because of this emotional link and encourage customer to buy it again and again. Customer brand emotional relationship build/strong to this love that makes a customer loyalty towards the brand. Customers become inconsiderate to any change in price when they have love for a brand (Thomson, MacInnis, & Park, 2005). There are some elements that shows brand love by a customer which are positive emotional connection and having good thoughts about brand (Bauer, Heinrich, & Albrecht, 2009). Here is a direct connection among the brand love and brand loyalty. For a brand loyalty, feelings and emotions of love are more valuable than satisfaction that leads to repurchase of the brand (Unal & Aydın, 2013). But for the brand loyalty, emotions and feelings of a customer must be positive. Brand love and brand loyalty significantly influenced by emotional attachment. Brand love and brand attachment both are important components for a brand loyalty (Aron & Aron, 1996).

Sometimes customer loyalty has been working as a behavioral determine of the customers and other time as an attitudinal measurement of customer. Attitudinal loyalty towards the customers is beneficial tendency for the organization of service related to

other firms who provide same services the competitors. If the competitors with same product and services are available in market and with a less price, it may cause such customers are probable to obstruction (Lenka *et al.,* 2009). The concept of variety seeking is taken as a wish or desire to try new products or new brands or switch to their substitutes of their products Bigné et al. (2009) and Hoyer and Ridgway (1984). According to Woratschek and Horbel (2006), they describe that Although variety seekers are not loyal customers but brand reputation can be improved by their Positive words of mouth.

According to (Lenka *et al.,* 2009) behavioral loyalty is more powerful constancy of customers towards the specific product and services regardless of the substitutes available in market. This shows the definite purchase behavior of customers towards the brand. The theory of customer loyalty can easily recognize by the collaboration of customers, complimentary attitude and the behavior of customers repurchasing. It exhibit through the repeat purchase of specific product or services and desires of customers to advocate that product / service to other people. In strategic marketing it is a basic theory that brand performance is mainly influenced by brand loyalty (from consumers) (Mazodier & Merunka, 2012; Colicev, O'Connor, &Vinzi, 2016).

Many researchers work on the concept of brand loyalty. A customer that has a attachment with the brand is brand loyalty defines by Aaker (1991). Oliver (1999) suggests that the commitment with the brand to repeat purchase of specific product and services constantly in the future by loyal customers. According to (Kim *et al.,* 2007), brand loyalty influenced their customers to repeat purchase behavior and refers to them the customer satisfaction. (Colombo & Morrison, 1989; Werner felt, 1991) defines in the view of the fact that as a behavior, the long term selection prospect for a brand which is the measurement of customer loyalty. Kim et al. (2007) exhibit that brand loyalty become apparent in the exceptional strategic marketing theory for most of the organizations customer driven and also consumers with a great amount of loyalty they would purchase product in higher price. Hence the consumers' purchase behavior is depends on the level of customer loyalty. The years ago from the book of Jacoby and Chestnut (1978), the researchers create and maintain a model that measures the level of customers' brand

loyalty. The focus on the theoretical loyalty of customers that use in sales data offline and online. Researchers provide a remarkable concept that in the online market share consumers have a elevated (low) level of brand loyalty for those brands with a high (low down). In this article they examine the circumstances of measuring and enhancing the level of brand loyalty.

According to social identification perspective the brand loyalty by deposit the inspection facts through mall intercept interrogation He et al. (2012). The researchers combine the brand trust, customer satisfaction forecast the brand loyalty and brand individuality and recognition with worth. In addition, brand loyalty investigates by the systematic, logical and scientific model. Raju *et al.,* (1990) investigate that high degree of brand loyalty promote less often and logically explore that the consequence of brand loyalty. Later, the concept of brand loyalty proposed by Agrawal (1996) who examines that if organizations spend more money and focus on advertising it would give more benefit to the company. Game theoretic survey effects the advertising and price promotions on brand loyalty.

It is great research in the literature of brand loyalty is: the customers who become such a loyal to brand they are always ready to pay higher price for that brand and never even think to quit and become a lesser amount of price perceptive (Villas-Boas, 2004). On the basis of writing, on the fashion of co-branding researcher create a rational model to perform analysis, between a rapid fashion brand and fashionable luxury brand, with the inspection of brand loyalty. There is still argument that how can companies increase brand loyalty of customers towards the brand as companies compensate their customers and make strategies through the potentially neutralized customers by their rivals (Shugan, 2005). In this article, our focus is to investigate that how level of brand loyalty for the engaged brands in trend co- branding that effects the firm's performance and the level of brand loyalty positively influence the market demand.

Consumer brand loyalty is the main focus of organizations is not only to competing for new customers, there main target is to securing the loyalty of existing customers. The concept beyond this theory is that organizations pay more cost and focus on securing the loyalty of company's existing customers rather than attracting new customers (Fornell

and Werner felt, 1987). According to past research, customer retention varies between (25% to 95%), due to net present value enhance profit of company that results from a 5 percent incensement (Oliver, 1999). The market share of company can enhance by the loyalty of customers because the loyal customers purchase company's product over and over and efforts against the competitors marketing and stand situational factors (Chaudhuri and Holbrook, 2001).

Customer loyalty usually comes from the attachment with brands. Try to be them manufacturer's brand or the retailer's own labels because our market is cluttered with an amount of brands. The brand loyal customers who make sure sales in a competitive framework by the little change in the market share have positive financial implications. The profitability of the company can be increased by 5% incensement of customer loyalty which depends on the industry. A consumer is to switch to a newly launched brand is indicated by the brand loyalty or modernize and upgrade the existing brand in some way.

The five level of brand loyalty which is indicated by the Aaker, 1999: Brand switcher customers are not as much as loyal to the brands and represent as the lowest rung of the brand loyalty steps and are unconcerned to the brand name. These types of customers are making buying decisions in the basis of price, availability and other factors they are not attach any importance of the brand.

Habitual customers are customer who are satisfied with the brand but are set apart by any type of dissatisfaction with the brand. But these customers can switch brand with another brand if they attract to their competitors stimuli. However, it is important for companies to hold out such type of customers in spite of the fact that don't give them reason to move your alternative brand.

Switching cost of loyalty, these types of customers are like habitual customers, because these customers are also satisfied with the brand. All the same, they are different from habitual customers because they have a switching cost as well, which can be performance risk, time, money related to the switching. Organizations should give customers a new brand by offering them a benefit that is enough to compensate the risks

involved it help to induce the switching behavior. Friends of the brand, these types of customer are really in favor of brand and like that brand also suggests it to their social group. They promote and prefer the brand and emotionally involved with the brand.

Committed customers are the most important customers in brand loyalty ladder. As well as, it is also important for the customers they are committed to the brand and perceived that brand helps them in expressing themselves and the functional use of brand. They feel proud of using this brand and consider to other very confidently.

In the present research (Builetal, 2013; Çifcietal. 2016) argued that brand loyalty comes from the brand equity and it is committed that elements of brand equity impacts brand loyalty. Therefore, in this research, researchers argued that as the significance of other brand equity dimensions it is adequate to view brand loyalty. Researchers move back to the existing literature to prove their arguments. (Shen *et al.,* 2014) suggests that today unique fast fashion apparels helps to satisfy their customer's wants and needs for individuality, which can help to increase one's self-image also social image and determined as the attributes of pursuing differences relative to others so it can happened.

Fast fashion brands have become more competent and effective of acquiring loyal customers and have been enhancing its share in the fashion bazaar. According to (Barnes and Lea-Greenwood, 2006; Shen *et al.,* 2014) proposed that because of the fact that organizations gives up to date items to their customers and produce something unique in the fashion market by generating scarcity with small quantities, customers try to find unique and latest fast fashion products. Despite everything how it can be constructing, if the organizations make their brand unique and considered as a unique, it may help to enhance customers' brand consciousness and purchase phase and intention to purchase of customer can secure a share and price premium in the market place.

The concept of brand loyalty has extensively emerged in a mixture of areas and context in the organizations, involves the apparel fashion brands industry. To evaluate the brand loyalty, past theories used different techniques and variables as the factors of brand loyalty, which is perceived value of customers (Rasheed and Timeless, 2014; Chang, 2015; Yeh *et al.,* 2016), the quality measurement of service sectors (Hou and

Wonglorsaichon, 2011; Hafeez and Muhammad, 2012; Rasheed and Abadi, 2014), satisfaction level of customers (Chang, 2015, Asiamah, 2016; Hew *et al.,* 2016), customers' trust beyond the brand (Hou and Wonglorsaichon, 2011; Liao, 2015). Furthermore (Nikhashemi *et al.,* 2015) says researchers also demonstrate that through word of mouth communication, brand trust and brandidentification can also conduct customer' loyalty to a brand.

According to (Chang, 2015 and Yeh *et al.,* 2016) describes that social value, price worth emotional importance and quality value are the dimensions of value perception that can enhance brand loyalty for a service. The customer loyalty for a brand can also be measured by some dimensions which are customer satisfaction, pleasure seekers value, value perception, customer value, utilitarian value and functional value Dehghan et al. (2015). Park and Kim (2016) defines that the dimensions brand trust, brand effects and brand value can also measures the customer loyalty for a brand. Further, some researchers argued that there are some dimensions are used to enhance customer loyalty towards the brand like value perception, brand satisfaction, trust, and brand attachment Hou and Wonglorsaichon (2011) and Lam and Shankar (2014).

If we see the affiliation among brand loyalty and value perception or customer worth, brand loyalty means the attachment that customer has with the brand whereas value perception is what the customer perceived to the brand and expectations towards the brand of customers. The expectation of customers towards the brand develop (pre-purchase, using and post purchase) and it is dissimilar than other customers, in the term of acquisition amount and service quality. The developing well-built customer worth is the main objective of each organization and the value of customer for every organization is the source of all values Krisnanto (2017).

The functional value, adjustment value, relational values, monetary value and emotional values are the model of value that is design on the customers, these models are the predictors which are used to effects the different attributes of customer loyalty to brands (behavioral attitudes and composites) Chuah *et al.,* (2014). From the prospect of the customer, Ishaq (2012) states that in the apparel fashion brands industry it is certify that value perception is competent to create customer loyalty to the brand. (Wongsuchat

and Ngamyan, 2014) reports that the value perception effects in both directly or indirectly, direct effects to the customer in consuming the brand whereas indirectly effects the customer loyalty to the brand.

The antecedents of brand loyalty are value perception, service excellence and trust and these all features have positive significant on brand loyalty Rasheed and Abadi (2014). In addition (Chang *et al.,* 2015; Chua *et al.,* 2015), states that there s confirmed relationship between brand loyalty and value perception which contains of the price cost for money, performance value, social importance and emotional importance. Some theories really defend the brand loyalty model that is the outcome of trust of customers on the brand intrinsically or extrinsically which is based on the function of emotional response and influential customers and perceived value based by the rational values and heuristic values.

Furthermore, Lam and Shankar (2014) suggests that the perceived brand value influenced the apparel branding stores. Meanwhile Deghan *et al.,* 2015; Yeh *et al.,* (2016) reports that in the apparel stores sectors brand loyalty and value perception that includes purposeful value, affecting value, communal value, and brand identification have a optimistic consequence. In row with preceding researchers, Nikhasemi *et al.,* (2016) and Rahmani *et al.,* (2017) results that high loyalty of customers in consuming apparel brands effected by the formation of customer value. The association among service quality and brand loyalty, today the theory and calculation of service quality are rapidly grown in the research. The provision of physical facilities and overall employees' appearance is the main part of service quality and has an exact potential to meet up the requirements of a service, knowledge, friendliness of employees, personal attention to customers, willingness to help customers Krisnanto (2017).

According to Parasuraman, Zeithaml and Berry (1985), claims that service quality is defined in five dimensions which are: responsiveness, empathy, reliability, warranties and direct evidence. 1) Direct evidence involves the means of communication, employees, equipment and physical facilities. 2) Warranties which involve risk and doubt, knowledge, competence, free of danger, courtesy and credential of staff. 3) Reliability is the efficiency of service sectors that they provide service to customers

satisfactory, accurately and immediately. 4) Empathy that involves making simplicity in relationship with customers, good communication with them, private concentration and sympathetic the requirements and wants of customers. 5) Responsiveness is good response that employees give to their customers and wish to help their customers.

Akbar *et al.,* (2010) stated that brand loyalty has a optimistic impact by the service quality. Moreover, Zehir *et al.,* (2011) suggests that brand loyalty has a through and indirect influence by the superiority of service and perception of brand communication that also effects the brand trust. Furthermore, Hafeez and Muhammad (2012) and Ishaq (2012) figure out that for increasing the brand loyalty of customers the main factors are service quality, customer satisfaction and loyalty programs. The antecedent of customer loyalty to the brand is the service quality Rasheed and Abadi (2014). Hou and Wonglorsaichon (2011) has a different opinion from other theories that brand loyalty has a negative impact by the perception of the perceived quality of consumers.

There is an affiliation among brand trust and brand loyalty, according to Hasan *et al.,* (2014) defines that long term relationship with the customers creates by the developing of customer trust with the believed values. Customers' commitment and loyalty toward the brand is the outcome of trust in brand which leads to brand loyalty. Additionally, (Barusman, 2016) says that a brand must have specifications that capable of to enhance customers emotional involvement so customers become loyal and bond become stronger with the brand. (Lewicky and Stevenson, 1997) conclude that system beliefs, knowledge-based belief and cognitive- based belief are the aspects of brand trust of customers.

The determination of supplementary parties in the affiliation can be believed in the kind of supposed belief is main target and it is depends on a balanced procedure Zur *et al.,* (2012), brand loyalty has a positive impact through the brand trust Hou and Wonglorsaichon (2011). (Guenzi and Georges, 2010) claimed that the features of brand trust are: emotional trust, rational trust, interpersonal trust and trust- based impact. Some more, Ahmed (2014) and Liao (2015) conclude that on brand loyalty, brand trust still becomes a positive determinant. Researchers give suggestion for future, brand loyalty become an important theory that has widely emerged in organizations in improvement of sustainable income. The theory of brand loyalty is wherever the loyal customers are

constantly in frequent purchase when the requirements and desire apparent and has emerged in different businesses dimensions as a customer retention strategy.

Brand loyalty is an obvious important in the competitive business apparel brands stores context. This learning examines the imapcts of brand experience, brand loyalty and brand attachment in the apparel brands stores. Future researchers must work on the theory of brand loyalty with other abstractions like brand attachment (Chinomona, 2013), brand experience (Wulandari, 2016), customer credibility (Bachri *et al.,* 2016) and brand commitment (Fullerton, 2005).

2.3 Brand Attachment

Brand attachment mentions that the power and strength of intellectual, valuable and effective bond/ relationship connecting to the brand with the personality (Park et al. 2006) in a representative way (Wallendorf and Arnould, 1988). Brand attachment is one of the six dimensions that is relate to consumer- brand relationship Fournier (1994). A well-built attachment will help to customers' refusal concept to transform in acceptance and the capability of a brand to resist bad performance (Keller *et al.,* 2008). Brand attachment is additional than an attitudinal establishment and description for advanced-organize consumer behavior connected with the bond to a relationship (Park *et al.,* (2006). Therefore, brand attachment is an element of the relationship/ commitment between a brand and customers that leads to self-activating retrieval of thoughts, perception, impression, emotion and feelings about the brand (Park *et al.,* 2006).

However, research has analyzed the interpersonal circumstances in attachment, in marketing research mentions that customers can also build attachments to bazaar institutes, containing product brands (Fournier 1998; Keller 2003; Schouten and McAlexander 1995), personalities (Thomson 2006), special goods (Ball and Tasaki 1992; Kleine and Baker 2004). Especially, in spite of increasing the attachment building, the theoretical attributes of this attachment building are lasting difficult (Park, MacInnis, and Priester 2006, 2009). (Mikulincer and Shaver 2007) defines brand attachment as the supremacy of affiliation connecting with thebrand (Mikulincer and Shaver 2007).

Brand- self connection and brand prominence are two major issues that affect the conceptual properties of brand attachment. The researchers who give the concept of brand attachment (Chaplin and John 2005; Escalas 2004; Escalas and Bettman 2003) is that brand self connection is the concept of brand attachment that evolves bonding with the brand as the part of the self and conclude the dimensions cognitive and emotional connection between the brand and the self in brand attachment. Customers create a logic of oneness with the brand and develop emotional links that relate the brand with the self in after classify the brand as part of the self. Furthermore (Mikulincer and Shaver 2007; Thomson, MacInnis, and Park 2005) suggests that brand attachment evolves sadness and concern from brand- self separation, pleasure and support from brand self- accessibility and satisfaction from brand- self exhibit and also involves the representation of cognitive though, this brand- self connection essentially emotional with the potentially complex feelings and countless feelings about the brand. Brand represents customer who they are e.g. an identity basis so customers are connected to the brand or might be it is significant in goals, personal effects and life tasks (Mittal 2006). Whereas brand status, additionally to brand-self bond, past studies indicates which customers who have affirmative approach, thoughts and memorable events indicates the extent of attachment objects and are perceived as peak level in mind also works as a sign of attachment.

According to Mikulincer (1998) and Collins (1996), customer who highly attached to an attachment object is more prominent in positive memories about the attachment object rather than those customers who show weak attachment. Brand connected judgment and feelings becomes a part of a customer's recollection and differ in the recognize accurately or the relieve through which they are leads to mind is the concept of brand-self connection development and through experience, we called it 'brand prominence". Brand prominence indicates salience to the emotionally and effective connection that connects to the brand and self.

Consequently, the customer perceive as more prominent in which attachment of customer in relation to two brands with the same level of brand- self connection. For brand attachment both measures are important but brand- self connection is a main element of attachment because this mainly reflects the definition of brand attachment as

the connection between the brand and a customer. Whereas 'brand prominence' is used to measure the strength between the relationship of brand and customer. By the theory of (Alba and Marmorstein 1987) suggests that when customers thought and feelings with the brand are highly approachable, on decision making, prominence may apply a disproportionately have strong influence (Akçura, Gönül, and Petrova 2004) and eventually, decision making effects by the consumer purchase behavior.

The difference between brand attachment and brand attitude strength and brand attitude strength has much similarity. Both constructs are used to mention the brand and are mental, intellectual, cognitive and emotional constructs. Brand attitude strength and brand attachment both constructs are involved in evaluation of "potential" like bond between customer and attitude. Brand attachment and brand attitude strength are deriving from substantial processing with reference to the brand and both take it as a high level of their respective constructs. Basically both are used in as brand purchase, repeat purchase, and willingness to recommend a brand because these constructs have implications for marketing relevant consumption behavior.

Furthermore, researchers conclude that if customers have strong bond and attachment with a brand then attitude of customers toward the brand will be positive and strong. So, researchers consider that brand attitude strength and brand attachment as well-defined constructs seeing that both constructs are different in many fundamental respects. Primary, in implication of these constructs there nature of effect are different. While (Cohen and Areni 1991) claims that strong brand attitude consider as an analysis of "cold" impact, whereas (Mikulincer and Shaver 2007) brand attachment reflects as a analysis of "hot" effect from the brand's linkage to the self involving a judgment about the brand.

For brand behavior, this difference in affect has an important implication. In this regard, brand attachment unlike; brand attitude strength has a emotional, feelings and self- implications that work for as more strong driver of behavior because both constructs are different in their motivational ability. Secondary, in spite of the fact that both constructs evolves in the evaluation of strong and strength, their implementation are different in the entity of strength. In the constructs of brand attachment how powerful is

the bond that connects the customer and the brand. When the interaction between the brand and the self is closer and memories and brand related thoughts, feelings become more prominent when bonds are strong.

Whereas customer' attitude towards brand, might be good with brand and might be bad judgment. In that way, the strength of brand attachment recommends the brand-self relationship. This type of strength is recommended by the bond between the brand and the self and brand prominence as a personal sense. By the strong attitude, the attitude entity and the confidence with which it is detain by the references of strength. This type of strength is mostly indicated by the intention measures of attitude approachability. Additionally, the components that differentiate the strength are leading to variations.

According to (Petty, Briñol, and DeMarree 2007) suggests that accompanied by the brand attitude, strength differs as a purpose of the confidence through the judgment of customer is represent but rather than not as a purpose of brand- self connection and the prominence of brand thoughts and feelings. In variance, brand attachments vary in strength from strong judgment of attitude to the week judgment of attitude of customer. The brand attachment is week which is opposite to the strong brand attachment. The strength of the bond connecting the brand with the self and its prominence rather than it varies is not the valence of the attachment. Brand attitude strength don't need to be depends on time but brand attachment does.

Especially, relationship- based working framework, the mental representation, which give thought to reflect important in sections and autobiographical memories regarding to the attachment thing and the self which are includes in brand attachment. The researcher (Collins and Read 1994; Mikulincer and Shaver 2007) more give suggestions that these type of frameworks are also involve in that how the brand can manage the customer' emotions and feelings in procedural knowledge. Further (Mikulincer and Shaver 2003) suggests that this type of connection with self- brand create over-time. Brand attitude is mainly rely on the attentive and thoughtful procedure (expansion and refinement) and can be establish in restricted time whereas brand attachment creates over time when brand attitude does not need to be depend on time, the initiating stage of relationship development may reflected by the brand attachment.

40

Researchers predict the difference between brand attitude strength and brand attachment and their impacts and both are conceptually different, so they predict both outcomes will also be different. Thomson, MacInnis, and Park (2005) disclose that there are well defined direct effects of the measurement of the emotional attachment and attitude valence, researchers predicts brand loyalty with this attachment and willingness of customers to pay a price premium. So, researchers do not inquiry the strength of brand attitude. Since (Fazio 1995; Petty, Haugtvedt, and Smith 1995; Priester et al. 2004) demonstrate that attitude is not much closely tied to the actual purchase behavior but strength of attitude does, if the impact of attachment were different from brand attitude strength than a more convincing case for the power of attachment would be made.

According to (Fazio 1995; Petty, Haugtvedt, and Smith 1995) they shows that strength of attitude anticipate the purchase behavior, varying as a function of whether attitude valence is strongly positive or strongly negative by the direction of behavior of purchasing. Also (Fazio, Powell, and Williams 1989; Petty, Haugtvedt, and Smith 1995) analysis the study of behaviors that most studies are related to the simple behaviors, which are product choice of customers and purchase intentions of customers. If we see the context of consumption, there is a reflection of enactment difficulty by the behaviors that can be conceptualized by the side of behavioral hierarchy.

Behaviors spend economy, temporal, social, psychological and physical resources these are extension of behavior which are conceptualized by researchers. Researchers develop these ideas by the use an extended version of self- expansion study. The outcome of this theory predicts that there is no link between the behavior and brand attachment or strong brand attitude- distinctively, actual and intention behavior involves actual purchase, brand purchase share of customers and need of share required. Attachment theory found on the basis of psychological literature, the researcher Thomson et al. (2005) describes the circumstances of customers' emotional attachment with the brand. Earlier the researcher (Bowlby, 1982) analysis the theory of psychology which describes that a customer needs to develop emotional connection, bond with the specific object. Researchers have found the theory of emotional attachment in any ways and relative with different objects. Such as, customers may create their emotional attachment to the

collectibles (payable) (Slater, 2001), and developing by the gifts (Mick and DeMoss, 1990). Specifically (Park *et al.,* 2010) demonstrate that customers may also develop emotional attachment with the brands.

The earlier studies help researchers to find out the basic concept of customer emotional attachment towards the brands relation, and ensure from many literature on this sector in the current times (e.g., Grisaffe and Nguyen, 2011; So et al ., 2013). Customer emotional attachment describes the strength of relationship between the customer and the brand, it is an important area of study customer emotional attachment to the brand (So et al ., 2013). The strength of relationship between a customer and brand helps to sustain long-term profitability of the company and this bond make a positive effect on the customer behavioral consequences (Thomson et al ., 2005).Brand affection, brand love and brand connection are the main components of developing customer emotional attachment bond it rely on these constructs (Grisaffe and Nguyen, 2011).

Customers must have brand commitment and develop long term relationship bond with brand who form strong emotional attachment to brand (Thomson *et al.,* 2005). Purposively, actual purchase, brand purchase share and brand need can be predicted by the customer emotional attachment (Park *et al.,* 2010) (Fournier, 1998) suggests that the basic foundation to successful brand management can be made by the emotional attachment and brand attachment is an emotional charged between the customers and the brand. Furthermore (Malär *et al.,* 2011; Thomson *et al.,* 2005; Park *et al.,* 2010) demonstrate that the objective of company is to create emotional attachment between the customer and the brand as strong bonding leads to the positive outcome which are customer loyalty and getting a price premium.

Moreover Grisaffe and Nguyen (2011) observed that companies awarded from emotionally bonded repeat purchase by the customer are less expose to circumstances that influence switching, and companies collecting financial benefits when enduring emotional relationships are developed between the customer and the brand. (Park et al. 2006) describes that the potential and power of the emotional and effective relationship connecting the brand and the self-referred by the brand attachment, (Wallendorf and Arnould, 1988) in a representative manner. A researcher Fournier (1994) who proposed

that six dimensions that is relative to the consumer based relationship and brand attachment is one of them.

The importance of attachment as a vital factor in consumer behavior of consumption which supported through many factors intrinsic to the theory. The predict behavior, impact cognition, resist to change and persistent are the attachment that expresses the emotional bonding (Krosnick and Petty, 1995). Resistance to change is the outcome of attachment which reflects that a customers' capability to decline to switch to competitive products whereas persistence represents the quantity to which a customer's attachment towards the brand remains same frequently (Petty and Cacioppo, 1986). Later (Keller *et al.,* 2008) proposed that a strong brand attachment is has a ability of a brand survive in bad performance and also leads to the consumer's resistance to change.

Park et al.'s (2006) submit that brand attachment description for higher order consumer behaviors related with commitment to a relationship and demonstrate that brand attachment is more than attitudinal theory. Therefore Park et al.'s (2006) also describe self- activating correction of thoughts and feelings about the brand which is leading by the characteristics of the relationship between a consumer and the brand. (Belaid and Temessek Behi, 2011) suggests that recent theory of brand attachment is one of the most specifically that relates to the brand because of the influence of interpersonal relationships in businesses and importance of intention.

Recently, researchers (Pedeliento *et al.,* 2016; Thomson *et al.,* 2005) study the theory of brand attachment concept in interpersonal relationship that it may occur by the deep and long lasting comprehension of emotional bonds which has slowly involved in the other form of relationships. (Fournier and Alvarez, 2012) give theory that according to marketing sciences, there is a power in attachment and theories to describe the variance in the quality and strength of relations of organizations with their existing customers. There is an argue in brand attachment literature some scholars argue that brand attachment is the strength that occur due to the emotional attachment of customers towards brand (Thomson *et al.,* 2005; Thomson, 2006; Malär *et al.,* 2011).

Whereas some scholars (Park *et al.,* 2006; Belaid and Temessek Behi, 2011; Lacoeuilhe, 2000) believed that this is because of emotional, intellectual, physical, subjective and mentally attachment. So, developing a right comprehension of brand attachment in a new atmosphere with a subjective technique is one of the allowance of the literature. According to (Park *et al.,* 2006; 2008) as a supplement of self the brand attachment can be seen which means that when brand attachment construct, to make relationship a customer possesses an appropriate motivational resource. The researchers Grisaffe and Nguyen (2011) who concentrate the marketing mix- as the requirement of brand attachment and also focused on controllable elements of marketing and brand element is one of them.

In order to create value for brand in this mix there is a most effective component which always been introduced is marketing communication (Grisaffe and Nguyen, 2011; Tong and Hawley, 2009). In the construct of brand attachment the marketing communication is considered, in the sector of sales the sales promotion is establish as stimulus and in the form of financial awards (Yao and Chen, 2014; Nguyen and Munch, 2011; Jin and Huang, 2014) as the demonstration of consumer behavior advertisement plans needed (Tellis *et al.,* 2000; de Waal Malefyt, 2015; Coupland, 2005). A relationship began between the customer and organization when a consumer start responding favorably towards a company's advertisement and promotions Fournier (1998) and (Ismail, 2017).

Accordingly, to achieve the brand attachment figure out the fit between this plan and the achievement of brand attachment is the other contribution of this work. (Belaid and Temessek Behi, 2011; Park *et al.,* 2006) focused that according to this indicator a wide set of consumer reaction influenced by brand attachment. This research also contributes by another way that is in product category brand attachment is identification of the emotional and cognitive results.(Drichoutis *et al.,* 2007) suggests that there is also one of the most important matter that is the processing of data consider the features that relates to the product category in consumer behavior.

In the literature of brand attachment researchers (Gough, 2004; Harris, 1987; Malär *et al.,* 2011) also contribute that the objective of identifying the impact of product

category on the fit between marketing communication plans to get customer attachment towards brand considered by the fast moving consumer goods with a low mental involvement and durable goods with a high mental involvement. The contribution of this literature is the combination of qualitative and quantitative techniques (Teddlie and Tashakkori, 2006) and are acquired by execute the mixed techniques research based on the sequential transformative strategy(Creswell, 2013). To inspect the hypothesis locate on the conceptual technique, are the elements of the mixed methods and the experimental and survey method in the quantitative approach (Van Manen, 1990), and in the qualitative approach the implementation of the phenomenological method rely on real data obtain from the direct experience of participants.

The characteristics of brand relationship is the relationship between a customer and a care giver and its consequences attachment is a multi- contextual factor (Bowlby, 1969), physical benefits, resources and assets (Wallendorf and Arnould, 1988; Belk, 1988), location, a place (Rubinstein and Parmelee, 1992), the variety of things of interest (Ball and Tasaki, 1992), experiences of shopping, life (Arnould and Price, 1993), awards, presents and gifts (Mick and Demoss, 1990), a team of sport (Babad, 1987), a product and brand (Schouten and McAlexander, 1995; Lacoeuilhe, 2000; Thomson *et al.,* 2005), a personality, human brand (Thomson, 2006). There is one way to know the self concept theory is to use the brand and this concept is the people of their sense of self how to perform in ways that maintain and enhance. (Anisimova, 2016).

Whereas another theory is self- expansion theory in the marketing literature, that defines the strength of creating a bond among brand and an individual in brand attachment. This bond includes the judgment and mind-set about brand and the self and becomes a model through rich and available network memory. Customers build stable and continues connection with the brand and act toward a brand as a complementary while in the process of creating brand attachment. The researchers (Park *et al.,* 2006; Whan Park *et al.,* 2010; Belaid and Temessek Behi, 2011; Esch *et al.,* 2006; Pedeliento *et al.,* 2016; Bidmon, 2016). Thomson (2006) conclude with different studies that they establish superior degree of attachment is relative to the constructive result of satisfaction, trust and commitment which includes brand attachment affects by a wide

collection of customers' response on brand, which involve consumer behavior, change in attitude, satisfaction with brand, mental involvement as well as buying purpose, ready to pay, word of mouth and absolution of mistake.

The basic objective of this literature to found brand attachment in apparel brands is recognition by cognition and emotional outcome. The main point is customers may use different type of brands in their lifetime. (Drichoutis *et al.,* 2007) found that in the study of brand attachment the main feature is mental processing in consumer learning procedure model when selling with purchase. This component describes the functions particular to product category. According to Parketal.(2010), the concept of brand attachment illustrate by the apparent ease of accessibility and acknowledgment in the customer's brainpower and thoughts, it reflects the strength of connection between the customer and the brand.

These researchers (Fedorikhin *et al.,* 2008; Schmalz and Orth, 2012) conclude that brand equity, the success of brand extension and brand attitude are the significant predictors of brand attachment. Furthermore these authors (Schmalz and Orth, 2012; Japutra *et al.,* 2014 ; Brocato *et al.,* 2015) argued that consumer- brand relationships and favorable consumer behaviors are motivated by brand attachment. Although (cf.Mendeetal. 2013). Hazan and Shaver (1994) renowned that establishment of relationship among customer and a brand is diverse and complex and also dispute that not all customer is ready to create a tough bond with brand. The attachment method that affect to individuals' structured design of expectations, feelings, behaviors and history of attachment experience are the creators of diverse relationship (Shaver and Mikulincer, 2005).

Moreover Mende and Bolton (2011) expand this literature that relationship between consumer and company comes from person to person. Theses authors propose that consumer attachment style is the reason and guideline of developing relationship between consumer and company. Authors suggest that the liaison among the brand and customer influenced by the consumers' attachment styles and this description to the dominion of consumer- brand relationship. Authors propose customer attachment style on the basis of previous attachment experiences that their relationship with a brand as the consumers'

logical prototype of relational expectations, feelings, wants, sentiment and communal behaviors of customer. (CollinsandRead, 1990) suggest that different features that guide their attachment procedure resulted by the different individuals have different attachment styles. (Mende and Bolton, 2011) describes that in the ground of psychology, there are two scope attachment anxiety and attachment avoidance in the category of consumer attachment style.

According to the author (Mende *et al.,* 2013) who proposed that customer attachments' dimensions in which how customers perceive in such way in the dimension of 'attachment avoidance' where customer do not believe in the firms' goodwill, fears depending on the firm, set apart by an extreme need for self dependence and try for emotional and cognitive space from the firm whereas the 'attachment anxiety' define as the proportion where the consumer feels disturb and stress from the company that firm might not be available in the time of needs, the afraid of refusal and neglecting from the firm.

There are both positive and negative behaviors in the relationship of brand attachment and consumer attachment style, only few studies have admitted this. For example a consumer will organize anti-brand steps the chance of this steps are greater when a brand is additional self- applicable in consumer brand relationships Johnson et al. (2011). Later Johnson et al. (2012) indicate that there is a prediction that the quantity of customers' harmful behaviors in brand attachment which includes preoccupy, protest, objection and payback. This survey helps in three various ways to marketing awareness.

First, the combination of consumer attachment style and brand attachment is first attempt in this research. These two constructs are clear there are no practical results to support this concept argued by the researchers. The relationship between in these two constructs this is a reaction to the describe for further research to progress (Mende and Bolton 2011; Mende *et al.,* 2013). Second, the consumers' negative behavior is limited in the link between brand attachment and consumer attachment style. Past literatures clarify that in the attachment strength and attachment style the driver of negative behavior does not considered (Johnson etal.,2011;Johnson *et al.,*2012).

Third, the rapport among brand attachment and it's positive and negative behavioral outcomes influenced by the attachment styles (i.e. attachment avoidance). The outcome of previous studies, from the managerial standpoint brand attachment is important, the reason is brand attachment give awareness in how to various customers are probably to exhibit different behaviors. (Thomsonetal.,2005) propose that the number of researchers mention that passion, affection and connection towards the brand regards by the consumers' emotional bonding. Words of mouth (WOM) also switching goal of customers are influenced by brand attachment Brocato et al (2015).

Japutra et al. (2016) shows that there are some consequences and ancestor of brand attachment, the cost of brand attachment are resilience to negative information and brand loyalty whereas the antecedents of brand attachment are corporate social responsibility beliefs, experience, responsiveness and self- congruence. In brand attachment additionally, there are some studies have inquire into attachment styles. Thomson and Johnson (2006) revealed that satisfaction through reciprocity have indirect influenced by the attachment anxiety and attachment avoidance. Paulssen (2009) investigate that in a context of business to business satisfaction, trust and repeat purchase intentions of customers predicts by the attachment avoidance.

Swaminathan et al. (2009) find out that the bond among brand personality and brand style modest by the attachment styles. Mende and Bolton (2011) suggests that in term of customer satisfaction, trust and effective obligation towards the brand are favorable by the both low avoidance and anxiety specifically investigate by the firm-focused attachment approach. Inclination for proximity as well as influenced loyalty predicted by the attachment style Mende et al. (2013).Authors propose that the individuals' functioning models which direct their relationship with brands are the attachment style while the relationship between consumer and brand are magnitude by the brand attachment.

(Mende and Bolton, 2011) proposes that a elevated degree of attachment nervousness and attachment evasion shown by the consumers view themselves and other negatively. According to Hazan and Shaver (1994) in the realm of interpersonal fully developed relationships, the elimination of objective fondness and intimate emotional

48

appearance reflected by the attachment avoidance whereas heightened careful observation, uncertainties of abandonment and neglect leads by being anxious reflects inconsistency in responsiveness. The negligence of closeness seeking means hunting for and sustaining closeness to expressive others to reduce misery represents the both attachment avoidance and attachment anxiety (Mikulinceretal.,2003). According to (Mikulincer *et al.,* 2003) represents that customer are less competent to face the distress-extract situation, have pleasurable moments with others or concentrate to the requirements of other and reveal scarce resources to explore the environment with a high rank of attachment anxiety or attachment avoidance whereas the capability to decrease suffering and segregate difficulty through turning to other having by the customer with a low stage of attachment anxiety or attachment avoidance.

Hypothesis 1 (H₁):- There is a relationship between brand experience and brand loyalty.

Brand experience has significant impact on brand loyalty intentions and supports delightful outcomes Brakus et al. (2009). If the brand experience is positive it also has a positive effect on brand loyalty. If the expectations of brand experience are according to the customer than there are positive chances it will conduct to the brand loyalty, but if the expectations of brand experience are opposed to the customers there is no chance of loyalty. With the constructs of brand satisfaction and brand trust, brand loyalty directly influenced by brand experience (cf. Hee Jung & Myung Soo 2012; Singh & Iglesias 2012).(cf. Park et al. 2010; Thomson et al. 2005) state that brand loyalty may enhance overtime by the pile of a single customer experiences with a specific brand. Therefore the authors (cf. Baser, Cintamür & Arslan 2015) describe that there is a direct effect of brand experience on brand loyalty when direct effect of brand experience on the customer satisfaction and brand trust.

In the past literatures the author (Oliver, 1997), who were describe that satisfied customers are those customers who are in the process of repeat purchase of specific brand, recommend this brand to others and never even thin to switch the brand also describes that brand experience influence towards the future customer loyalty, not only

the evaluation toward past satisfaction. According to (e.g., Brakus *et al.,* 2009; Chang&Chieng, 2006) past theories shows that the positive outcomes which are brand loyalty, brand attitude an brand satisfaction which leads by the customers use of brand experience as the basis of brand personality. A touching knot among firms' brand and its customers are the outcome of positive customer experience (Gentile *et al.,* 2007).

Although there are two chances of repeat purchase of brand if there is no availability of substitute of that brand or can be made either out of satisfaction of customer (Perez *et al.,* 2013). For example, consumer co-creation which is leads by the emotional and cognitive commitment of customers' brand experience Merrilees and Merrilees (2016). (Ding&Tseng, 2015) proposed that there is a mediation of hedonic emotions that shows brand loyalty predicts by the brand experience. There is a need to inquire the through and indirect effect of brand loyalty by the brand experience; many studies recommend that because of inconsistent results (Ding Tseng, 2015; Francisco-Maffezzolli *et al.,* 2014).The bond of brand experience and brand loyalty must be indicating for future research. There is a capability of consumers' self expression due to the customer loyalty towards brand enhanced by brand experience Brakus et al. (2009). (Du, Bhattacharya,&Sen, 2007) argue that there is a higher chance of purchase, long lasting loyalty of customer and accepting behavior by customer who regard brand as responsible. (Oliver 1997; Reicheld 1996) believed that brand loyalty affected by the experience that store in consumers' mind and long lasting brand experience.

Hypothesis 2 (H2): There is a relationship among brand experience and brand attachment.

The authors(Brakus, Schmitt, & Zarantonello, 2009) demonstrate that customer who has experiences they had with the brand are became strongly attached to the brand and also stated that brand experience with feelings, emotions and cognitions' by brand related stimuli are refer by the subjective, internal and behavioral consumer responses. In brand attachment there are two concepts that determine the selection of an attachment which are 'familiarity and responsiveness' (Hazan & Shaver, 1994). Brand respondents are those customers who has experiences with the brand overtime and became attached to the brand whereas brand familiarity is describe as that there is a collection of brand

experiences directly and indirectly (Alba & Hutchinson, 1987). So, brand attachment strength may considered by the experiences with brand.

By the motivational and effective concept of brand attachment (Thomson, MacInnis, and Park 2005), brand experience are different. Park, Maclnnis, and Priester (2006) define brand attachment as the relation between the brand and the self (customer) with determines strength of cognitive and effective connection. (Borghini et al. 2009) suggests that brand experience also use for the connection between the brand and the customer and the development of cognitive and effective bond. A core value and ideology of brand experience and empower customers to chase their goals and building of brand attachment by encourages customers' identity through the experience of brand (Park, Maclnnis, and Priester. 2008). Consequently, there is a open chance to experience a brand's philosophy comprehensively and also brand experience linked to the various cultural sides of a brand in the context of in- store brand experience (Borghini et al. 2009).

According to (Hollenbeck, Peters, and Zinkhan 2008) propose the theory of brand museum which help to enhance the sense of that as the customers are capable to develop and specify their self concept which shows the participatory experience of customers. Furthermore the authors (Schmitt, Rogers and Vrotsos 2004; Thomson, Macinnis and Park 2005) further explain that consumers can develop selves through memorable brand experience which is linked to the consumers' touching and cognitive relation with a brand developed by the experiential experiences. The author (Borghini et al. 2009) explains that memories can also enhance by the brand- self connection and in- store brand experiences also leads buyer to the generate, maintain, recuperate and reclaim. Thus, Brand attachment also increases by the in-store brand experiences.

Hypothesis 3 (H3): There is a relationship between brand loyalty and brand attachment

Brand loyalty and brand attachment have the significant elation ship with each other, the author suggests that the customer may have long term relationship with firm who have emotionally attached to the brand and this attachment take customers to the stage of loyalty (Thomson et al. 2005). According to the researchers (Thomson, M., MacInnis,

D.J. and Park, C.W, 2005)demonstrate that the customer who shows affection, emotions, feelings and passion with the brand are emotionally attached with the brand whereas (Reichheld, 1996) describes that customers who are involved in long term commitment with the brand this leads to the brand loyalty. (Thomson, 2005) further describes brand attachment that this concept has three impacts which are brands are liked by customers, customers' feelings with brands and customers' self connection the bond with brand in emotional brand attachment.

Hence, emotional reliance of customers on brand will enhanced by the customers higher degree of emotional brand attachment. The customer feels relax, excited and secure when they are connected to the brand (Park W. M., 2010). Therefore, customers may create long term relationship when they have higher degree of emotional attachment. Whereas customer who have greater loyalty with the brand they must have higher level of emotions that attached with the brand. In apparel store brands, authors (Grisaffe, 2011; Park W. M., 2010) find that brand loyalty increased by the customers' emotional attachment with the brand. In the past marketing literatures authors (Park W. M., 2010; Thomson, M., MacInnis, D.J. and Park, C.W, 2005) has been well describe that customer loyalty successfully attained by the role of customer emotional attachment.

(Brun, 2008) describes that an absolute and memorable ownership experience while consuming brands in emotional values which help to increase customer experiences therefore (Kapferer, 2009) suggests that to be successful in the apparel brand stores it is important to get involved with the customers at emotional level. (Cailleux, 2009) proposed that in the apparel brand stores sector firms are increasingly advance their corporate branding efforts to create and upgrade long lasting loyalty from developing 'social status' to customers emotional attachment with the brand.

Hypothesis 4 (H4): Brand attachment mediates the relationship between brand experience and brand loyalty:

This lesson is organized to check the impact the link among brand experience and brand loyalty through the mediating position of brand attachment in apparel brand stores sector. Furthermore this study is briefing the knowledge gap by debating the mediating role of

brand attachment between the brand experience and brand loyalty in the apparel store brands. The brand experience which has five types of experiences: behavior, relationship, cognitive, sensory and emotions which are used in comprehensively increasing the brand loyalty and brand attachment Schmitt (1999).

Brand attachment (cf. Huaman-Ramirez 2015), customers' feelings arousement (cf. Grace & O'Cass 2004), effective commitment of customers (cf. Iglesias et al. 2011), physical emotions of customers (cf. Ding & Tseng 2015), emotional outcomes through customer (cf. Hwang & Seo 2016), passion of brand (cf. Rohra & Sharma 2016) are the consequences of brand experiences which are related to the concept of brand loyalty. Consequently on the brand attachment and brand loyalty towards the apparel brand stores positively impacted by the brand experience of customers towards apparel brand stores. (Fraser *et al.,* 2004) clarify that in the literature the hypothesis of mediators concepts must be related to some verified theories.

As I discussed above in literature the function of brand attachment as a mediator among the other variables brand experience and brand attachment and also this literature have give results which mostly of these concepts that have directly connected to brand attachment. Like discussed about brand loyalty in the point of view (Dick and Basu, 1994; Oliver,1999) that there is benefit of organization with the brand loyalty which are words are mouth can be positive, brand attachment of customers can develop (Thomson, MacInnis, and Park 2005), relative bargaining power of organizations can enhance (Anderson *et al.,* 2004). The role of brand attachment can easily be hypothesized from above literature that acting between the brand experience to influence brand loyalty.

CHAPTER 3

METHODOLOGY

In this section (Methodology) which deals with the organize of study, associated with the details of sampling which (involves response rate, total population, sample size, technique of sampling), mediating variable, nature of data, collection of data, research tools, the rate of respondents, pilot testing, dependent and independent variable, the collection of information and characteristics of respondents. This chapter involves a complete and comprehensive description of study that involves all main and important parts which are reliability, correlation included the variables and regression, frequencies, standard deviation and mean.

3.1 Hypothesis and Conceptual Framework:

Support on the above presented writing review, the subsequent theoretical framework and research hypothesis were proposed by this literature review.
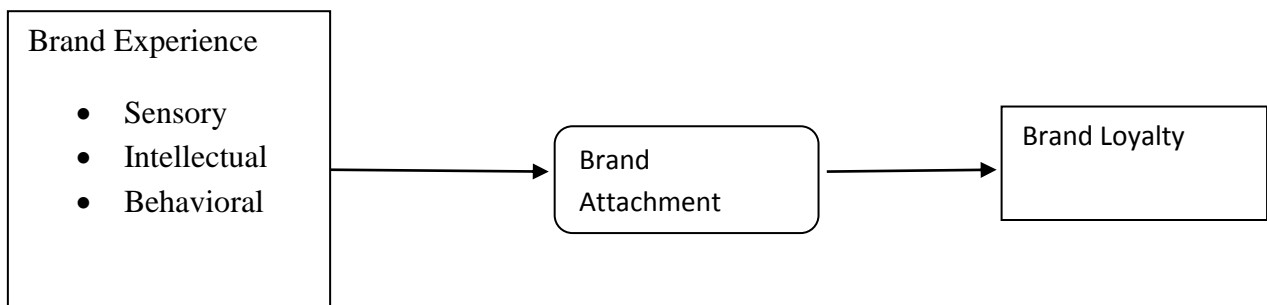
Fig: 3.1 Conceptual Framework

3.1.1 Independent Variables: Brand Experience

3.1.2 Dependent Variables: Brand loyalty

3.1.3 Mediator: Brand attachment

3.2 Hypothesis

Hypothesis 1:

H1: There is no relationship between the "brand experience" and "brand loyalty".

H2: There is Relationship between the "brand experience" and "brand loyalty".

Hypothesis 2:

H1: There is no relationship between the "brand experience" and "brand attachment".

H2: Relationship between the "brand experience" and "brand attachment".

Hypothesis 3:

H1: There is no relationship between the "brand loyalty" and "brand attachment".

H2: There is relationship between "brand loyalty" and "brand attachment".

Hypothesis 4:

H1: There is no mediation of "brand attachment" relationship between the "brand experience" and "brand loyalty"

H2: There is a mediation of "brand attachment" relationship between the "brand experience" and "brand loyalty"

3.3 Data Collection and Sampling Process Method:

In Pakistan the rapidly growing sector and over the past decade is Apparel industry, the progress of this sector has been noticed in this section. With the rising of products names and emerging brand names, there has been greatest increased in the number of brands, among the customers consciousness and awareness has also been raised which leads to the complex and intense competition between the brands. While during this study, observed that if any brand wants to sustain and grow in market a brand must have

a differentiation element with differentiate their specific brand from other brands in the market it's a better way to survive in market.

On Apparel brands, this study was conducted within the city of Faisalabad, Pakistan. The reason of choosing Faisalabad is the 3rd largest city of Pakistan by the size of population; it is also the textile center of Pakistan. For this study eight brands were selected which basis on their popularity amongst customers. The stores of these brands are available in Faisalabad.

3.3.1 On monthly basis population size of stores in Faisalabad

This data was taken through the managers of sales and stores in the duration of the interrogation.

On monthly basis population size of stores in Faisalabad				
#	**Outlets Name**	**No. of buyers In usual Days** (Monday-Thursday, 18 days in a month)	**No. of buyers In special Days** (Friday-Sunday, 12 days in a month)	**Total Buyers**
1	Khaadi	400-500	1500+	70,000
2	Gull Ahmed	550-750	1100+	50,500
3	Kayseria	250-300	750+	25,500
4	Sana Safinaz	400-600	1200+	60,260
5	Warda	90-150	170+	20,300
6	Nishat Linen	150-225	350+	35,250
7	Stonage	100-200	150+	10,350
8	So Kamal	150-200	200+	15,370
Total Customers/ Shoppers of Faisalabad				**287,530 Approx….**

The whole population (shoppers) are shown in above table, so it was not achievable to collection of data from whole population; although, the information which collected by the store managers and sales mangers during their interviews, the population size has been based on these interviews. In this research, from the mentioned and defined population the representative sample size were selected. During the discussion with the store and sales managers, the initial data was collected which shown in above table which shows the approximate number of shoppers into eight brands. The sample size of this study is 204 respondents of these brands which consists both gender; male and female according to the (Israel, 1992) at precision level of 7%.

"Israel, G. D. (1992). Determining sample size. IFAS Extension, University of Florida. PEOD6".

The technique of Mall- intercept, Mohan *et al.,* (2013) was applied in this study to spot respondents for collection of data, on the spot the customers will be surveyed who comes to outlet of brands. The self- administrated questionnaire were designed and given to customers and were requested to answer about apparel brands of Pakistan which includes Khaadi, Gul Ahmad, Kayseria, Sana Safinaz, Warda, Nishat Linen, Stonage and So Kamal. This sampling technique is very easy and feasible for collection of data also provides greater flexibility. Furthermore, this technique of sampling the data proved to be less expensive as well as it lessens the time for collecting data.

However, 250 questionnaires were distributed with the easily reachable customer who visits at the various stores. As the outcome, the respondents returned back 238 questionnaire out of 250. 220 questionnaires were used in the analysis of data. Those questionnaires which are incomplete and with improper feedback were removed by the data box file. The reply ratio of questionnaires was 89% of customers using apparel brands.

3.4 Analysis of Data and Implementation of Statistical:

3.4.1 Statement of Measures and Variables:

In this research, brand experience has been in use as an independent variable and in the present research brand loyalty used as dependent variable. As mediating variable the brand attachment were used. The 22 items were designed as an instrument to measure these variables. Brakus et al, (2009) scale has used for evaluate brand experience. Chaudhuri and Holbrook, 2001 scale has used for evaluate brand loyalty. Brand attachment has been measured with Park et al. (2010). Brand experience, brand loyalty and brand attachment all variables have been measured based on 5- point Likert Scale (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree).

Brand Experience:

Brakus et al, (2009) scale has used for evaluate brand experience on five points likert scale, that consists on nine items mentioned below:

1- "This brand makes a strong impression on my visual senses or other senses"
2- "I find this brand interesting in sensory way"
3- "This brand does not appeal to my senses"
4- "I engage in a lot of thinking when I encounter this brand"
5- "This brand does not make me think"
6- "This brand stimulates my curiosity and problem solving"
7- "I engage in physical actions and behavioral when I use this brand"
8- "This brand results in bodily experiences"
9- "This brand is not action oriented"

Brand Loyalty:

Chaudhuri and Holbrook, 2001 scale has used for evaluate brand loyalty on five likert scale, that consists of six items mentioned below:

1- "Overall, I buy this brand often"
2- "I'll tell other people how good this brand is"
3- "I'll recommend this brand to other people"
4- "I identify with this brand very much"
5- "I'm willing to pay a higher price to buy this brand"

6- "If this brand is out of stock, I'll wait and refuse any substitutes"

Brand Attachment:

Brand attachment was calculated by means of scale developed by Park et al. (2010) on five point likert scale, which consists seven items mentioned below:

1- "I feel emotionally connected to this brand"
2- "I have a personal bond with this brand"
3- "I feel emotionally attached to this brand"
4- "The brand is part of me and who I am"
5- "I feel personally connected to this brand"
6- "My thoughts and feelings toward this brand are often automatic, coming to mind seemingly on their own"
7- "My thoughts and feelings toward this brand come to my mind naturally and instantly"

3.4.2 Reliability Analysis

The measurement of variables, for the formation of reliability and validity in the history of quantitative research has exceptionally high consideration and variables anticipated to be used in the research. In this study the defined reason of this initial step is for examine the dimensions, stability and regularity of the different patterns. The first step for analyzing each and every research related data, Cronbach Alpha is calculated for all variables to regulate the consistency and stability. The author Nunnally (1994) according to his theory, if the Cronbach alpha is about 0.7 or privilege thena variable is must to have the constant sign. In this research it's respectively apply to ratify how authentic the proposed variables that have been used. In this reliability analysis 3 variables (Brand experience, Brand loyalty and Brand Attachment) have undertaken. The validity, reliability and consistency which are associated with the measures of these variables are calculates, report and discussed in this section.

Table 3.3.2: Cronbach's Alpha

Variables	Cronbach's Alpha
Brand experience	0.700
Brand Loyalty	0.704
Brand Attachment	0.7

CHAPTER 4

DATA ANALYSIS AND RESULTS DISCUSSION

Questionnaire forms were designed for data collection which is analyzed using by SPSS. For the analysis of collection of data different techniques and methods are used including reliability, descriptive analysis, mediation and correlation analysis and regression analysis. All the techniques and methods with their results are described below:

4.1 Descriptive Analysis:

Descriptive study used to facilitate to explain the descriptive in order to set of data; it purely engage the theory of frequencies, maximum value, mean, and minimum value and standard deviation (SD). Accordingly (Sekaran 2006) describes that the mean or average of the frequencies is defined as is used to measure of central tendency that introduce a normal picture of the data. The measurement of interval and ratio scaled data for the dispersion, the extend of distribution or the variability in the statistics offers an index (Sekaran 2006).

Table 4.1 Descriptive Statistics

	N	Mean	SD
Brand Experience	220	3.15	0.55
Brand Loyalty	220	3.55	0.66
Brand Attachment	220	3.27	0.68

Table 4.1 indicates value for brand experience that is 3.15 along with standard deviation 0.55 which shows that leading segment of respondents consider in the descriptiveness by the brand experience attributes applied in this research. The next variable brand loyalty which is about 3.55 with 0.66 standard deviation this results show that most of the respondents are fully committed with their preferred brand. The value of mean and standard deviation for brand attachment is 3.27 and 0.68 respectively which means that there are good and positive remarks of the respondents about the brand.

4.2 Demographic Analysis:

To calculate data and summarize information set into frequency or frequency table, this is the most uncomplicated and simplest technique yet mostly used. According to (Sekaran 2006) describes that a group of figures arranged by reconsider the number of times a definite value of a variable occurs. This method also used to convert into a more convenient layout by the condense the huge data. This method also helps to shorten the value which is linked with some specific value of variable. All the frequencies of demographic variables which are applied in this research are discussed:

4.2.1 Age

Table 4.2 Age Frequency (Years)

Age	Frequency	Percent	Valid percent	Cumulative Percent
20-30	125	56.8	56.8	56.8
31-40	63	28.6	28.6	85.5
41-50	23	10.3	10.3	95.9
51-60	5	2.3	2.3	98.2
61 and above	4	1.8	1.8	100.0
Total	220	100.0	100.0	

In demographic analysis, age of respondents in this survey is appeal for filling form to examine their age characteristics. The responses of respondents were implied into 5 parts. There are 56.8% respondents are 20 to 30 years of age and 28.6% customers who respond are 31 to 40 age. Here are 10.3 respondents are 41 to 50 years of age, 2.3% respondents are 51 to 60 years of age and 1.8% customers who responds are above 61 years of age.

4.2.2 Gender

4.3 Gender Frequency

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	167	75.9	75.9	75.9
Male	53	24.1	24.1	100.0
Total	220	100.0	100.0	

In the first section of the questionnaire all respondents were appealed to select their gender. The male respondents are has 167(75.9) whereas female respondents has less 53(24.1).

4.2.3 Education

Table 4.4 Education Frequency

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor	66	30.0	30.0	30.0
Master	57	25.9	25.9	55.9
M.Phil	79	35.9	35.9	91.8
Ph.D.	18	8.2	8.2	100.0
Total	220	100.0	100.0	

The detail of respondents with respect to education level has been stated. The degree of M.Phil's qualification has maximum number of respondents which is 35.0%,the qualification level of bachelor's are 30.0% of all respondents. Master's level of degree has 25.9% response from respondents. Whereas the lowest category Ph.D. level of degree has only 8.2% response.

4.2.4 Occupation

Table 4.5 Occupation Frequency

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Business	19	8.6	8.6	8.6
Employed	123	55.9	55.9	64.5
Student	7433.6	33.6	98.2	
Housewife	4	1.8	1.8	100
Total	220	100.0	100.0	

In series to analyze professional status, the details of occupation were requested from the respondents. There are four categories identified for check respondents' professional status. The highest respondents are job category 55.9%, student category is at 33.6%, whereas business hold respondents is at 8.6% and housewives respondents are 1.8% were observed in this survey.

4.2.5 Experience with brand

Table 4.6 Frequency of Experience with brand

Experience	Frequency	Percent	Valid Percent	Cumulative Percent
1-5	192	88	88	88
5- 10	22	9	9	97
10 OR above	6	3	3	100
Total	220	100.0	100.0	

In the survey respondents are requested to inquire their experience having with their brands means to know the duration of their usage the specific brand. The experience of

brand respondent's year 1-5 years have 88%, 5-10 years' experience respondents are 9% and the lowest 3% years' experience are more than 10 years.

4.2.6 Monthly Income

Table 4.7 Frequency of Monthly Income

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
40000- 50000	121	55.0	55.0	55.0
51000-60000	39	17.7	17.7	72.7
61000-70000	14	6.4	6.4	79.1
81000 and above	46	20.9	20.9	100.0
Total	220	100.0	100.0	

The respondents monthly income were also inquire during the survey, it has 4 categories in the questionnaire such as 40000-50000, 51000-60000, 61000-70000 and 81000 or more. The survey shows that 55% had 40000-50000, 20.9 had 81000 or more, 17.7 had 51000-60000 and 6.4 had 61000-70000.

All the data shows that monthly visits of respondents of their preferred brand outlet. Respondents had some particular duration/ interval which show their frequency of visits to their choice brand. All the data which is gathered during survey represent that those respondents who visits once a month to the store are 71%, and those who visits two times in a month are 20% whereas those respondents who visits 3 or 4 times a month are 9%.

4.3 Analysis of Correlation

In the study the subsequently footstep is analysis of correlation after identifying the results of descriptive analysis. Basically correlation is a method which is used to recognize the relationship of the variables. There is a range between -1 and 1 in the correlation coefficient value. A relationship will be weak if the value of a correlation is under ±0.3, if about near to the around ± 0.3 or more than it said to considerable and if

the value is about ± 0.5 it means relationship will be stronger in correlation coefficient. There is a reality that if one variable is greater than other variable also gets greater, this is positive correlation whereas on the other side if on variable gets greater than other variable is probably gets smaller. Correlation also can describe the predictive relationship which can occur between variables so it's a beneficial correlation. The correlation coefficients ρ or r mostly used between this Pearson correlation coefficient and the area of correlation is also strong by the correlation coefficient. The table describes the relationship between various variables which are used in this research.

Table 4.8: Correlation analysis

	Mean	SD	1	2	3	4	5	6	7
1- Age	1.62	.901	1						
2- Gender	1.24	.431	-.338*	1					
3- Education	4.22	.974	.492**	-.274	1				
4- Monthly Income	2.10	1.56	.461**	-.006	.292*	1			
5- Brand Experience	3.15	0.55	-.146	-.241	-.122	-.145	1		
6- Brand Loyalty	3.55	0.66	-.136	-.250	-.118	-.209	.435**	1	
7- Brand Attachment	3.27	0.68	.015	-.241	-.098	-.127	.330*	.662*	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Here is a positive connection among two variables which are brand experience and brand loyalty because the value of r = .435 and the value p < 0.01 which indicates that average relationship between these variables, this value explain that brand experience and brand loyalty are highly significant. So this relationship maintains the hypothesis (H1).

The figure of r = .330 indicate that there is determined association among brand experience and brand attachment whereas the value of p < 0.01 that also demonstrate brand experience and brand attachment have a considerable relationship and this relationship support H2.

The results of brand loyalty and brand attachment also support and maintain H3 which describes the positive significant correlation of these variables brand loyalty and brand attachment as specify by the value of $p < 0.01$ and $r = .662$.

4.4 Regression Analysis:

4.4.1 Normality

There is an assumption in regression analysis which is normality which means data we collected in survey of variables are normally distributed. The test of kurtosis and skewness are used for checking the normality of variables data. The values of these both tests should be between +1 to -1 (Hair *et al.,* 1998) and for brand experience, brand loyalty and brand attachment values are within the range which are display in table 4.9.

Table 4.9: Statistics for Kurtosis and Skewness

Variable	Skewness	Kurtosis
Brand Experience	-0.157	.367
Brand loyalty	-0.647	.731
Brand Attachment	-0.216	.182

4.4.2 Autocorrelation

There is an attribute of data which is auto correlation and which is used where same variables occur it helps to correlate between the values based on related objects. The test, Durbin-Watson which is used to analyze autocorrelation among the variables. 1.5 to 2.5. is the acceptable value of Durbin-Watson. The table 4.10 in which all the results show Durbin-Watson value between the variables brand experience and brand loyalty is 2.26 this acceptable value under the range. Durbin-Watson value among brand experience and brand attachment is 2.00 this value also comes in under the range. Durbin-Watson value among brand loyalty and brand attachment is 2.35.

Table 4.10 Autocorrelation Analysis

Model	Durbin-Watson
Brand Experience and Brand Loyalty	2.26
Brand Experience and Brand Attachment	2.00
Brand Loyalty and Brand Attachment	2.35

4.4.3 Regression analysis

Simple regression analysis is the principal step in hypothesis analysis that is executed, in where every independent variable is associated is revert against the dependent variable. In this process, the analysis is tried to search out the impact of independent variables on the dependent variables. R^2 basically the coefficient of determination which is used to display the extent of inconsistency independent variable conducts in dependent variable.

Table 4.11 Regression Analysis outcomes

Predictors	Brand Loyalty		Brand Attachment	
	R^2	β	R^2	β
Brand Experience	.186***	.431***	.209***	.457***
Brand Attachment	.464***	.681***		

***Alpha value is less than a = 0.05 so results are significant

In relationship between variables which are Brand Experience and Brand Loyalty, the value of $R^2$is extract as 18.6% this value indicates that brand experience (independent variable) conduct 18.6% change in the brand loyalty which is dependent variable. R^2value is significant at $p < 0.05$. The value of beta which is also known as regression coefficient which is (b= 0.431 $p < 0.00$) the conclusion shows that one component changed in variable brand experience can affect the change of other variable which brings 0.431 components in brand loyalty.

In correlation between variables of Brand Experience and Brand Attachment, the value of R^2 is extract as 20.9% this value indicates that brand experience (independent variable) conduct 20.9% change in the other variable which is brand attachment (dependent variable). R^2 value is considerable at $p < 0.05$. The value of beta which is also known as regression coefficient which is (b= 0.457 $p < 0.00$) the conclusion shows that one component changed in variable brand experience can affect the change which brings 0.457 components in brand attachment.

In correlation between the variables of Brand Loyalty and Brand Attachment, the value of R^2 is extract as 46.4% this value indicates that brand attachment (independent variable) conduct 46.6% change in the other variable which is brand loyalty (dependent variable). R^2 value is significant at $p < 0.05$. The value of beta which is (b= 0.681 $p < 0.00$) the conclusion shows that one component changed in variable brand attachment can affect the change which brings 0.681 components in brand loyalty.

These regression outcomes show the significant impact of brand experience and brand attachment resting on the brand loyalty.

4.5 Analysis of Mediation:

Analysis of Mediation Regression: Baron and Kenny

Accordingly to the Baron and Kenny (1986) three conditions of mediation approach have to be followed and completed ahead of the analysis of mediation and these restrictions are:

1. Have to be an affirmative bond involving independent variable (X) and mediating variable (M).
2. Have to be an affirmative bond involving mediating variable (M) and dependent Variable (Y).
3. Have to be an affirmative bond involving independent variable (X) and dependent variable (Y).
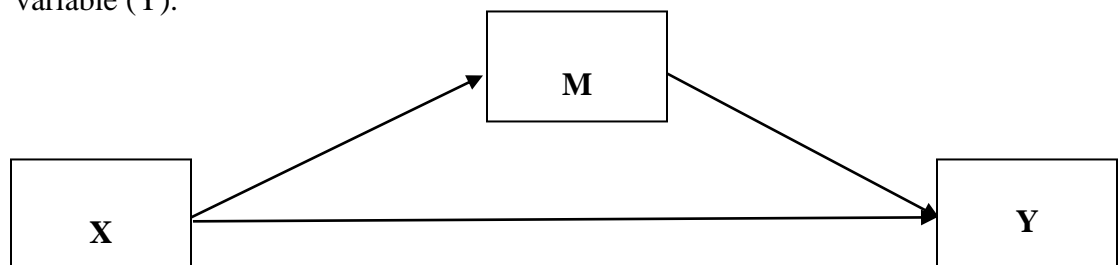

Figure 4.1 Mediation Approach of Baron and Kenny

Mediation:

H_4: Brand attachment mediates the association among brand experience and brand loyalty. The earlier assessment the mediating impact of brand attachment correlation linking brand experience and brand loyalty straight relates of variables is inspected. Impact of brand experience on brand attachment (H_2) is analyzed and is significant. Influence of brand attachment is inspected on brand loyalty (H_3) the outcome is significant. Brand experience influenced on brand loyalty (H_1) is also momentous.

The mediation was investigated when all three conditions of mediation are fulfilled of Baron and Kenny (1986) approach. According to this approach two requirements are applied on mediation, which are R^2 conversion figure should be near to the zero and it must be insignificant. Outcomes shows that β value from .431 is lower to .151 and R^2change value is less than to 0.18 and it is nearest to the zero, so initial situation of mediation is done. There is significant value of R^2change as (β = .151 and P = .000) so, next situation of mediation was not done which surely partial mediation. Therefore, H_4 is accepted partially which describe that brand attachment mediates between brand experience and brand loyalty.

Table 4.12 Mediation-1

	Brand Loyalty			
	β	**R^2**	**R^2 Change**	**P**
Special effects				
Brand Experience	.431	.186		.000
Mediation-				
1 Step- 1				
Brand Attachment	.681	.464		.000
Step- 2				
Brand Experience	.151	.473	0.18	.000

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

In this chapter, findings and their conclusions which are abstract from quantitative analysis is discussed. The results which are analyzed on SPSS, the data were collected from apparel customers of various apparel brands of Faisalabad city. The collected questionnaires which are the response of customers against the each construct of the instrument are discussed in this chapter. There are three constructs which are brand experience, brand loyalty and brand attachment the discussion focuses on analysis of theses constructs and on hypothesis proposed their relationships.

5.1: Conclusion

In this study, there are three direct hypotheses which are confirmed positively as predicted and this literature got good support for expected hypothesis. One hypothesis were developed predicting mediating of brand attachment and this hypothesis demonstrate incomplete mediation and acquire incomplete support mediation for the developed mediation. The initial hypothesis projected a connection involving brand experience and brand loyalty and outcomes ratify that there be present main positive relationship between brand experience and brand loyalty. In following hypothesis which present to their outcome surely a positive association among brand experience and brand attachment, so it become confirmed that the outcome of association among brand experience and brand loyalty are positive. In third hypothesis, the association among brand attachment and brand loyalty was proposed there is a positive momentous outcome of study confirmed among these variables.

There is a link between brand experience and brand loyalty and there outcome in this literature. These two construct has an optimistic noteworthy association among them. Brand experience is played a main role on the customers side because as per image that any brand has so, consumers asses different characteristics of the brands. It might be tangible or intangible characteristics. For enhancing brand loyalty, brand experience definitely has it role.

Here is a link between brand experience and brand attachment and there outcomes are confirmed in this literature. These two construct (brand experience and brand attachment) has a positive significant relationship between them. Attachment concept is to attract the consumers with the brand and it may do with definite circumstances. The construct brand experience can be observing the first one. Brand experience is the experience with brand when customer talks about it, search and analyze information regarding to the brand. Experience might be amazed or not satisfactory. So, it's proved by the results that brand experience has a significant impact on the brand attachment.

The link between brand attachment and brand loyalty results are confirmed. These two construct (brand attachment and brand loyalty) has a optimistic significant relationship. Brand loyalty when customers are become loyal with their preferred brand and build a long term relationship with brand. Loyalty creates when attachment develop with the brand, this long term relationship is beneficial for both the customer and the firm in many ways. So, this relationship and the outcome proved that brand loyalty has a significant impact on brand attachment.

The mediation effects between the other constructs which is brand attachment as mediator with the brand experience and brand loyalty. R square which is closer to the zero which display mediation between these constructs and change for these mediation. Brand attachment mediates the relationship between these constructs and gives a preferable understanding regarding to the fact of brand experience and brand loyalty.

5.2: Discussion

This research comes to end with some major findings which are brand experience is the main constrain of brand attachment. The brand experience mostly obliged customers'

brand attachment. The construct brand attachment also is the major instrument to create customers' loyalty towards brand. This study as well concludes that brand attachment has the mediating consequence on brand experience and brand loyalty relationship. To my best knowledge, the discovery that brand experience is the chief force of brand attachment which hardly be found in previous marketing literature, however on the relationship among brand experience and emotional reaction some literature might have discussed on it (Ding and Tseng, 2015; Stokburger-Sauer *et al.,* 2012). This literature also search that brand experience played a vital role in shaping attachment of customers towards brand. To date, this result has reported in little literature, though, its antecedents with the great identifying, which are practical and representational settlement and satisfaction (Ha and Perks, 2005; Laroche *et al.,* 2012; Sirdeshmukh *et al.,* 2002; Zboja and Voorhees, 2006). From previous study, this literature thus departs, the construct brand experience proposes in a more detailed dimension, the experience in driving customers' attachment with brand. In this literature, the finding is brand attachment is the important force of brand loyalty. This outcome is beyond to my expectation. On brand attachment, this literature consequently proposes an important insight, defined as emotional attachment which is directly drives the loyalty like purchasing. According to (Ha and Perks, 2005; Laroche *et al.,* 2012; Sirdeshmukh *et al.,* 2002; Zbojaand Voorhees, 2006) the finding is that brand attachment is the main antecedents in forming customers' loyalty.

The focused and good analysis variables linked through branding such like brand experience, brand loyalty and brand attachment are focused in existing marketing studies. While making marketing strategies these concepts have a considerable importance but today these constructs are affected by the competition environment. Competition gives more opportunities to the opportunist because transactions cannot guarantee long term benefits for both the consumer and the producer. So, it becomes difficult for producers to attract customers in strong bonding. Customers have the emotional bonding with the brand also customers' wants to create and maintain relationship with the brand. The aspects which can encourage customers are willing to develop with the brands must be explored by the researchers. It will help to increase the precision of all plans related to the business and strategies that capture customers in loyal bonding.

The responsibility of brand attachment in developing brand loyalty, this study has attempted to investigate it. This study has analyzed the direct impact of brand experience and brand attachment on the brand loyalty. This study also done for inspecting the mediating function of brand attachment among brand experience and brand loyalty. To make adding together to the literature, this is basically the purpose of this study in conditions of the evaluation of the brand in growth of affiliation with the brand and customers' loyalty towards brand. According to (Han et al, 2008; Hes and story, 2005; voss et al, 2010) described in prior studies that in development and explaining brand loyalty, brand trust and satisfaction of customers are the key constructs. But this study demonstrate that brand attachment is also a well-built forecaster variable of brand loyalty and also mediates the bond among brand experience and brand loyalty. This literature escalates the certainty of brand attachment as a significant predictor of developing brand loyalty. To keep your customers attached with you it will give you a latest dimension in the tough environment of competition. The construct of brand attachment also provide an adequate amount of indicators to make this construct as the part of business and plans for marketing that helps to brands are capable to design for competing.

5.3 Limitations of the Study:

The limitations should be examined in this study. For example this study is conducted on apparel brands; the limitation is the sample size which is only collected from Faisalabad only one geographic location has been used in this study, the respondents are limited it can be increase. When this research conducted many of brands are not available, the data can collect from the different cities and add in the results. Sample size of this study is limited it can also increase and combined together and get authentic results.

For further subdivisions, results which are acquired from current study are not easier because this study is conducted on apparel stores. More study can be done in the perspective of the nature of brand attachment and its aspects in different firms and industries. In this study, in sampling data young age respondents are mostly appear, old age respondents may have different thoughts and views about brands. The questionnaire which is designed for respondents to know about their preferred brand which shows the

strong association between them but there is no option which shows the weaker side of relationship it can be included.

Various mediators and moderators can also be included in the study which recognizes to inspect modifications accounted. The focus of this study was effect of brand experience on the brand loyalty with brand attachment as mediator consequently, different constructs as a mediators and moderator can also focused in further study. Customers are connected with some specific brands, the characteristics and behaviors of humans can also be considered frequently.

5.4 Future Research and Delimitations:

Human characteristic and personalities are possessed by the brands, it is mostly believed by customers. Customers interrelate with customers to build personal relationship and this relationship based on trust between them, their transactions can be led by the customs that direct social interactions between them. Normally, in the business world it is believe that there is a diverse situation in customers' attachment with the product in some ways from their common relations, customers interconnect with products as they are human associates so, brands have to practically suggest to customers and the customers' attachment with the brand has the properties like relations. More in-depth learning is needed to understand the connection among brand experience, brand loyalty and brand attachment. Attachment motivated the relationship between consumer and company and also affects the behavior of consumers towards brands. Attachment is the foremost stage to build relationship with customers, relationships are important and complex but it is necessary for survival, the factors and outcomes of relationship must be understood. This literature also specifies that need to analysis how brand attachment detailed in terms of describing and sustain loyalty among the competitors. If the customer has the attachment level stronger, the brand can bear the higher unit price, customers are willing to pay a premium price. How attachment can motivate customers to loyal with the brand. The study of brand attachment needs to be predecessor, which have achieved significant concentration but lack of experiential testing.

In brand management there is limited research work has been done either brand attachment concept has achieved a greater concentration but it is necessary to be aware of and evaluate the dimension to the particular branding fundamentals can persuade the consumer- brand attachment. There are many constructs in brand management but the constructs which are directly relate to the brand loyalty must be specified those constructs. For better understanding the brand loyalty, this study will help. The construct brand attachment in this study identify as a good construct which help to make attraction between customer and brand and keep their customers loyal with them. This construct works a mediator role through determined constructs such as brand experience and brand loyalty but some aspects/ dimensions must be find out as a analyst of brand attachment in future which are not find in this research.

On the basis of preferred brand which has selected by the respondents have gathered in this research. The gathered data has the strong impact on relationship with the brand but it is also necessary to evaluate last purchase of brand by customers and also assess the brand having weaker relationship with customers. This study might not involve many other variables like customer relationship, customer involvement that effect customer attachment with brand, these construct can also include in future studies. This research cannot only conduct in apparel sector it also can conduct in further zone and new type of brands. Brand attachment concept is the part of brand management and really efficient like other different constructs and this concept can also adopt in various type of businesses. This analysis indicate that brand experience and brand attachment make customers loyal towards their brand and as well helps to increase profit margin of sales and to compete in market.

5.5 Managerial Implications:

The framework which present in this study will helpful to the marketing managers and the outcomes of this study can be used in marketing strategy to create attachment with customers. The marketing managers of any organization try to hold some specific products in their marketing strategy and portfolio which are accountable for making attachment with customers and make strong relationship. Those products which can make strong relationship between brand and customer are more loyalty predictors than brand

experience because organizations wants to bound customers emotionally attached with them and encourage customers to be in two different approaches of communication with the brand and as well brand managers. The conclusion of this framework as strong loyalty, sales, profits and reiterate purchase.

For the business managers it is not easy to convey message to their customers that their brand is empathy and considerable which is based on trust of customers. Marketing managers should be informed the function of attachment of brands and products in establishing advanced/ lesser levels of brand loyalty and be known the role of attachment in specifically and the role of emotions in particularly. To increase brand loyalty marketing managers should be very careful while making marketing programs aimed at growing user- buyer attachment of a product. The outcome of this study indicate that not only brand attachment can lead to the loyalty level of customers there must be some emotions included because when emotions developed by an individual, this emotion will create the product exclusive and the thoughts of irreplaceability are developed.

On the antecedents of brand attachment, managerial implications should concern which help to managers in the expansion and creation of their statement and advertisement strategies. Marketing managers should focus on the identitarian features of their contributions by make sure that their brands are fit the self- commencement of buyer and sellers, this strategy will amplify customers' attachment to their brands. On the basis of this study, managerial implications should focus on the probability of with the comparative level of customers' attachment with the brand as segmentation variable. Specifically, the customers' altitude of attachment towards the brand is important to recognize from a managerial viewpoint because of the mediated association among brand loyalty and brand attachment which brings again purchase of a definite brand.

Finally yet importantly, literature as well suggests that supportive communal civilization (Ind, 1998) and brands employees (Velotsou, 2007) can be an element of assisting and escalation the customer brand associations. Marketing managers should adapt this as strategy to have corporate culture supportive and employees trained in a way to facilitate this goal. Marketing managers should develop internal marketing strategies to utilize its human resources at their best for this purpose (Iglesias and Saleem, 2015).

Marketing managers should be looking for recruiting suitableworkers, corresponding with them, encouraging, guidance, estimating and reimburse effectively them, it can help in building strong consumer brand relationship. They should make internal environment of the organization supportive for the stronger relationship and it will certainly enhance the expectations of consumers to be loyal with your brands.

REFERENCES

Aaker, D. A., & Equity, M. B. (1991). Capitalizing on the Value of a Brand Name. *New York*, *28*, 35-37

Aaker, Jennifer L. (1997), "Dimension of Brand Personality," Journal of Marketing Research, 34 (August), 347–56.

Agrawal, D. (1996). Effect of brand loyalty on advertising and trade promotions: A game theoretic analysis with empirical evidence. *Marketing science*, *15*(1), 86-108.

Aksoy, L. (2013). How do you measure what you can't define? The current state of loyalty measurement and management. *Journal of Service Management*, *24*(4), 356-381.

Alba, J. W., &Marmorstein, H. (1987). The effects of frequency knowledge on consumer decision making. *Journal of Consumer Research*, *14*(1), 14-25.

Alexander, N., & Colgate, M. (2005). Customers' responses to retail brand extensions. *Journal of Marketing Management*, *21*(3-4), 393-419

Alloza, Á. 2008. Brand Engagement and Brand Experience at BBVA, The Transformation of a 150 Years Old Company. Corporate Reputation Review 11(4), 371–379.

Ambler, T., Bhattacharya, C. B., Edell, J., Keller, K. L., Lemon, K. N., & Mittal, V. (2002). Relating brand and customer perspectives on marketing management. *Journal of Service Research*, *5*(1), 13-25.

Arnould, Eric J. and Linda L. Price (1993), "River Magic: Extraordinary Experience and the Extended Service," Journal of Consumer Research, 20 (June), 24–45

Aron, E. N., &Aron, A. (1996). Love and expansion of the self: The state of the model. *Personal Relationships*, *3*(1), 45-58

Assael, H. (1998). Customer behavior and marketing action. *Boston Masachusetts: PWS-Kelling*.

Atwal, G., & Williams, A. (2009). Luxury brand marketing–the experience is everything!. *Journal of Brand Management*, *16*(5-6), 338-346.

Auh, S., Bell, S.J., McLeod, C.S. and Shih, E. (2007), "Co-production and customer loyalty in financial services", Journal of Retailing, 83 (3), 359-370.

Bagdare, S., & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail & Distribution Management*, *41*(10), 790-804

Baker, T. L., Hunt, J. B., & Scribner, L. L. (2002). The effect of introducing a new brand on consumer perceptions of current brand similarity: the roles of product knowledge and involvement. *Journal of Marketing Theory and Practice*, *10*(4), 45-57.

Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, *14*(1), 35-44.

Barnes, S. J., Mattsson, J., & Sørensen, F. (2014). Destination brand experience and visitor behavior: Testing a scale in the tourism context. *Annals of Tourism Research*, *48*, 121-139.

Bauer, H., Heinrich, D., & Albrecht, C. M. (2009). All you need is love: Assessing consumers' brand love. In *Proceedings of the American Marketing Association summer educator's conference,* 15(2), 252-253.

Baxendale, S., Macdonald, E. K., & Wilson, H. N. (2015).The impact of different touchpoints on brand consideration. *Journal of Retailing*, *91*(2), 235-253.

Beckman, E., Kumar, A., & Kim, Y. K. (2013).The impact of brand experience on downtown success. *Journal of Travel Research*, *52*(5), 646-658.

Belaid, S., &TemessekBehi, A. (2011). The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context. *Journal of Product & Brand Management*, *20*(1), 37-47.

Berry, L. L. (2000). Cultivating service brand equity. *Journal of the academy of Marketing Science*, *28*(1), 128-137.

Bhandari, S. 2016. Understanding the Models of Customer Experience. International Journal of Research in Commerce & Management 7(8), 76–84.

Bhattacharya, C.B. and Sen, S. (2003). Consumer-company identification: a framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67 (2), 76-88.

Bigné-Alcañiz, E., Currás-Pérez, R., & Sánchez-García, I. (2009). Brand credibility in cause-related marketing: the moderating role of consumer values. *Journal of Product & Brand Management*, *18*(6), 437-447.

Boedeker, M. (1997). Relationship marketing and regular customer cards: daily product retailing in Finland. *Marketing Intelligence & Planning*, *15*(6), 249-257.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty. *Journal of marketing*, *73*(3), 52-68.

Bravo, R., Montaner, T. and Pina, J.M. (2012a). Corporate brand image of financial institutions: a consumer approach", *Journal of Product and Brand Management*, 21 (4), 232-245.

Bravo, R., Montaner, T. and Pina, J.M. (2012b), "The role of bank image for customers vs non customers", *International Journal of Bank Marketing*, 27 (4), 315-334.

Brexendorf, T. O., Mühlmeier, S., Tomczak, T., &Eisend, M. (2010). The impact of sales encounters on brand loyalty. *Journal of Business Research*, *63*(11), 1148-1155.

Brown, G. E. (1925). The skin capillaries in Raynaud's disease. *Archives of Internal Medicine*, *35*(1), 56-73

Brun, A., &Castelli, C. (2008). Supply chain strategy in the fashion industry: developing a portfolio model depending on product, retail channel and brand. *International Journal of Production Economics*, *116*(2), 169-181.

Butler, J. R. M. (1914). *The Passing of the Great Reform Bill* (Vol. 4). Longmans, Green and Company.

Cailleux, H., Mignot, C., &Kapferer, J. N. (2009). Is CRM for luxury brands?. *Journal of Brand Management*, *16*(5-6), 406-412.

Calder, B. J., Malthouse, E. C., &Maslowska, E. (2016). Brand marketing, big data and social innovation as future research directions for engagement. *Journal of Marketing Management*, *32*(5-6), 579-585.

Carbone, L. P., & Haeckel, S. H. (1994).Engineering customer experiences. *Marketing Management*, *3*(3), 8.

Carroll, B. A., &Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, *17*(2), 79-89.

Carù, A. &Cova, B. 2003. Revisiting consumption experience: A more humble but complete view of the concept. [Online article].Marketing Theory 3(2), 267–286.

Chang, H. S., Chen, T. Y., & Tseng, C. M. (2008). How public-issue-promoted and revenue-related types of social marketing influence customer-perceived value in Taiwan's banking industry. *Journal of International Consumer Marketing*, *21*(1), 35-49.

Chang, P. L., &Chieng, M. H. (2006).Building consumer–brand relationship: A crosscultural experiential view. Psychology & Marketing, 23(11), 927–959

Chang, T.-Y. & Horng, S.-C. 2010. Conceptualizing and measuring experience quality: the customer's perspective. The Service Industries Journal 30(14), 2401–2419.

Chaplin, L. N., &Roedder John, D. (2005).The development of self-brand connections in children and adolescents. *Journal of consumer research*, *32*(1), 119-129.

Chattopadhyay, Amitava and Jean-Louis Laborie (2005), "Managing Brand Experience: The Market Contact Audit™," Journal of Advertising Research, 45 (1), 9–16.

Chaudhuri, A. and Holbrook, M.B. (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", Journal of Marketing, Vol. 65 No. 2, pp. 81-93

Chen, J. S., & Gursoy, D. (2001).An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, *13*(2), 79-85.

Chen, S.C. (2012), "The customer satisfaction–loyalty relation in an interactive e-service setting: the mediators", Journal of Retailing and Consumer Services, Vol. 19 No. 2, pp. 202-210.

Chen, Y., Yao, M., & Yan, W. (2014). Materialism and well-being among Chinese college students: The mediating role of basic psychological need satisfaction. *Journal of Health Psychology*, *19*(10), 1232-1240.

Choi, Y. G., Ok, C., & 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)

Chung, J. &Rao, V. R. 2012. A General Consumer Preference Model for Experience Products: Application to Internet Recommendation Services. Journal of Marketing Research 49(3), 289–305

Coleman, D., de Chernatony, L., &Christodoulides, G. (2011). B2B service brand identity: Scale development and validation. *Industrial Marketing Management*, *40* (7), 1063-1071.

Colicev, A., O'Connor, P., &Vinzi, V. E. (2016). Is investing in social media really worth it? How brand actions and user actions influence brand value. *Service Science*, *8*(2), 152-168.

Collins, N. L. (1996). Working models of attachment: Implications for explanation, emotion, and behavior. *Journal of personality and social psychology*, *71*(4), 810

Dagger, T.S. and David, M.E. (2012), "Uncovering the real effect of switching costs on the satisfactionloyalty association: the critical role of involvement and relationship benefits", European Journal of Marketing, 46 (3/4), 447-468.

De Waal Malefyt, T. (2015). The senses in anthropological and marketing research: investigating a consumer-brand ritual holistically. *Journal of Business Anthropology*, *4*(1), 5-30.

deChernatony, L., &Cottam, S. (2008). Interactions between organisational cultures and corporate brands. *Journal of Product & Brand Management*, *17*(1), 13-24.

Delgado-Ballester, Elena, Jose L. Munuera-Alemán, and María J. Yagüe-Guillén (2003), "Development and Validation of a Brand Trust Scale," International Journal of Market Research, 45 (1), 35–53.

Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International journal of information management*, *30*(4), 289-300.

Dennis, C., Brakus, J. J., Gupta, S., &Alamanos, E. (2014). The effect of digital signage on shoppers' behavior: The role of the evoked experience. *Journal of Business research*, *67*(11), 2250-2257

Dick, A. S., &Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, *22*(2), 99-113.

Ding, C.G. and Tseng, T.H. (2015), "On the relationships among brand experience, hedonic emotions, and brand equity", European Journal of Marketing, 49 (7/8), 994-1015.

Doyle, P., & Stern, P. (2006). *Marketing management and strategy*. Pearson Education.

Drichoutis, A. C., Lazaridis, P., & NaygaJr, R. M. (2007).An assessment of product class involvement in food-purchasing behavior. *European Journal of Marketing*, *41*(7/8), 888-914.

Dupre, K., &Gruen, T. W. (2004). The use of category management practices to obtain a sustainable competitive advantage in the fast-moving-consumer-goods industry. *Journal of Business & Industrial Marketing*, *19*(7), 444-459

Dwayne Ball, A., & Tasaki, L. H. (1992).The role and measurement of attachment in consumer behavior. *Journal of consumer psychology*, *1*(2), 155-172.

Edson Escalas, J. (2004). Narrative processing: Building consumer connections to brands.

Edvardsson, B., Johnson, M. D., Gustafsson, A., &Strandvik, T. (2000). The effects of satisfaction and loyalty on profits and growth: products versus services. *Total quality management*, *11*(7), 917-927.

Elbedweihy, A. M., Jayawardhena, C., Elsharnouby, M. H., &Elsharnouby, T. H. (2016). Customer relationship building: The role of brand attractiveness and consumer–brand identification. *Journal of Business Research*, *69*(8), 2901-2910.

en.wikipedia.org/wiki/List_of_Pakistani_provinces_by_gross_domestic_product

Escalas, J. E., &Bettman, J. R. (2003). 13 Using narratives to discern self-identity related consumer goals and motivations. *The why of consumption: Contemporary perspectives on consumer motives, goals, and desires*, *1*, 237

Fischer, M., Völckner, F., & Sattler, H. (2010). How important are brands? A cross-category, cross-country study. *Journal of Marketing Research*, *47*(5), 823-839.

Fishbein, M. &Ajzen, I. 1975. Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research. Reading, MA: Addison-Wesle

Flint, D. J., Blocker, C. P., &BoutinJr, P. J. (2011). Customer value anticipation, customer satisfaction and loyalty: An empirical examination. *Industrial marketing management*, *40*(2), 219-230.

Forney, J. C., Joo Park, E., & Brandon, L. (2005). Effects of evaluative criteria on fashion brand extension. *Journal of Fashion Marketing and Management: An International Journal*, *9*(2), 156-165.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, *24*(4), 343-373.

Fournier, S., & Alvarez, C. (2012). Brands as relationship partners: Warmth, competence, and in-between. *Journal of Consumer Psychology*, *22*(2), 177-185

Francisco-Maffezzolli, E. C., Semprebon, E., & Prado, P. H. M. (2014).Construing loyalty through brand experience: The mediating role of brand relationship quality. *Journal of Brand Management*, *21*(5), 446-458.

Fritz, W., Lorenz, B., &Kempe, M. (2014).An extended search for generic consumer– brand relationships. *Psychology & Marketing*, *31*(11), 976-991.

Fullerton, G. (2005). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, *22*(2), 97-110.

Ganesh, J., Arnold, M. and Reynolds, K. (2000), "Understanding the customer base of service providers: an examination of difference between the switchers and stayers", Journal of Marketing, Vol. 64 No. 3, pp. 65-87

Gentile, C., Spiller, N., &Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. European Management Journal, 25(5), 395–410

Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of emotional attachment to brands. *Journal of Business Research*, *64*(10), 1052-1059

Gronholdt, L., Martensen, A., Jorgensen, S. & Jensen, P. 2015. Customer experience management and business performance. International Journal of Quality and Service Sciences 7(1), 90–106

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 Behaviour*, *4*(6), 438-452.

Harris, L.C. and Goode, M.M. (2004), "The four levels of loyalty and the pivotal role of trust: a study of online service dynamics", Journal of Retailing, 80 (2), 139-158.

He, H., Li, Y., & Harris, L. (2012).Social identity perspective on brand loyalty. *Journal of Business Research*, *65*(5), 648-657.

Hess, J., & Story, J. (2005). Trust-based commitment: multidimensional consumer-brand relationships. *Journal of Consumer Marketing*, *22*(6), 313-322

Hoch, S. J. 2002. Product Experience Is Seductive. [Online article]. Journal of Consumer Research 29(3), 448–454

Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, *9*(2), 132-140

Holt, D. B. 1995. How Consumers Consume: A Typology of Consumption Practices. Journal of Consumer Research 22(1), 1–16.

Hoyer, W. D., & Ridgway, N. M. (1984). Variety seeking as an explanation for exploratory purchase behavior: A theoretical model. *ACR North American Advances*.

Hwang, J., &Seo, S. (2016). A critical review of research on customer experience management: Theoretical, methodological and cultural perspectives. *International Journal of Contemporary Hospitality Management*, *28*(10), 2218-2246.

Iglesias, O., & Saleem, F. Z. (2015). How to support consumer-brand relationships: The role of corporate culture and human resource policies and practices. *Marketing Intelligence & Planning*, *33*(2), 216-234.

Ind, N. (1998). An integrated approach to corporate branding. *Journal of Brand Management*, *5*(5), 323-329.

Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, *29*(1), 129-144.

Jacoby, J. (1971). Model of multi-brand loyalty. *Journal of advertising research*, *11*(3), 25-31.

Jacoby, J., & Chestnut, R. (1978).Brand loyalty, measurement and management. New York, NY: John Wiley & Sons

Jarvis, L. P., & Wilcox, J. B. (1776). Repeat purchasing behavior and attitudinal brand loyalty: Additional evidence. *Marketing*, *1976*, 151-152.

Jin, L., & Huang, Y. (2014).When giving money does not work: The differential effects of monetary versus in-kind rewards in referral reward programs. *International Journal of Research in Marketing*, *31*(1), 107-116.

Johnson, M.D., Herrmann, A. and Huber, F. (2006), "The evolution of loyalty intentions", Journal of Marketing, 70 (2), 122-132.

Jumani, Z., &Siddiqui, K. (2012). Bases of Islamic branding in Pakistan: Perceptions or believes.

Kale, S. H., &Shrivastava, S. (2003). The enneagram system for enhancing workplace spirituality. *Journal of Management Development*, *22*(4), 308-328

Kandampully, J., Zhang, T. and Bilgihan, A. (2015), "Customer loyalty: a review and future directions with a special focus on the hospitality industry", International Journal of Contemporary Hospitality Management, 27 (3), 379-414

Kapferer, J. N., &Bastien, V. (2009). The specificity of luxury management: Turning marketing upside down. *Journal of Brand Management*, *16*(5-6), 311-322.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *the Journal of Marketing*, 1-22.

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of marketing communications*, *15*(2-3), 139-155

Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing science*, *25*(6), 740-759.

Khan, I., &Rahman, Z. (2016). Retail brand experience: scale development and validation. *Journal of Product & Brand Management*, *25*(5), 435-451.

Kleine, S. S., & Baker, S. M. (2004).An integrative review of material possession attachment. *Academy of marketing science review*, *2004*,

Koljonen, E. L.-P. L. & Reid, R. A. 2000. Walk-through audit provides focus for service improvements for Hong Kong law firm. Managing Service Quality: *An International Journal,* 10(1), 32–46

Krishnan, B.C. and Hartline, M.D. (2001), "Brand equity: is it more important in services", *Journal of Services Marketing*, 15 (4/5), 328-342

Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, *28*(5), 1755-1767.

Leenheer, J., Van Heerde, H. J., Bijmolt, T. H., &Smidts, A. (2007). Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members. *International Journal of Research in Marketing*, *24*(1), 31-47.

Lemon, K. N. &Verhoef, P. C. 2016.Understanding Customer Experience throughout the Customer Journey. *Journal of Marketing,* 80(6), 69–96.

Lenka, U., Suar, D., &Mohapatra, P. K. (2009).Service quality, customer satisfaction, and customer loyalty in Indian commercial banks. *The Journal of Entrepreneurship*, *18*(1), 47-64.

Lin, Y. H. (2015). Innovative brand experience's influence on brand equity and brand satisfaction. *Journal of Business Research*, *68*(11), 2254-2259

Liu, C. T., Guo, Y. M., & Lee, C. H. (2011).The effects of relationship quality and switching barriers on customer loyalty. *International Journal of Information Management*, *31*(1), 71-79.

MacGillavry, K. & Wilson, A. 2014. Delivering Loyalty Via Customer Experience Management at DHL Freight. *Global Business & Organizational Excellence*, 33(6), 6–20.

Maklan, S., Antonetti, P. &Whitty, S. 2017. A Better Way to Manage Customer Experience: Lessons from the Royal Bank of Scotland. California Management Review 59(2), 92–115

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.

Marin, L. and Ruiz, S. (2007), "I need you too! Corporate identity attractiveness for consumers and the role of social responsibility", *Journal of Business Ethics*, 71 (3), 245-260

Mascarenhas, O. A., Kesavan, R. &Bernacchi, M. 2006. Lasting customer loyalty: a total customer experience approach. *Journal of Consumer Marketing*, 23(7), 397–405

Mazodier, M., &Merunka, D. (2012). Achieving brand loyalty through sponsorship: the role of fit and self-congruity. *Journal of the Academy of Marketing Science*, *40*(6), 807-820.

McAlexander, James H., John W. Schouten, and Harold F. Koenig (2002), "Building Brand Community," *Journal of Marketing*, 66 (1), 38–54

Melewar, T.C. and Storrie, T. (2001), "Corporate Identity in the Service Sector", *Public Relations Quarterly*, 46 (2), 20-26.

Merrilees, B., &Merrilees, B. (2016).Interactive brand experience pathways to customerbrand engagement and value co-creation. *Journal of Product&Brand Management*, 25(5), 402–408

Midgley, D. F., & Dowling, G. R. (1978). Innovativeness: The concept and its measurement. *Journal of consumer research*, *4*(4), 229-242.

Mittal, B. (2006). I, me, and mine—how products become consumers' extended selves. *Journal of consumer behaviour*, *5*(6), 550-562.

Nam, J., Y. Ekinci, and G. Whyatt.(2011). "Brand Equity, Brand Loyalty and Consumer Satisfaction." *Annals of Tourism Research*, 38 (3): 1009-30

nation.com.pk/03-Jun-2018/textile-industry-in-pakistan-an-open-example-of-resistance-economy

Nenonen, S., Rasila, H., Junnonen, J.-M. & Kärnä, S. 2008. Customer Journey - a method to investigate user experience. Proceedings of the Euro FM Conference Manchester. 54–63

Nenycz-Thiel, M., &Romaniuk, J. (2011).The nature and incidence of private label rejection. *Australasian Marketing Journal (AMJ)*, *19*(2), 93-99.

Nguyen, H. P., & Munch, J. M. (2011). Romantic gift giving as chore or pleasure: The effects of attachment orientations on gift giving perceptions. *Journal of Business Research*, *64*(2), 113-118.

Nysveen, H., Pedersen, P. E., &Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, 20(5), 404–423

Oliver, R. L. (1999). Whence consumer loyalty. *The Journal of Marketing*, 33-44

Oliver, R. L., Rust, R. T. &Varki, S. 1997. Customer Delight: Foundations, Findings, and Managerial Insight. *Journal of Retailing,* 73(3), 311–336

Oliver, R.L. (2010), Satisfaction: A Behavioral Perspective on the Consumer, 2nd ed., ME Sharpe, Armonk, NY.

Olsen, S.O., Tudoran, A.A., Brunsø, K. and Verbeke, W. (2013), "Extending the prevalent consumer loyalty modelling: the role of habit strength", *European Journal of Marketing*, 47 (1/2), 303-323.

OlyNdubisi, N. (2007).Relationship marketing and customer loyalty. *Marketing intelligence & planning*, *25*(1), 98-106

Orth, U. R., Limon, Y., & Rose, G. (2010). Store-evoked affect, personalities, and consumer emotional attachments to brands. *Journal of Business Research*, *63*(11), 1202-1208.

Palmer, A. J. (1996). Integrating brand development and relationship marketing. *Journal of retailing and consumer services*, *3*(4), 251-257.

Pan, Y., Sheng, S. and Xie, F.T. (2012), "Antecedents of customer loyalty: an empirical synthesis and reexamination", *Journal of Retailing and Consumer Services*, 19 (1), 150-158.

Park, C. W., MacInnis, D. J., &Priester, J. R. (2006). Beyond attitudes: Attachment and consumer behavior

Park, W. C. &MacInnis, D. J. 2006. What's In and What's Out: Questions on the Boundaries of the Attitude Construct. *Journal of Consumer Research*, 33(1), 16–18

Paula, R. M. &Iliuta, N. C. 2008.Customer Experience Management - The Most Important Dimension of The Service Firm Strategy. Annals of the University of Oradea, Economic Science Series 17(4), 1169–1173

Payne, A.F., Storbacka, K. and Frow, P. (2008), "Managing the co-creation of value", *Journal of the Academy of Marketing Science*, 36 (1), 83-96.

Pedeliento, G., Andreini, D., Bergamaschi, M., &Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. *Industrial Marketing Management*, *53*, 194-206.

Perez, A., Garcia de los Salmones, M.M. and Rodriguez Del Bosque, I. (2013), "The effect of corporate association on consumer behavior", *European Journal of Marketing*, 47 (1/2), 218-238.

Pessemier, E. A. (1959). A new way to determine buying decisions. *The Journal of Marketing*, 41-46.

Petty, R. E., Briñol, P., & DeMarree, K. G. (2007). The Meta–Cognitive Model (MCM) of attitudes: implications for attitude measurement, change, and strength. *Social Cognition*, *25*(5), 657-686.

Phil" Klaus, P., & Maklan, S. (2012). EXQ: a multiple-item scale for assessing service experience. *Journal of Service Management*, *23*(1), 5-33.

Piamphongsant, T., &Mandhachitara, R. (2008). Psychological antecedents of career women's fashion clothing conformity. *Journal of Fashion Marketing and Management: An International Journal*, *12*(4), 438-455.

Pine, B. J. & Gilmore, J. H. 1998. Welcome To the Experience Economy. Harvard Business Review 76(4), 97–105

Pine, B. J., & Gilmore, J. H. (2011). *The experience economy*. Harvard Business Press.

Pine, Joseph B., II, and James H. Gilmore (1999), The Experience Economy: Work Is Theatre and Every Business a Stage. Cambridge, MA: Harvard Business School Press

Prahalad, C. K., &Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of interactive marketing*, *18*(3), 5-14

Pressey, A. D., & Mathews, B. P. (2000).Barriers to relationship marketing in consumer retailing. *Journal of services marketing*, *14*(3), 272-285.

Puligadda, S., Ross, W. T., Chen, J., &Howlett, E. (2012). When loyalties clash purchase behavior when a preferred brand is stocked out: The tradeoff between brand and store loyalty. *Journal of Retailing and Consumer Services*, *19*(6), 570-577.

Raju, J. S., Srinivasan, V., &Lal, R. (1990).The effects of brand loyalty on competitive price promotional strategies. *Management science*, *36*(3), 276-304.

Reichheld, F. F. (1996). *The quest for loyalty: creating value through partnership*. Harvard Business Press

Rousseau, D. M., Sitkin, S. B., Burt, R. S., &Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of management review*, *23*(3), 393-404.

Sahin, A., Zehir, C., &Kitapçı, H. (2011).The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia-Social and Behavioral Sciences*, *24*, 1288-1301.

Sallam, M. A. (2014). The effects of brand image and brand identification on brand love and purchase decision making: the role of WOM. *International Business Research*, *7*(10), 187.

Same, S, &Larimo, J. 2012. Marketing Theory: Experience Marketing And Experiential Marketing.7th International Scientific Conference. [Online article]. Business and Management, 480–487

Schembri, S. (2009). Reframing brand experience: The experiential meaning of Harley–Davidson. *Journal of Business Research*, *62*(12), 1299-1310.

Schmitt, B. (2009), "The concept of brand experience", *Journal of Brand Management*, 16 (7), 417-419

Schmitt, B. H., & Rogers, D. L. (2008). *Handbook on Brand and Experience Management*. Edward Elgar.

Schmitt, B., Joško Brakus, J., & Zarantonello, L. (2015). From experiential psychology to consumer experience. *Journal of Consumer Psychology*, *25*(1), 166-171.

Schmitt, Bernd H. (1999), Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate to Your Company and Brands. New York: The Free Press.

Schouten, J. W., McAlexander, J. H. & Koenig, H. F. 2007.Transcendent customer experience and brand community. Journal of the Academy of Marketing Science 35(3), 357–368

Selnes, F. (1993).An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of marketing*, *27*(9), 19-35.

ShahinSharifi, S., & Rahim Esfidani, M. (2014). The impacts of relationship marketing on cognitive dissonance, satisfaction, and loyalty: the mediating role of trust and

cognitive dissonance. *International Journal of Retail & Distribution Management*, *42*(6), 553-575

Shaver, P. R., &Mikulincer, M. (2007).Adult attachment strategies and the regulation of emotion. *Handbook of emotion regulation*, *1*, 446-465.

Shaw, Colin and John Ivens (2002), Building Great Customer Experiences. New York: Palgrave/Macmillan

Shukla, P., &Purani, K. (2012).Comparing the importance of luxury value perceptions in cross-national contexts. *Journal of Business Research*, *65*(10), 1417-1424.

Siddiqui, K., Ahmed, R., Manan, A., &Choudhr, D. (2013).Fertilizer branding in Pakistan. *International Journal of Marketing and Technology*, *3*(9), 82

Siddiqui, K., Bashir, S., Sarki, I. H., Jaffari, S. I. A., & Abbas, S. (2012). Intergenerational Influences on brand preferences: consumables vs durables. *International Journal of Business and Social Science*, *3*(13).

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of marketing*, *66*(1), 15-37.

Stokburger-Sauer, N., Ratneshwar, S. and Sen, S. (2012), "Drivers of consumer-brand identification", International Journal of Research in Marketing, Vol. 29 No. 4, pp. 406-418.

Stone, M., Woodcock, N., & Wilson, M. (1996).Managing the change from marketing planning to customer relationship management. *Long Range Planning*, *29*(5), 675-683.

Takala, T., &Uusitalo, O. (1996). An alternative view of relationship marketing: a framework for ethical analysis. *European Journal of marketing*, *30*(2), 45-60.

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

Thomson, M., MacInnis, D. J., &Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of consumer psychology*, *15*(1), 77-91

Tong, X., & Hawley, J. M. (2009).Measuring customer-based brand equity: empirical evidence from the sportswear market in China. *Journal of Product & Brand Management*, *18*(4), 262-271

Toufaily, E., Ricard, L., &Perrien, J. (2013). Customer loyalty to a commercial website: Descriptive meta-analysis of the empirical literature and proposal of an integrative model. *Journal of Business Research*, *66*(9), 1436-1447

Tynan, C. &McKenchie, S. 2009. Experience marketing: a review and reassessment. Journal of Marketing Management 25(5-6), 501–517

Unal, S., &Aydın, H. (2013).An investigation on the evaluation of the factors affecting brand love. *Procedia-Social and Behavioral Sciences*, *92*, 76-85.

Verhoef, P. C., Nijssen, E. J., &Sloot, L. M. (2002). Strategic reactions of national brand manufacturers towards private labels: an empirical study in the Netherlands. *European Journal of Marketing*, *36*(11/12), 1309-1326.

Villas-Boas, J. M. (2004). Consumer learning, brand loyalty, and competition. *Marketing Science*, *23*(1), 134-145.

Vlachos, P.A. and Tsamakos, A. (2011), "Corporate social responsibility: attributions, loyalty and the mediating role of trust", *Journal of the Academy of Marketing Science*, 37 (2), 170-180.

Walsh, G., & Mitchell, V. W. (2010).The effect of consumer confusion proneness on word of mouth, trust, and customer satisfaction. *European Journal of Marketing*, *44*(6), 838-859

Whan Park, C., MacInnis, D. J., Priester, J., Eisingerich, A. B., &Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of marketing*, *74*(6), 1-17..

Whelan, S., &Wohlfeil, M. (2006).Communicating brands through engagement with 'lived'experiences. *Journal of Brand Management*, *13*(4-5), 313-329.

Wildner, R., Kittinger-Rosanelli, C. &Bosenick, T. 2015. How Good is Your User Experience? Measuring and Designing Interactions. Marketing Intelligence Review 7(2), 52–57

Woratschek, H., &Horbel, C. (2006). Are variety-seekers bad customers? An analysis of the role of recommendations in the service profit chain. *Journal of Relationship Marketing*, *4*(3-4), 43-57.

Yoo, B., &Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of business research*, *52*(1), 1-14.

Zaichkowsky, J. L. 1985. Measuring the Involvement Construct.[Online article]. Journal of Consumer Research 12(3), 341–352.

Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, *17*(7), 532-540.

Zarantonello, L., & Schmitt, B. H. (2013). The impact of event marketing on brand equity: The mediating roles of brand experience and brand attitude. *International Journal of Advertising*, *32*(2), 255-280.

Zboja, J. J., & Voorhees, C. M. (2006). The impact of brand trust and satisfaction on retailer repurchase intentions. Journal of Services Marketing, 20(6), 381-390.

Zomerdijk, L. G., & Voss, C. A. (2010). Service design for experience-centric services. *Journal of Service Research, 13*(1), 67-82

.

Respected Sir/Madam

I am the research student of Faculty of Management Sciences at National University of Modern Languages. I am working on my Research Thesis. I need your valued time and coordination with me to create knowledge. I ensure you any information obtained for this study, will remain highly confidential. In written thesis or publication, no one will be identified and only aggregate data will be presented.

Name (optional) :	Gender : ☐ Male ☐ Female	Occupation: ☐ BUSINESs ☐ JOB ☐ other
Age Yrs: ☐ 20-30 ☐ 31-40 ☐ 41-50 ☐ 50-60 ☐ 60 and above	**Experience with this brand in years** ☐ Less than 1 yr. ☐ 1- 5. ☐ 5- 10 ☐ 10 years and above	**Education:** ☐ Metric, ☐ Intermediate, ☐ Bachelor ☐ Master ☐ M.phil, ☐ PHD
Monthly Income: ☐ 40000-50000 ☐ 51000-60000, ☐ 61000-70000, ☐ 71000-80000, ☐ 80000 AND ABOVE		

☐ **1-Khaadi** ☐ **2-Gul Ahmad** ☐ **3-Kayseria** ☐ **4-Sana** ☐ **Safinaz** ☐ **5-Warda**
6-Nishat Linen

☐ **7-Stone age** ☐ **8- So Kamal** ☐ **9-others……**

Please choose one brand from below mentioned & carefully tick (√) the appropriate option from answers keeping in mind that selected brand. (If other pleases mention)

Brand experience

1-This brand makes a strong impression on my visual senses or other senses

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

2- I find this brand interesting in sensory way

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

3- This brand does not appeal to my senses

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

4- I engage in a lot of thinking when I encounter this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

5- This brand does not make me think

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

6- This brand stimulates my curiosity and problem solving

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

7- I engage in physical actions and behavioral when I use this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

8- This brand results in bodily experiences

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

9- This brand is not action oriented

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

Brand loyalty

10- Overall, I buy this brand often

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

11- I'll tell other people how good this brand is

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

12- I'll recommend this brand to other people

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

13- I identify with this brand very much

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

14- I'm willing to pay a higher price to buy this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

15- If this brand is out of stock, I'll wait and refuse any substitutes

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV-**Agree   **V-**Strongly Agree

Brand attachment

16- I feel emotionally connected to this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

17- I have a personal bond with this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

18- I feel emotionally attached to this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

19- The brand is part of me and who I am

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

20- I feel personally connected to this brand

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

21- My thoughts and feelings toward this brand are often automatic, coming to mind seemingly on their own

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree

22- My thoughts and feelings toward this brand come to my mind naturally and instantly

I-Strongly Disagree   **ii-**Disagree   **iii-**Neutral   **IV**-Agree   **V-**Strongly Agree