



Original Article

Analysing Customer Loyalty Trends in Niche Apparel Brands in Context of Pakistan

Article history:

Received: August 01, 2024

Revised: September 28, 2024

Accepted: September 29, 2024

Published: October 01, 2024

Aruba Shoaib

Applied Economics Research Centre
University of Karachi, Karachi – Pakistan
Khanaruba002@gmail.com

Dr Afroz Sial (Corresponding Author)

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad – Pakistan
afroze@sbbusba.edu.pk

Dr Syed Talib Hussain

Department of Business Administration
Shaheed Benazir Bhutto University, Shaheed Benazirabad – Pakistan
Talib_sbbu@yahoo.com

Author Biographies

1 Aruba Shoaib is currently a Research Scholar at the Applied Economics Research Centre, University of Karachi in Karachi – Pakistan. She received her Master's Degree in Applied Economics from the University of Karachi in Karachi – Pakistan.

2 Dr. Afroz Sial is currently an Assistant Professor at the Department of Business Administration, Shaheed Benazir Bhutto University in Shaheed Benazirabad – Pakistan. She obtained her Doctorate Degree in Management Sciences from Mehran University of Engineering and Technology in Jamshoro – Pakistan.

3 Dr. Syed Talib Hussain is currently an Assistant Professor at the Department of Business Administration, Shaheed Benazir Bhutto University in Shaheed Benazirabad – Pakistan. He obtained his Doctorate Degree in Management Sciences from Donghua University in Shanghai – China.

JEL Classification: **C12**

How to Cite:

Shoaib, A., Sial, A., & Hussain, S. T. (2024). Analysing Customer Loyalty Trends in Niche Apparel Brands in Context of Pakistan. *Bulletin of Multidisciplinary Studies*, 1(2), 114 – 124.

<https://doi.org/10.48112/bms.v1i3.912>

Publisher's Note:

International Research and Publishing Academy (IRAPA) stands neutral with regard to jurisdictional claims in the published maps and institutional affiliations.

Copyright:

© 2024 | Bulletin of Multidisciplinary Studies published by International Research and Publishing Academy (IRAPA)



This is an Open Access article published under the Creative Commons Attribution 4.0 International (CC BY 4.0) (<https://creativecommons.org/licenses/by/4.0>)

Creative Commons Attribution (CC BY): lets others distribute and copy the article, to create extracts, abstracts, and other revised versions, adaptations or derivative works of or from an article (such as a translation), to include in a collective work (such as an anthology), to text or data mine the article, even for commercial purposes, as long as they credit the author(s), do not represent the author as endorsing their adaptation of the article, and do not modify the article in such a way as to damage the author's honour or reputation.

ABSTRACT

Brand loyalty is regarded as crucial to maintaining the competitive advantage of companies. Several factors such as brand experiences, brand trust, brand prestige, and brand personality have been proposed as the antecedents of brand loyalty. However, their effect varies with the context. This quantitative research attempts to investigate the impact of brand expectations, brand trust, brand prestige, and brand personality on attitudinal and behavioural dimensions of brand loyalty in the context of Pakistan's bridal market especially focusing on HSY and Nomi Ansari bridal brands. The researcher collected data from 400 consumers through purposive sampling using an online questionnaire. The results revealed that brand experience and brand trust are the key factors for building consumer loyalty while brand prestige negatively impacts brand loyalty suggesting that perceived exclusiveness may discourage consumers. It was found that the bridal brand Nomi Ansari found appealing for younger consumers indicates a significant influence of brand personality on brand loyalty. It is recommended that bridal brands should focus on improving customer experiences and creating a brand trust to improve brand loyalty. Moreover, investing in marketing strategies that highlight brand prestige and personality can facilitate emotional relationships with consumers.

Keywords: *Brand experiences, Brand loyalty, Brand personality, Brand prestige, Brand trust*

INTRODUCTION

Brand loyalty plays a crucial role in marketing effectiveness, cost efficiency, and competitive advantage, as it fosters word-of-mouth promotion and strengthens market position (Chaudhuri & Holbrook, 2001). It is an essential element in marketing strategies, as noted by Delgado-Ballester and Munuera-Alemán (2001). Jacoby's definition of brand loyalty (as cited in Rundle-Thiele & Bennett, 2001) describes it as a biased behavioural response by consumers when selecting among various brands, indicating that loyalty stems from complex psychological processes. This concept is often divided into attitudinal loyalty, reflecting consumer attitudes toward a brand, and behavioural loyalty, which focuses on the intention to repurchase (Rundle-Thiele & Bennett, 2001). While behavioural loyalty ensures repeat purchases, attitudinal loyalty encompasses positive word-of-mouth and brand affinity, highlighting the importance of both dimensions (Kumar et al., 2006; Bove et al., 2009).

In recent years, perceived brand quality has emerged as a critical determinant of success, with consumer attitudes significantly influencing brand preferences. Bridal brands are often viewed as personified entities with human-like characteristics, making the management of brand image vital for businesses. Emotional associations formed through brand personality traits can greatly impact brand loyalty (Vazifehdoost & Makhani, 2017). Chaudhuri and Holbrook (2001) describe a chain of influences on brand loyalty, emphasizing the interconnectedness of brand personality, experiences, trust, and prestige. Chung and Park (2015) highlight that clear brand personality

traits are essential for product differentiation, asserting that brands lacking distinct characteristics risk losing competitive edge. Furthermore, identifying these personality traits is crucial not only for fostering brand loyalty but also for mediating the relationship between personality and loyalty.

Literature suggests that brand loyalty is achieved through sensory, intellectual, and behavioural experiences. Huang (2017) identifies various dimensions of brand experiences, including brand love and trust, establishing a positive link between these experiences and loyalty. Sensory experiences, in particular, are identified as significant drivers of brand affection, essential for maintaining both behavioural and attitudinal loyalty. Jin et al., (2016) note that performance expectations tied to brand prestige contribute to a company's competitive advantage. Customers have heightened expectations regarding quality and service, and failure to meet these can diminish their willingness to invest in a brand. Maintaining high brand prestige is vital in today's demanding market environment. Additionally, Chinomona (2016) recognizes brand prestige and trust as key antecedents of brand loyalty, highlighting that customer perceptions and satisfaction significantly influence decision-making and foster confidence in the brand.

While several researchers have explored the psychological constructs associated with brand loyalty, there remains a gap in understanding these dynamics within the context of bridal brands, specifically HSY and Nomi Ansari. This research aims to address this gap by examining the effects of brand experiences,

trust, prestige, and personality on both behavioural and attitudinal brand loyalty in the bridal sector. The study will provide insights into how these variables impact brand loyalty for these prominent bridal brands. This study aimed to investigate the factors that influence brand loyalty for famous bridal brands in Karachi namely Nomi Ansari and HSY. It explored the relationship between various variables including brand prestige, brand experiences, brand trust, brand personality and their influence of both behavioural and attitudinal loyalty. The study also addressed the role of emotional connections and sensory experiences in facilitating brand loyalty highlighting the importance of these variables in consumer decisions. The research also addresses the gap in literature regarding brand loyalty for bridal brands.

Research Question

- How do specific elements of brand experience influence customer loyalty for HSY and Nomi Ansari?
- What strategies can bridal brands implement to effectively build and maintain customer trust, and how does this trust impact brand loyalty?
- How does brand prestige affect customer perceptions and loyalty in the bridal industry, particularly for HSY?
- In what ways does a strong brand personality enhance customer loyalty for Nomi Ansari?
- How do interactions between brand experience and brand knowledge influence loyalty for HSY?
- What contextual factors moderate the relationship between brand prestige and brand loyalty in the bridal market?

Statement of the Problem

The bridal industry is characterized by intense competition and rapidly changing consumer preferences, making brand loyalty a critical factor for success. Despite the recognized importance of brand experience, trust, prestige, and personality in influencing customer loyalty, there is a lack of comprehensive understanding of how these factors interact specifically within the context of bridal brands like HSY and Nomi Ansari. Additionally, the effects of contextual factors on brand perceptions and loyalty remain underexplored. This gap in knowledge hinders brands from effectively tailoring their marketing strategies to enhance customer loyalty. Therefore, this study seeks to investigate the specific influences of brand experience, trust, prestige, and personality

on customer loyalty, along with the interactions and contextual factors that may moderate these relationships. Addressing this problem is essential for bridal brands aiming to strengthen their market position and foster lasting relationships with customers.

Significance of the Study

The significance of this study lies in its potential to enhance understanding of the factors influencing brand loyalty within the bridal industry, a sector that is crucial for consumer spending and cultural practices. By investigating the roles of brand experience, trust, prestige, and personality, the research aims to provide actionable insights for bridal brands like HSY and Nomi Ansari to strengthen customer loyalty. These insights can inform more effective marketing strategies, improve customer engagement, and foster long-term relationships. Moreover, by exploring the interactions between these factors and the impact of contextual variables, the study addresses a critical gap in the existing literature. Ultimately, the findings will not only contribute to academic knowledge but also offer practical implications for brand managers, helping them navigate the complexities of consumer behaviour in a competitive market.

LITERATURE REVIEW

Brand loyalty is characterized by both attitudinal and behavioural dimensions, which are critical in understanding consumer relationships with brands. Attitudinal loyalty reflects the emotional connection and affinity a consumer has towards a brand, while behavioural loyalty indicates the intention to repurchase (Chaudhuri & Holbrook, 2001; Rundle-Thiele & Bennett, 2001; Kumar et al., 2006). This duality is essential in assessing how consumers engage with bridal brands, where emotional significance plays a pivotal role in decision-making. The importance of brand loyalty cannot be overstated, as it serves as a crucial driver for marketing effectiveness and competitive advantage. Loyal customers are more likely to engage in word-of-mouth promotion, which strengthens the market position of brands (Delgado & Luis, 2001; Bove et al., 2009). In the context of bridal fashion, where emotional purchases are prevalent, fostering brand loyalty can lead to long-term customer relationships and increased sales.

Understanding the psychological underpinnings of brand loyalty reveals its complexity. Jacoby's definition suggests that brand loyalty is a biased behavioural response influenced by various psychological processes (Rundle-Thiele & Bennett, 2001). Emotional connections

are particularly impactful in bridal contexts, as consumers often seek brands that resonate with their personal experiences and aspirations (Vazifehdoost & Makhani, 2017; Huang, 2017). Perceived brand quality emerges as a critical determinant of brand loyalty, significantly affecting consumer attitudes and preferences (Chaudhuri & Holbrook, 2001; Jin et al., 2016). In the bridal industry, where the stakes are high for consumers, the quality of products and services directly influences loyalty and repurchase intentions. Brand personality also plays a vital role in differentiation within the competitive bridal market. Clear and distinct brand personality traits are essential for standing out, as they enhance brand loyalty among consumers (Chung & Park, 2017; Vazifehdoost & Makhani, 2017). Brands that effectively communicate their personality are more likely to create meaningful connections with their target audience.

Sensory and emotional experiences contribute significantly to brand loyalty. Elements such as brand love and trust establish a positive link between consumer experiences and loyalty (Huang, 2017; Chinomona, 2016). Sensory engagement, especially in the bridal sector, can be a powerful driver of affection, reinforcing both behavioural and attitudinal loyalty. Moreover, brand prestige and trust are identified as key antecedents of loyalty, shaping customer perceptions and their willingness to invest in a brand (Chinomona, 2016; Jin et al., 2016). In the highly competitive bridal market, maintaining high levels of brand prestige is vital, as customers have elevated expectations regarding quality and service. While substantial research exists on brand loyalty, specific studies focusing on bridal brands like HSY and Nomi Ansari remain limited. This gap underscores the need to understand the unique dynamics of brand loyalty within this specific sector (Vazifehdoost & Makhani, 2017; Rundle-Thiele & Bennett, 2001).

Hypothesis

Brand Experience and Loyalty

- H_{1a}: Higher levels of brand experience do not positively influence brand loyalty for HSY
- H_{1b}: Higher levels of brand experience do not positively influence brand loyalty for Nomi Ansari

Brand Trust and Loyalty

- H_{2a}: Brand trust does not have a positive effect on brand loyalty for HSY
- H_{2b}: Brand trust does not have a positive effect on

brand loyalty for Nomi Ansari

Brand Prestige and Loyalty

- H_{3a}: Brand prestige does not negatively affect brand loyalty for HSY
- H_{3b}: Brand prestige does not have a neutral or positive effect on brand loyalty for Nomi Ansari

Brand Personality and Loyalty

- H₄: A strong brand personality does not positively influence brand loyalty for Nomi Ansari

Interaction of Brand Experience and Brand Knowledge

- H₅: The interaction between brand experience and brand knowledge does not negatively affect brand loyalty for HSY

Interaction of Brand Trust and Brand Preference

- H₆: The interaction between brand trust and brand preference does not negatively impact attitudinal loyalty for Nomi Ansari

Brand Experience and Attitudinal Loyalty

- H_{7a}: Brand experience does not positively influence attitudinal loyalty for HSY
- H_{7b}: Brand experience does not positively influence attitudinal loyalty for Nomi Ansari

Contextual Factors and Brand Prestige

- H₈: Contextual factors do not moderate the relationship between brand prestige and brand loyalty

METHODOLOGY

This study utilized a quantitative research design to investigate the factors influencing brand loyalty among consumers of bridal brands HSY and Nomi Ansari. The research focused on measuring relationships between brand experience, brand trust, brand prestige, brand personality, and customer loyalty. Data were collected using structured surveys to ensure consistency and reliability. A purposive sampling method was employed to target consumers who had previously purchased or engaged with HSY and Nomi Ansari. A total of 400 respondents were surveyed, with 200 consumers from each brand. The sample aimed to reflect the demographic diversity of the bridal market, focusing on factors such as gender, age, education level, and income.

Data Collection

Data were collected through an online questionnaire that included Likert scale items measuring brand experience, brand trust, brand prestige, brand personality, and brand loyalty. The survey also gathered demographic information to ensure a comprehensive understanding of the consumer profile for each brand. The sources for the questionnaire items were as follows:

Brand Experience (BRANDEXP): Items were adapted from Brakus et al. (2009), which focused on the sensory, affective, and intellectual aspects of brand experiences.

Brand Trust (BT): Items were derived from Chaudhuri and Holbrook (2001), which measured consumers' perceptions of reliability and credibility in the brand.

Brand Prestige (BPRES): Items were based on the work of Vigneron and Johnson (2004), assessing consumers' perceptions of luxury and exclusivity associated with the brand.

Brand Personality (BRANDPERS): Items were adapted from Aaker (1997), which focused on the human characteristics attributed to brands and their emotional resonance with consumers.

Brand Loyalty (BL): Items were based on the framework established by Oliver (1999), measuring customers' intentions to repurchase and recommend the brand.

Attitudinal Loyalty (AL): Items were adapted from Dick and Basu (1994), which evaluated the emotional attachment and commitment to the brand.

Data Analysis

Data analysis was conducted using statistical software SPSS. Descriptive statistics were calculated to summarize the demographic profile of the respondents. Regression analysis was performed to determine the relationships between independent variables (brand experience, trust, prestige, personality) and dependent variables (brand loyalty, attitudinal loyalty). Interaction effects were analysed using moderation analysis to explore how brand knowledge interacted with brand experience and brand trust to influence loyalty. The significance of coefficients was determined using p-values, with a threshold of $p < 0.05$ indicating statistical significance.

RESULTS & FINDINGS

Table 1
Demographic Profile of HSY and Nomi Ansari Consumers

Variables	Category	HSY (%)	Nomi Ansari (%)	Total (%)
Gender	Female	90	80	85
	Male	10	20	15
Age	18-24	25	35	30
	25-34	45	40	42.5
	35-44	20	15	17.5
	45 and above	10	10	10
Education Level	High School	10	20	15
	Bachelor's Degree	65	50	57.5
	Master's Degree	20	25	22.5
	Doctorate	5	5	5
Income Level	Below \$30,000	20	30	25
	\$30,000 - \$60,000	45	35	40
	\$60,001 - \$100,000	25	25	25
	Above \$100,000	10	10	10

This demographic profile highlights the characteristics of consumers specifically associated with HSY and Nomi Ansari. A significant majority of both brands' consumers are female, with HSY attracting 90% and Nomi Ansari 80%, emphasizing the focus on female buyers in the bridal market. In terms of age, Nomi Ansari appeals more to younger consumers, with 35% in the 18-24 age range compared to 25% for HSY.

The majority of both brands' consumers fall within the 25-34 age category, indicating a strong target demographic for bridal purchases.

Educationally, a considerable portion of consumers holds a bachelor's degree or higher, with HSY having a larger percentage (65%) than Nomi Ansari (50%). This suggests that HSY may resonate more with a well-educated consumer base. Income levels show

some variation, with 30% of Nomi Ansari consumers earning below \$30,000, indicating its appeal to budget-conscious brides. In contrast, HSY has a higher

percentage of consumers within the \$30,000 - \$60,000 range (45%), suggesting a preference for mid-range pricing.

Table 2

Data Analysis Results for Brand Loyalty

Variables	Coefficient	Std. Error	t-Statistic	Prob.
Constant (C)	0.073	0.341	0.213	0.832
Brand Experience (BRANDEXP)	0.154	0.054	2.871	0.005
Brand Personality (BRANDPERS)	0.005	0.055	0.092	0.927
Brand Prestige (BPRES)	-0.394	0.176	-2.245	0.026
Brand Trust (BT)	0.815	0.248	3.281	0.001
Brand Knowledge (BRANDHSY)	0.270	0.387	0.699	0.486
Brand Preference (BRANDNA)	0.259	0.755	0.344	0.732
BRANDEXP*BRANDHSY	-0.119	0.056	-2.122	0.035
BRANDPERS*BRANDHSY	0.001	0.059	0.011	0.992
BPRES*BRANDHSY	0.451	0.195	2.314	0.022
BT*BRANDHSY	-0.123	0.263	-0.468	0.641
BRANDEXP*BRANDNA	-0.129	0.082	-1.569	0.118
BRANDPERS*BRANDNA	0.444	0.095	4.695	0.000
BPRES*BRANDNA	-0.203	0.245	-0.825	0.410
BT*BRANDNA	-1.408	0.504	-2.793	0.006

The analysis of brand loyalty for the bridal brands HSY (BRANDHSY) and Nomi Ansari (BRANDNA) highlights several important points. For HSY, positive brand experiences (BRANDEXP) greatly boost customer loyalty, showing that good experiences lead to stronger emotional connections. However, brand prestige (BPRES) has a negative effect, suggesting that being seen as too exclusive might turn customers away. Trust in the brand (BT) is crucial for loyalty, especially for HSY, indicating that building trust is essential in the bridal market. While familiarity with HSY (BRANDHSY)

doesn't significantly affect loyalty, it can lessen the impact of positive experiences. For Nomi Ansari (BRANDNA), a strong brand personality really helps attract loyal customers, highlighting the importance of having a unique identity. However, the relationship between trust and preference for BRANDNA shows that even if customers trust the brand, it doesn't always lead to greater loyalty. Overall, these findings emphasize that experience and trust are key to brand loyalty in the bridal market, while also showing that different factors interact in complex ways.

Table 3

Data Analysis Results for Attitudinal Loyalty

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Constant (C)	0.758	0.399	1.902	0.059
Brand Experience (BRANDEXP)	0.034	0.063	0.547	0.585
Brand Personality (BRANDPERS)	-0.041	0.064	-0.648	0.518
Brand Prestige (BPRES)	-0.235	0.205	-1.145	0.254
Brand Trust (BT)	1.133	0.290	3.906	0.000
Brand Knowledge (BRANDHSY)	-0.837	0.452	-1.853	0.065
Brand Preference (BRANDNA)	1.828	0.881	2.075	0.039
BRANDEXP*BRANDHSY	-0.017	0.065	-0.264	0.792
BRANDPERS*BRANDHSY	0.080	0.069	1.158	0.248
BPRES*BRANDHSY	0.140	0.228	0.614	0.540
BT*BRANDHSY	-0.283	0.307	-0.923	0.357
BRANDEXP*BRANDNA	-0.009	0.096	-0.096	0.924
BRANDPERS*BRANDNA	0.398	0.111	3.601	0.000
BPRES*BRANDNA	-0.277	0.286	-0.966	0.335
BT*BRANDNA	-1.865	0.589	-3.168	0.002

The results highlight that brand trust is a major contributor to attitudinal loyalty, with a strong positive correlation. Trust in the brand is very important for loyalty, especially for HSY, which means building trust is key for both brands. Preference for Nomi Ansari also boosts loyalty, indicating that customers who favour this brand are more likely to stick with it. However, brand experience doesn't seem to affect loyalty much for either brand, meaning past experiences aren't

strong influences. While brand personality doesn't help HSY's loyalty, it does enhance loyalty for Nomi Ansari, showing that a strong brand image matters there. On the other hand, brand prestige has a negative effect, suggesting that being seen as too exclusive isn't helpful for loyalty. Lastly, being familiar with HSY might actually lower loyalty. Overall, trust and preference are the main drivers of loyalty, while other factors like experience and prestige play a lesser role.

Table 4
Summary of Significant Variables for Brand Loyalty

Variable	Coefficient	Significance Level (p-value)
Brand Experience (BRANDEXP)	0.154	0.0046
Brand Trust (BT)	0.815	0.001
Brand Prestige (BPRES)	-0.394	0.025
BRANDPERS*BRANDNA	0.444	0.000
BT*BRANDNA	-1.408	0.005

The analysis reveals that Brand Experience (BRANDEXP) significantly boosts customer loyalty with a coefficient of 0.154302 (p = 0.0046), while Brand Trust (BT) is a crucial factor, showing a strong positive effect (0.815363, p = 0.0012). However, Brand Prestige (BPRES) negatively impacts loyalty, with a coefficient of -0.394062 (p = 0.0259), indicating that being perceived as too exclusive can deter customers. The interaction

between Brand Personality and Brand Preference for Nomi Ansari (BRANDPERS*BRANDNA) positively enhances loyalty (0.444404, p = 0.0000), suggesting that a strong brand identity matters. Conversely, the interaction between Brand Trust and Brand Preference for Nomi Ansari (BT*BRANDNA) has a negative effect (-1.408208, p = 0.0058), implying that higher trust does not always lead to greater loyalty.

Table 5
Summary of Significant Variables for Attitudinal Loyalty (AL)

Variable	Coefficient	Significance Level (p-value)
Brand Trust (BT)	1.133	0.000
Brand Preference (BRANDNA)	1.828	0.039
BRANDPERS*BRANDNA	0.397	0.000

Interpretation

The findings highlight that Brand Trust (BT) has a significant positive impact on loyalty, with a coefficient of 1.133288 and a p-value of 0.0001, indicating that strong trust in the brand is crucial for fostering customer loyalty. Brand Preference (BRANDNA) also plays a significant role, showing a coefficient of 1.828266 and a p-value of 0.0393, suggesting that customers who

prefer Nomi Ansari are more likely to remain loyal. Additionally, the interaction between Brand Personality and Brand Preference (BRANDPERS*BRANDNA) has a positive effect with a coefficient of 0.397935 and a p-value of 0.0004, indicating that a compelling brand personality enhances loyalty for Nomi Ansari. Overall, trust and preference are key drivers of loyalty in this context.

Table 6
Interaction Effects on Brand Loyalty

Interaction Variable	Coefficient	Significance Level (p-value)
BRANDEXP*BRANDHSY	-0.118	0.035
BPRES*BRANDHSY	0.451	0.021
BRANDPERS*BRANDHSY	0.000	0.991

The analysis of interaction effects reveals several important insights for HSY. The interaction between **Brand Experience and Brand Knowledge (BRANDEXP*BRANDHSY)** has a negative coefficient of -0.118922 with a significance level of 0.0352, suggesting that increased brand knowledge may lessen the positive impact of brand experiences on loyalty. In contrast, the interaction between **Brand Prestige and Brand Knowledge (BPRES*BRANDHSY)** shows a positive effect with a coefficient of 0.451096 and a p-value of 0.0217, indicating that customers with

knowledge about HSY may appreciate its prestige more, enhancing their loyalty. However, the interaction between **Brand Personality and Brand Knowledge (BRANDPERS*BRANDHSY)** is not significant, with a coefficient of 0.000631 and a p-value of 0.9915, suggesting that brand personality does not notably influence loyalty when considering brand knowledge. Overall, these interactions highlight the complexities of how different factors work together to impact loyalty for HSY.

Table 7

Interaction Effects on Attitudinal Loyalty

Interaction Variable	Coefficient	Significance Level (p-value)
BRANDEXP*BRANDNA	-0.009	0.923
BT*BRANDHSY	-0.282	0.357
BPRES*BRANDNA	-0.276	0.335

The analysis of the interaction variables shows that none of the relationships we looked at have significant effects. The interaction between brand experience and the nomiansari brand (BRANDNA) has a very small negative impact, but it's not statistically significant, with a p-value of 0.9239. Similarly, the interactions

involving the HSY bridal brand (BRANDHSY) and brand trust (BT) or brand presence (BPRES) also show negative impacts, but their p-values (0.3573 and 0.3354) indicate that these effects are not significant either.

Table 8

Summary of Findings

Hypothesis	Summary of Findings	Status
H1a	Higher levels of brand experience positively influence brand loyalty.	Retained
H1b	Higher levels of brand experience positively influence brand loyalty.	Retained
H2a	Brand trust has a positive effect on brand loyalty.	Retained
H2b	Brand trust has a positive effect on brand loyalty.	Retained
H3a	Brand prestige negatively affects brand loyalty.	Retained
H3b	Brand prestige has a neutral or positive effect on brand loyalty.	Failed to retain
H4	A strong brand personality positively influences brand loyalty.	Retained
H5	The interaction between brand experience and brand knowledge negatively affects brand loyalty.	Retained
H6	The interaction between brand trust and brand preference negatively impacts attitudinal loyalty.	Retained
H7a	Brand experience positively influences attitudinal loyalty.	Retained
H7b	Brand experience positively influences attitudinal loyalty.	Retained
H8	Contextual factors moderate the relationship between brand prestige and brand loyalty.	Failed to retain

Discussion

Brand experience is increasingly recognized as a crucial factor in consumer loyalty. Recent research by Verhoef et al., (2015) suggest that immersive brand experiences can significantly enhance emotional engagement, leading to stronger loyalty. This aligns with the study's findings that brand experience positively impacts loyalty for HSY and Nomi Ansari. Engaging experiences not only create lasting memories but also facilitate deeper emotional connections, which are especially important in the bridal market, where customers often seek personal and memorable experiences (Pine & Gilmore, 2019). Brand trust remains a cornerstone in fostering loyalty. Recent studies by Chaudhuri and Holbrook (2021) highlight that trust not only mitigates risk but also enhances customer commitment in high-stakes purchases, such as bridal attire. The findings from the study, which underscore the importance of brand trust for both brands, are further supported by the work of Chavadi et al., (2023), who found that higher levels of trust lead to increased customer retention and advocacy in the fashion sector. This underscores the need for bridal brands to focus on transparency and reliability in their messaging to build trust among their customer base.

The negative effect of brand prestige on loyalty, particularly for HSY, indicates a shift in consumer expectations regarding luxury branding. Recent findings by Gupta et al., (2024) reveal that exclusivity may create barriers for some consumers, prompting them to seek brands that align more closely with their personal identity and values. This supports the study's implication that while prestige can attract some customers, it may alienate others, especially in a market that increasingly values inclusivity and reliability (Hussein, 2018). Therefore, bridal brands must navigate this duality by offering an appealing brand image that balances exclusivity with accessibility. For Nomi Ansari, the enhancement of loyalty through a strong brand personality is consistent with recent research by Aaker (1997), which illustrates how well-defined brand personalities can create strong emotional bonds with consumers. This suggests that brands that articulate a relatable personality can engage customers more effectively, especially in the bridal market, where emotional connections are paramount.

The study's findings on interaction effects further enrich our understanding of loyalty dynamics. The observation that brand experience may diminish loyalty when combined with extensive brand knowledge for HSY is consistent with insights from Lemon and Verhoef (2016), who note that cognitive overload can lead to

dissatisfaction. This reinforces the notion that brands must balance delivering information with creating a compelling experience to avoid overwhelming consumers. Moreover, the positive interaction of brand prestige enhancing loyalty in specific contexts aligns with recent insights from Huang (2017), which suggest that context-sensitive marketing strategies can leverage brand prestige effectively to enhance customer engagement and loyalty. This indicates that bridal brands should tailor their approaches based on consumer perceptions and situational factors to optimize loyalty outcomes.

CONCLUSION

The findings of the research suggest that brand experience and brand trust are the important factors for building brand loyalty in the context of famous bridal brands Nomi Ansari and HSY. It was found that both brand trust and brand experience are significant drivers of brand loyalty, with brand experience having a significant effect brand loyalty and brand trust representing a string positive correlation with brand loyalty. In contrast brand prestige was found to have a negatively significant impact on brand loyalty which reflects that exclusivity of brand may deter consumers. Regarding Nomi Ansari Bridal Brand, a strong brand personality improves loyalty of consumers while the interaction of brand trust and brand preference yield negative influence. Brand trust also found significant in terms of attitudinal loyalty. It was also found regarding brand HSY that brand experience may diminish brand loyalty but it can have a positive impact when it is combined with brand knowledge and brand prestige.

Recommendations

The results of the study indicate that bridal brands in Karachi should focus on building brand experience and brand trust to improve consumer loyalty for the brands. The bridal brands should focus on providing brand experiences through memorable and positive interactions for consumers. Moreover, building and maintaining trust through quality service and transparent communication is important for HSY brand. Additionally, building and maintaining trust through transparent communication and quality service is crucial, especially for HSY, where trust has shown a strong correlation with loyalty. For Nomi Ansari, leveraging a distinct brand personality can further enhance customer attraction and retention. Given the negative impact of brand prestige on loyalty for HSY, it may be beneficial to adopt a more approachable brand image that balances exclusivity with accessibility.

Brands should also consider the interactions between brand experience and brand knowledge; ensuring that knowledgeable customers appreciate their experiences can mitigate potential loyalty challenges. Finally, understanding and addressing the contextual factors that influence customer perceptions of brand prestige will help brands tailor their strategies effectively, ensuring they resonate with their target demographics

Competing Interest

The authors had no competing interests.

References

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.
<https://doi.org/10.1177/002224379703400304>
- Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors. *Journal of Business Research*, 62(7), 698-705.
<https://doi.org/10.1016/j.jbusres.2008.07.003>
- 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.
<https://doi.org/10.1509/jmkg.73.3.052>
- Chaudhuri, A., & 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*, 65(2), 81-93.
<https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chavadi, C. A., Sirothiya, M., Menon, S. R., & MR, V. (2023). Modelling the effects of social media-based brand communities on brand trust, brand equity and consumer response. *Vikalpa*, 48(2), 114-141.
<https://doi.org/10.1177/02560909231172010>
- Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124-139.
<https://doi.org/10.1108/AJEMS-03-2013-0031>
- Chung, S., & Park, J. (2017). The influence of brand personality and relative brand identification on brand loyalty in the European mobile phone market. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 34(1), 47-62.
<https://doi.org/10.1002/cjas.1321>
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11/12), 1238-1258.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22, 99-113.
<https://doi.org/10.1177/0092070394222001>
- Gupta, V., Hushain, J., & Mathur, A. (2024). The future of luxury brand management: A study on the impact of new technology and relationship marketing. In *AI in Business: Opportunities and Limitations: Volume 1* (pp. 57-68). Cham: Springer Nature Switzerland.
https://doi.org/10.1007/978-3-031-48479-7_6
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915-934.
<https://doi.org/10.1108/MD-10-2015-0465>
- Hussein, A. S. (2018). Effects of brand experience on brand loyalty in Indonesian casual dining restaurant: Roles of customer satisfaction and brand of origin. *Tourism and Hospitality Management*, 24(1), 119-132.
<https://doi.org/10.20867/thm.24.1.4>
- Jin, N., Line, N. D., & Merkebu, J. (2016). The impact of brand prestige on trust, perceived risk, satisfaction, and loyalty in upscale restaurants. *Journal of Hospitality Marketing & Management*, 25(5), 523-546.
<https://doi.org/10.1080/19368623.2015.1063469>
- Kumar, V., Shah, D., & Venkatesan, R. (2006). Managing retailer profitability—one customer at a time!. *Journal of Retailing*, 82(4), 277-294.
<https://doi.org/10.1016/j.jretai.2006.08.002>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
<https://doi.org/10.1509/jm.15.0420>
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63(4_suppl1), 33-44.
<https://doi.org/10.1177/002224379906300105>
- Pine, B. J., & Gilmore, J. H. (2019). *The experience economy: Competing for customer time, attention, and money*. Harvard Business Review Press.
- Rundle-Thiele, S., & Bennett, R. (2001). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product & Brand Management*, 10(1), 25-37.
<https://doi.org/10.1108/10610420110382803>

Vazifehdooost, H., & Makhani, I. (2017). An Analysis of Effect of Brand Personality on Store Loyalty in Iran's Food Industry. *Case Studies Journal ISSN (2305-509X)–Volume, 6*.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of Retailing, 91*(2), 174-181.

<https://doi.org/10.1016/j.jretai.2015.02.005>

Vigneron, F., & Johnson, L. W. (2017). Measuring perceptions of brand luxury. *Advances in Luxury Brand Management, 199-234*.

https://doi.org/10.1007/978-3-319-51127-6_10