



The Impact of Fast Fashion Industry on Female Consumer Loyalty

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Abstract: The Intensity of the competition in the Fashion Industry (FI) is becoming notable where customers have left with many purchasing alternatives than before. This industry in developing country such as Pakistan, encounter to threats from international level more frequently. Organizations are often adapting the brand strategies in order to remain their relationship between the customer and their brand. Since the fast fashion concept emerged it is no longer sufficient to provide product solely to satisfy their customers, exceptionally in the industry where local and international organizations have started to provide affordable luxury products. Eventually, brand loyalty has become more significance to maintain the image of the fashion retail industry which can be predicted that consumer expects intangible benefits to improve their lifestyles along with products. The paper aims to understand the effect of Fast Fashion Industry (FFI) on Female Consumer Loyalty (FCL) in the fashion industry of Pakistan. The adopted questionnaires (Saunders et al, 2012) were distributed among 200 respondents to collect the data. Different statistical tools and techniques were followed to test the hypothesis and made some generalization based on the results. Consequently, the results display that fast fashion industry has positive and significant relationship with female consumer loyalty.

Key Words: Fast Fashion Industry, Female Consumer Loyalty, Fast Fashion, Consumer Loyalty

1. Introduction

Competition among corporations is intense in the Fashion Industry (FI), with extra alternatives for the consumer than ever earlier than. Firms are changing their brand strategies to undertake and manipulate this boom in opposition with an obvious growth in attempt to shape a connection among brand and purchaser. Cultivating an emblem loyalty is extra vital than ever for style companies, to make certain that their logo has a solid sales foundation and nice image [1]. Technological improvements and the globalization of the FFI has given consumers more brand selections than ever to pick out from, main to extreme competition among the various companies in the market [2]. In the luxury fashion marketplace specially, firms are adapting their branding consciousness towards creating an “emotional attachment” between the brand and the customer in an attempt to create a growing logo loyalty [3]. Inside the past companies have relied upon customers shopping their products as a way of demonstrating their social popularity [4]. But, with numerous emblems’ nearly turning into grouped via customers in phrases of their perceived first-rate, companies are searching to differentiate their brands identity far from competitors so that it will entice purchasers. Even though Fashion has emerged as a reaction to modifications in patron desires, maximum applicable literature specializes in deliver-chain concept and the customer-pushed method remains a beneath-researched place [5]. As an end result, in current years, a brand new mainstream approach focuses on the patron’s

role inside the rapid fashion phenomenon [6-8]. With the emergence of speedy-fashion brands who provide styles just like greater highly-priced brands but at more inexpensive costs [3], there may be an apparent danger to luxury brands. Due to this, many fashion manufacturers have adopted a downgrading method in an effort to reach a bigger wide variety of customers via a boom in accessibility [9]. There's a subject however that the downgrading method can have a poor effect on logo picture and brand loyalty [10] declaring that downgrading threatens the traits of luxurious brands.

Such as, comprehensive academic investigation requires remained directed arranged the brain research of feeling [11] and the manners by which promotion evoked emotions may impact purchaser reaction to advertising correspondence [2]. Researchers have additionally seen that publicizing may bring out both positive and negative feelings when trying to convince. In fact, Hepola et al. (2017) [12], propose that from a pragmatic viewpoint, "the overall nature of positive and negative tendency effects possibly could guide advertisers' decisions regarding execution methods." It has been suggested that advancements use constructive outcome to make customers like the advancement and thereafter buy the thing, and negative impact to draw out a clumsy express that makes clients need the "plan" offered by the marketing expert [7]. Tragically, there are no guarantees that what the buyer truly experiences will be the enthusiastic response the support expected to make: Research has shown that this kind of jumble between marketing expert desires and purchaser response happens as often as possible [7, 11]. These bits of knowledge in any case, various major inquiries stay unanswered concerning advertisement advances. Why, for example, do these interests initiate such amazing customer reactions in specific cases? What makes them be increasingly or less viable on shoppers? With specific connection with net publicizing, this exam will undertake to reply to the current investigations. Old-fashioned molding is often referred to as techniques wherein humans examine by means of affiliation. Inside the conventional decoration worldview, Pavlov's canine, an unbiased upgrade is matched thru an unrestricted increase to encourage an undefined response. As an occurrence, afterward repeated combinations of essence (recognized to source salivation) through the comprehensive of a ringer, the sound of a chime unaccompanied conjures up salivation.

Similarly, current association is dependent on characteristics of the affiliation: contiguity and reappearance. The rule of contiguity states that each one collectively for acquainted identifying a way to arise, the unconditioned upgrade and the unbiased improvement must be matched near if you want to each other. Furthermore, it isn't enough for a nonpartisan enhance and an unrestricted improvement to impartial coincide in a close time frame. Campaigners of smearing vintage style decoration to showcasing take delivery of that the connection among a piece in addition high quality upgrades can also help explain the effect of sever influences in communication and frame of thoughts exchange.

1.1 Problem Statement

There are little studies to investigate consumer behavior on this context. Hanninen (2017) [13] attended at the effect of the quick response technique and more advantageous layout on purchaser buying in the shop. Additionally, Chung et al. (2015) [3] examine consumer behavior and choices closer to extraordinary types of additions in Fast Female Industry.

Yet, very little research has been analyzed consumer loyalty and its drivers. Each investigators and practitioners have recognized the significance of consumer loyalty for companies because it contributes to expanded repurchase volume; higher acquisition fees from tremendous phrase-of-mouth statement [2]; lower consumers' price sensitivity [14]; less cost and capital investment requirements [15], and enhanced service suppliers' effectiveness [12]. Wurkhouse (2017) [16] suggested that there is need to analyzed consumer loyalty in the FFI.

1.2. Objectives

- i. To investigate the relationship between Fast Fashion Industry (FFI) and Female Consumer Loyalty (FCL)
- ii. To analyze the impact of FFI on FCL

2. Literature Review

2.1. Consumer Loyalty (CL)

The primary antecedents of purchaser loyalty that have been recognized are consumer pride, believe and perceived fee [8]. Pleasure is considered as an effective reaction that results from an intellectual way of assessing the degree to which an item/administration shows a satisfying degree of satisfaction of buyer's needs and needs after a solitary or

numerous exchanges [10]. There are numerous past investigations indicating that fulfillment prefaces reliability within the retailing offerings context [8].

Moreover, trust has been appeared to influence the foundation and improvement of purchaser connections; shopper dedication, and brand value [17]. Likewise, past examinations have set that fulfillment is a forerunner of trust [6]. Lues (2017) [11] attempted the effects of a positive unconditioned lift on thing tendency. His results reinforce the possibility that the essential connection between things (adjusted update) and another improvement, for instance, music (unconditioned lift) can impact thing tendencies as assessed by thing choice. Regardless, these effects were reduced in conditions where purchasers were in a sensible essential authority mode.

For example, the learning's of old style shaping give us some comprehension on the characteristics of an enough checked Internet business. In particular, the repeat with which advancement is served impacts brand care. Repeat similarly impacts whether, a connection between a message and a brand, is made by a buyer. Various researchers have analyzed different segments that may influence Internet advancing audit. The factors consolidate notice characteristics, Internet customers' study mode and length of audit, campaign presentation, auras toward the webpage or advancement, and intrigue and innovative publicizing system [7]. Huang et al. (2015) investigated the effects of such factors as overview mode, visit range, substance and page establishment unusualness, and the style of banner advancements on both bolstered and autonomous audit. The designers didn't find any tremendous impact of the site setting factors on publicizing audit. The key finding was that the term of page seeing is a strong determinant of the ability to survey banner advancements; in any case, a base level of introduction (around 40 seconds for each page) is required to achieve a reasonable degree of publicizing appraisal.

2.2. Fast Fashion (FF)

Fast Fashion worries a consumer up-driven technique (Lues, 2017) [11], an enterprise approach which is intended at lowering the variety of approaches concerned within the shopping for cycle and main periods for purchasing new style produce in up to date how styles and developments alternate quickly from the walkway up to date the shop updated [5]. The purpose of fast style is the potential updated react fast updated ever-changing style trends and up-to-date needs up-to-date benefit aggressive advantage [6].

Moreover, FF has allows goals of luxurious to return actual. Numerous customers will fantasize and dream about owning, conveying and obtaining reproductions of catwalk appears or big name couture models [1]. speedy style worries a customer pushed method [6], a commercial enterprise approach that's supposed at lowering the wide variety of tactics worried inside the shopping for cycle and lead cases for getting new style item into stores, with an end goal to fulfill buyer request [7]. The expectation of quick style is the capacity to respond quickly to ever-changing design inclinations and purchaser requests with the aim to increase serious addition [18]. Mass outlets alongside Zara and H&M have received this business undertaking approach and have gotten recognized for bit by bit clean their item run with new design designs, taking pictures the consideration of media and driving customers to visit their shops on a common foundation [19].

Although rapid style emerged as a reaction up to date modifications in up to date needs, maximum relevant literature specializes in deliver-chain concept and the purchaser-driven method continues up updated an underneath researched location[9]. As a result, in current years, a brand new mainstream approach focuses on the up-to-date's position in the fast style phenomenon [2]. despite the fact that there are numerous research investigating the drivers of patron updated loyalty within the well-known style retailing context [1] no different study has looked at purchaser loyalty and its antecedents in speedy fashion retailing. Moreover, previous research has proven that catsup updated fluctuate of their behavioral FF has retailing up to date on various demographic characteristics [7].

2.3. Internet Advertising and Consumer Behavior

The expansion of the net as a global communication framework [3] has completed any other spreading frequency for backers and dissemination offices to apply in addition to will supply guarantors by the method to extra fee viably awareness happening their unique mails to clients. Psychological elements, aimed at instance, rational, sensitivity, feeling, and intuition legitimately companion with clients' net endorsing revel in. establishments have to intend to strengthen patron associations with notices continuously on net, recalling equally putting and comprehension. Shockingly, most establishments give a conformist stumble upon to every consumer rather than liable on patron inspection to carry a modified information. They've unnoticed to grow and convey the net built totally selling revel in to a remarkable level of connection and mixture that could definitely let them achieve feasible communication. As clienteles love and respond to improvements round them, emotions arise. Their replies display themselves as physical modifications they revel in as thoughts. In similar way, as people reply to improvements at the net for occurrence, to connected word they have got enthusiastic responses which might be lawfully corresponding to their

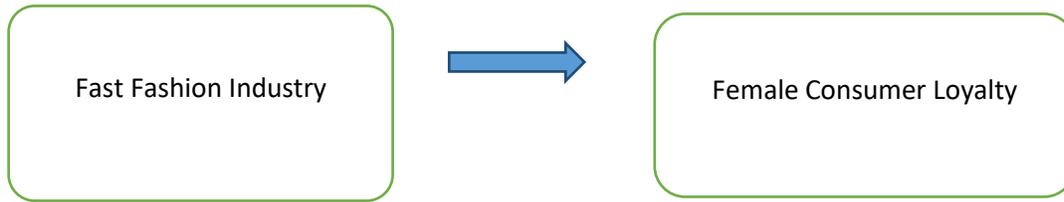
reaction to those enhancements. Formerly over, whilst customers extra as soon as revel in comparable upgrades, they may no longer result in any enthusiastic response. Individuals grow to be adapted to miss the ever-gift advertisements on net locales, which is referred to as merchandising visible deficiency [7]. Marketing and advancement offer a news potential to clients. Furthermore, Lues (2017) [11] referenced of their report, man or woman collaborations with exceptional clients and expert co-ops count on a vast activity while purchasing at the net. Watchers of classified ads find out regarding fresh objects and managements available to them, far similar they discover approximately events in the information. This records work has an unbiased job. It offers realities without endorsement or objection from clients. Client behavior at this level consists of articulations of interest. Customers have a sane reaction to promoting when they take a gander on the highlights of an item or management. This response centers round a valid posting of all the practical parts of the contribution. This is a scholarly reaction, in preference to an enthusiastic one [7]. Corporate behavior –, as an instance, outrages or properly reason working – can likewise impact estrangement and faithfulness reactions. Whilst the purchaser settles in this choice, publicizing and development are not at risk of repair that selection. The Cannon-Bard concept that Walter Cannon and Philip Bard upheld recommends individuals experience emotional state earliest, and afterward comply with awake on them. At the factor whilst customers go to a website, commercials they revel in carryout an obsessive response— before they smooth select what their succeeding degree have to be. On the off danger that commercials do not activate consumers' emotions, they might not brand any change for this reason. In light of the survey of the investigation considers referenced directly above, it seems that net publicizing is increasing a variety of attention and should be an essential piece of an promoter's promoting broadcasting combination. They unsure detections call for extra examinations on net dissemination to accumulate expertise addicted to buyers 'response& examine of the net as a selling middle. Consequently, this examination determined the competence of net publicizing as a merchandising average, and its courting to clients' response as an example online buy choice.

2.4. Female Consumer Loyalty (FCL)

As in line with Warner, female purchaser behavior is the inquiry of human beings, get-togethers, or institutions also the processes they practice to select, cozy, plus remove objects, managements, come upon, or considerations to accomplish needs and the results that those techniques have at the consumer also culture [1]. Werner emphasized the usage connected performs are often attempted all in all. For example, a few physical activities carried out via humans yet devoured with the aid of a circle of relatives or get-together of personalities, proportional as organization shopping for physical activities for the most part observed with the aid of collective choices. close up to now, the woman customer conduct is not surely shopping for, but has consumption and elimination the goods, this form of statistics continuously be cooperative for association to make selling selections [1]. It mixes additives from mind technology, humanism, community human sciences and economic topics, and accomplishments to understand the fundamental management measures of consumers, each independently also in meetings.

Accordingly, Williams (2018) [18] inspects attributes of character purchasers, as an model, economics and conduct factors trying to understand people's wants, and additionally attempts to overview influences at the buyer from get-togethers, for instance, family, accomplices, reference get-togethers, and society when everything is said in done. This definition clearly pulls in out that it isn't just the purchasing of items/benefits that gets thought in buyer conduct on a similar time, the system starts bounty before the items have been acquired or purchased. An arrangement of buying begins inside the minds of the customer, which enacts the finding of choices between things that can be picked up with their general variables of pastime and shortcomings. This prompts inside and external examinations. By then follows a procedure of primary leadership for purchase and using the products, and later on the publish purchase behavior which is also momentous, due to the fact that it gives a few awareness into the promoters whether or not his piece has been a achievement or not [4]. The invention classical shows the collaboration of upgrades, patron characteristics, also select technique plus consumer responses. It has a tendency to be familiar interpersonal boosts (amongst people) or intrapersonal enhancements (interior people). The detection model is recognized thru the invention speculation of behaviorism, in which the highlight isn't strong-minded to the actions intimate a client, but the association among the developments also the response of the female customer. The selling upgrades remain agreed also dealt with by way of the groups, however the environmental development is assumed done communal variables, in view of the efficient, politically aware and societal circumstances of a fashionable communal. The customer's discovery consists of the customer qualities and the selection procedure, which decides the client's response. Approximating patron behavior is a good sized part of slightly occupational.

3. Theoretical Frame Work



3.1. Hypothesis of the Study

HI: There is significant relationship between Fast Fashion Industry and female consumer loyalty

4. Research Methodology

4.1. Population and Sample Size

The population of this study consists of the textile industry of Pakistan who mainly focuses on Fashion clothing female consumer’s residence of KP. Sample selection was done by using. A total of 305 female consumer of the textile industry were selected as sample. This study included the female students of colleges and university, which is located in the city of Mardan.

4.2. Data Collection and Sample Size

In this research study, primary sources of data was used for collecting data which means that first hand data was collected for achieving the research objectives and answering the research questions. Some of the imperative estimates measured in study ponder is the collection of test measure, on the grounds that unseemly example size might remain unwanted effect over the generalizability of the investigation. Focus to things proportions is additionally viewed as an imperative principle to decide the example measure for study [20].

5. Data Analysis

5.1. Demographics

Table 1: Demographics

		Frequency	Percent	Valid %	Cumulative %
Gender					
	Male	82	34	34	34
Valid	Female	123	66	66	100
	Total	493	100	100	
Highest Degree					
	Bachelor	67	32.8	32.8	32.8
	Master	92	44.6	44.6	77.4
Valid	MPhil/MS	47	22.6	22.6	100.0
	PhD	0	0	0	100
	Total	205	100	100	

The total respondents in this study were 205. All of the questionnaires were circulated between the respondents, out of which 205 questionnaire were back with response, wherein, 82(34%) were male respondents and 123 (66%) were female respondents. Details of the respondents are mentioned below in table-1.

The below table 4.1.2 shows that 32.8% (67) of the total respondents were having bachelor education, 44.6% (92) of the total respondents were master and 22.6% (47) of the total respondents having MPhil/MS education while there was no single PhD holder. The details are given below in table-1.

Descriptive Statistics

Table-2: Descriptive Statistics of all the variables of the current study

	N	Minimum	Maximum	Mean	Std. Deviation
FFI	205	1.00	5.00	4.2234	.58631
FCL	205	1.00	5.00	4.2260	.53755
Valid N (listwise)	205				

Keeping the ultimate objective to perform descriptive statistics of the measurement, every one of the items of the concerned variables were added and then divided by their number of observations to find out the mean value. The outcomes of the descriptive statistic of the study (i.e. Fast Fashion Industry and Female Consumer Loyalty) all refined a higher mean going from 4.2234 to 4.2260. This showed the respondents' perceptions are evaluated at neutral on each instrument. The details outcomes of the descriptive statistics are mentioned below in table-2.

5.2. RELIABILITY ANALYSIS OF THE CONSTRUCTS

Table-3: Reliability Analysis of the Constructs

No	Constructs	No. of Indicators	Cronbach Alpha Value
1	Fast F I	5	.87
2	Female Consumer Loyalty	9	.84

Reliability measures have been taken to test the inner consistency of the proposed 3 variables as cited under. as in keeping with the descriptive statistics tabulated beneath, proven that each one the 3 measures accomplished satisfactory degree of inner consistency providing that the value of alpha (α) was exceed .70 or same. For FFI, there were five items that were check and gained well reliability of (.87), whereas the rest of the variable that was Female Consumer Loyalty attained (.84). In common the processes are acceptable.

5.3. CORRELATION ANALYSIS

Table-4: Correlation analysis

		FFI	FCL
FFI	Pearson Correlation	1	.817**
	Sig. (2-tailed)		.000
	N	205	205
FCL	Pearson Correlation	.817**	1

Sig. (2-tailed)	.000	
N	205	205

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

Table 4 shows the correlation for all the proposed variables. Fast Fashion Industry is significantly and positively correlated with Female Consumer Loyalty ($r=.817$, $p<.05$).

5.4. REGRESSION MODEL

Table-5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	.817 ^a	.668	.666	.31064

a. Predictors: (Constant), FFI

b. Dependent Variable: FCL

The outcomes of “Adjusted R square” display that sixty six% of deviation from the mean in woman consumer loyalty became defined by the independent variable fast F I . The value of standard errors of estimates display that there's a slight variation within the version which may additionally change the outcomes as much as +0.31064 or - 0.1064.

Table-6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.359	1	39.359	407.892	.000 ^b
	Residual	19.588	203	0.096		
	Total	58.948	204			

The outcomes of ANOVA display that the significance value ($p=0.000$) in this model display that the model is statistically significant. A total change of 58.94 in female consumer loyalty is took place. Whereas, FFI brings 39.359 changes in female consumer loyalty.

Table-7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.062	0.158		6.715	0
	FFI	0.749	0.037	0.817	20.196	0

a. Dependent Variable: FCL

The Significance value ($p=0.000$) show a significant and positive impact of FFI on female consumer loyalty. Hence, the researcher accepted the hypothesis that of FFI has positive impact on female consumer loyalty. This cause and

effect relationship was further confirmed by the standardized beta coefficient (0.817) which is not zero which was also confirmed further by t-value which is more than 2.

Hypothesis 1: Fast Fashion Industry has positive significant impact on Female Consumer Loyalty. Accepted

5.5. Discussion

Hypothesis 1: Fast Fashion Industry has positive significant impact on Female Consumer Loyalty.

A bulk of studies means that fashion could be very disloyal in the direction of manufacturers and that that is a tough section to target and maintain as dependable customers [6, 9,11]. There are contradictory studies on which FFI they're more loyal in the direction of. Where in one study implies that emblem picture select fast style manufacturers [9], any other look at suggests that they greater unswerving toward luxurious manufacturers [4]. A correlation become achieved for this look at that allows you to examine if speedy style is more loyal toward the fast style or the posh style enterprise and if they're normally loyal in the direction of brands. The have a look at showed that respondents are similarly loyal closer to the fast style industry. But, the respondents who were extra dependable toward rapid FFI had a better degree of fashionable brand loyalty, with a correlation coefficient (r) value of zero. Furthermore, a linear regression became made in an effort to examine the significant values of the correlation. The regression analysis showed a positive link among speedy fashion and girl consumer loyalty in the rapid FFI with a importance degree of five %. Furthermore, the regression evaluation founded that there may be a high quality relationship among speedy fashion and female client loyalty style industry, with an R-Square R=0.81.

6. CONCLUSION

In light of the discoveries various ends are produced as follow:

From the examination plainly right now individuals purchase stylish brand items. In perspective on the results it is assumed that High Quality, Best arrangement and elegant and respect of brand are the principle three purposes behind securing of chic things and superstar, resent others with indulgence brand things, so this examination need comparable things that they have and Representation of enormous names accomplices with popular brand things sway the investigator into getting them are the last three clarifications behind purchasing polished things. From the assessment it is assumed that youthful especially understudies is the top most influencer for securing of stylish things. People all around go for online audit to buy upscale things. In perspective on the Friedman Test it is gathered that there is basic qualification in the criticalness respondents attached to purposes behind procurement of in vogue Products. Respondents answered on how they felt when they bought in vogue things, a segment of the suitable reactions are as Good Quality, Felt Happy resulting to purchasing chic things, felt a brand name is affixed to you on which you can trust, felt significantly better, felt extraordinary, felt like my standard is raised, seem like a special status, felt better in the overall population, it makes the researcher feel comfort and the quality the investigator get help us to buy more things, luxury brands gives a general satisfaction. In plot, it was assumed that clarifications behind purchasing famous things it might be seen that High Quality, Best arrangement and impetus for money are the best three purposes behind securing of exquisite things and superstar, resent others with stylish brand things.

6.1. Recommendations

It is viewed as a need for advertisers to know the purposes for the shopper unwaveringness towards design items. From this examination unmistakably customer buys in vogue items because of its high bore and best arrangement. Research has also shown that clients consider quality as a significant need when purchasing style brand things. Publicists could use this finding towards improving things. Things that show more prominent quality could be profitable to customers. Publicists should moreover plan such systems with the objective that clients also consider various variables showed up right currently purchasing well known things.

Another charming disclosure that has been discovered right now that the vast majority of purchasers unwavering quality famous brand things to fit in with friends. Promoters should consider recognizing which chic things has been eaten up the most by purchasers, which will by then have the alternative to gather various customers the equivalent into steadfast practically identical things. Promoters should similarly observe that, the usage of the media influences customers, so they should give more noteworthy advertisement on Television and put some undeniably pop ups on Face book as for rich things for most outrageous efficiency in attracting buyers. Research has moreover shown that customers have their high trust on Brands. Sponsors could use this finding and make the customer progressively pleasant and gather the brand Loyalty towards popular brand items.

6.2. Implications for Practitioners

As this investigation and past research appears, client's impression of the organization's image personality greatly affects brand faithfulness. The client's observation ought to be a factor that is estimated continually so as to improve brand character and quick design. Specialists ought not to be fulfilled until their imparted quick design is compelling towards female buyer's dependability, and even than the point ought to be to keep up the impact. As referenced in before right now, unwaveringness is influenced by clients impression of a lot of affiliations saw after some time by the brand personality message [16], which additionally influences clients brand dedication. It is along these lines significant for experts to follow patterns and the qualities of the new ages, as the world gets increasingly unpredictable.

6.3. Limitations and Future Research

This Research has inspected quick style and female customer unwaveringness in the design business. In any case, a few confinements have been made that should be considered and can be embroiled for future research. Because of the restricted time and budgetary edges, a non-irregular likelihood test was utilized which involved that the analyst picked the members dependent on their own decisions. This implies the members in the review were understudies of schools and college in Mardan. Out of 300 sent overviews just 205 reviews were replied, which came about to a reaction pace of 68 %. A higher reaction rate could influence the examinations result in an unexpected way. Right now factors quick style and purchaser faithfulness were analyzed through the design business which implies that the outcomes could vary if the factors were inspected in another industry. The design business was likewise isolated to quick form and extravagance style brands. While looking at the imparted style against dedication by accepting diverse shopping stores as these bazaars contain are worldwide brands and notable, there is a likelihood that a portion of the respondent didn't have as a lot of buying propensities with the brands so as to address the related inquiries with a full trustworthiness and conviction level. In another sentence, diverse brand models in the review could have offered various responses. Another constraint that was utilized the English language in the study. Since most of the overview was sent to individuals in Mardan, where they don't have the English language as their first language, this could have prompted misconceptions and trouble to understanding and addressing the inquiries.

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