

A Study on Store Brand Loyalty of Apparels in India

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Abstract

The objective of the study is to investigate the aspects of the Indian garment industry that have a role in the formation of brand loyalty. The purpose of this research is to investigate the factors that impact customer loyalty to a particular brand in retail settings. The five factors that determine a customer's commitment to a brand are as follows: price, product quality, assortments, customer service, and offers. There is a considerable correlation between excellent product quality and loyal customer following of a brand. The creation of aggressive marketing initiatives is strongly encouraged among marketers as a means of increasing customer satisfaction and fostering brand loyalty. A descriptive quantitative methodology was used in the gathering of data from respondents via the use of a questionnaire that was self-administered. According to the results of the research, there is a significant connection between aspects of brand loyalty and the level of consumer happiness in Indian retailers. The research revealed a broad variety of significant positive links between many aspects of a brand, including brand trust, brand awareness, brand image, and brand loyalty. In addition, the influence of brand loyalty on confidence in the brand was significantly mitigated by brand commitment. It is essential for the management of clothing brands to cultivate levels of brand recognition, brand image, brand trust, and brand commitment. There is a good chance that the data obtained from the target sample do not adequately reflect the garment industry as a whole and that these results cannot be generalised to the whole population of India. Doing so will help strengthen customer devotion to a particular brand, which in turn will contribute to the longevity of garment manufacturing businesses in India. In the last section of the paper, a focus is placed on the manner in which multi-brand apparel stores might put these concepts into action in order to improve customer service, attract a greater number of customers, and establish brand equity.

Keywords: Brand Loyalty, Brand Trust, Garment Industry, Brand Image

1. Introduction

In recent years, the retail business in India has been successful in attracting interest from around the world. This emphasis has been focused on India. Because it has been one of the most lucrative shopping locations over the last three to four years, a number of retail heavyweights have established themselves there. Candidates for alliances are waiting in the wings to join the fight. The rise of India's middle class, growing disposable incomes, favourable demographics, shifting lifestyles, and a vast potential for market penetration are the primary reasons driving the country's retail growth. Other causes include rising disposable incomes, favourable demographics, and changing lifestyles. However, as a direct result of the ongoing financial crisis, there has been a significant decrease in available credit, a reduction in operating expenses, and an increase in dissatisfied customers. It is expected that India's retail industry, which is now worth 700 billion USD, would have grown to 2 trillion USD by 2022. There are a number of important businesses operating in the retail sector of the Indian economy, such as Pantaloons Retail, Indian Shops, Lifestyle, Reliance Retail, Tata Trent, and others, which have achieved increasing levels of importance over the course of time. While some of our rivals, such as Pantaloons and Tata Trent, are well-known across the industry for their in-house brands, others, such as Indian Shops and Lifestyle, act as the centre for both domestic and international brands, respectively. The garment industry is very important to the economic growth of both industrialised nations and underdeveloped ones. This sector of the economy is among the world's oldest, largest, and most developed in terms of the export industry. As a consequence of this, the garment industry was the first industrial sector that was controlled by developing countries in terms of retail sales [1].

In order to attain market supremacy in the brutally competitive retail business, industry giants are strengthening their brands in the hopes of increasing brand loyalty among both their existing customers and the customers they will attract in the future. The desire or action of a customer to consistently purchase a certain brand is a manifestation of the consumer's conscious or unconscious decision to demonstrate brand loyalty. Loyalty to a brand's products or services has been identified as the ultimate goal of marketing. In the context of marketing, the term "brand loyalty" refers to a consumer's intention to maintain their use of a particular product or service, in addition to other beneficial behaviours such as positive word-of-mouth marketing. This demonstrates that a repurchase decision is heavily influenced by the level of customer happiness as well as the quality of the product or service being offered. The purpose of this research is to investigate the relationship between the respondents' brand loyalty habits and their opinions of Indian merchants in order to come to a conclusion. The garment industry is responsible for the greatest amount of employment in the manufacturing sector and is one of the primary drivers of India's economic development. Even though the garment industry has been recognised as a significant contributor to the expansion of India's economy, it still faces a number of challenges that it must conquer in order to maintain its position as a competitive and sustainable industry. The vast majority of companies that make apparel are in the business of providing customers with identical offerings and prices, leaving little room for differentiation. For the sake of this study, the brands that are owned and operated by retailers themselves are referred to as apparel brands, and as a result, they will serve as the primary focus of this study. Because of this, there is a possibility that customers would switch brands, which would result in a reduction in the amount of rivalry that exists among market players [2].

Customers that participate in this behaviour expect lower prices, better quality items, and dependable service, which makes it more difficult for clothing companies to keep a loyal customer base. Because of this, a business has to make investments in the development of brand awareness and brand image in order to increase brand trust and inspire brand loyalty. This, in turn, helps to create deeper connections with consumers and assures survival in the market place. The primary purpose of increasing a consumer's exposure to and identification of a brand is one of the primary objectives of brand awareness. The development of brand awareness leads to a rise in customer loyalty as well as a reduction in price sensitivity, both of which are beneficial to the promotion of a brand's image. Notably, rising levels of brand awareness and brand image highlight the benefits and features of a company's goods and assist develop brand trust by giving them a symbolic value. Moreover, these factors contribute to the growth of a company's market share [3].

Therefore, a person's devotion to a brand is the product of both their behaviours and their attitudes. Within a certain category of products, a client could decide to buy a product from a particular brand. Customers have the perception that the brand provides the optimal product qualities, image, or level of quality at the ideal pricing, which is what causes it to occur. This idea has given rise to new patterns of shopping behaviour. Because the brand is reliable and well-known, customers will first buy it as a one-time purchase before forming purchasing routines and becoming loyal to the same brand. "Brand loyalty" has been a point of contention among marketers for a long time since it is dependent on the actions and preferences of customers. When it comes to a wide variety of products and services, client loyalty may be influenced by a number of different factors. Trust in a brand helps reduce feelings of insecurity and apprehension about taking advantage of opportunities. This, in turn, helps establish long-lasting relationships and fosters brand loyalty. The empirical findings imply that brand commitment need to be taken into consideration as a moderator in order to improve the influence of brand trust on brand loyalty by generating emotions of connection to a brand. Even while previous research has shown that there is a correlation between brand awareness, brand image, brand trust, brand commitment, and brand loyalty, there is no research that investigates how these concepts are related to one another in India's rising economy. An inquiry into consumer perceptions in the context of India is a one-of-a-kind chance to investigate the interplay between brand awareness, brand image, brand trust, brand commitment, and brand loyalty in the garment industry. As a direct consequence of this, the objective of this study is to investigate the characteristics that impact brand loyalty among retail customers in India's rapidly expanding apparel sector [4].

The current study contributes to the existing body of literature in order to better understand the interactions between brand awareness, brand image, brand trust, and brand loyalty among retail customers of select garment firms in India's growing economy. Specifically, this research was conducted in order to better understand the relationships between brand awareness, brand image, brand trust, and brand loyalty. The findings of this study also shed light on how, in a highly competitive clothes market, a consumer's commitment to a particular brand influences the connection between trust in that brand and loyalty to that brand. This is the reason why the study is compatible with a growing body of research that is in response to the requirement to give a conceptual framework for the identification of the characteristics that drive brand loyalty. The study recommends a valid and trustworthy parsimonious model that explains the elements that impact brand loyalty and further explores the moderating effect of brand commitment on the relationship between brand trust and brand loyalty. In order to do this, the research provides a valid and trustworthy parsimonious model that explains the components that influence brand loyalty. In terms of

the practical ramifications of the study, it provides guidelines and methods for how apparel companies may utilise brand awareness to cultivate their brand image, which, in turn, will encourage higher brand loyalty. In light of the material that came before it, the subsequent sections of the study are placed inside their proper perspective within the rest of the investigation. A description of the theoretical constructs is provided first as a means of facilitating the development of the theoretical model and the formulation of the research hypotheses. As a result, providing a knowledge of the research design, the results, as well as the theoretical and managerial implications, is the primary emphasis of this section. The limitations of the study are discussed in the conclusion of the paper, along with some recommendations for more research [5].

2. Literature review

There is a paucity of knowledge on the aspects of a company's operations that have an effect on a consumer's commitment to a brand in developing countries. These aspects include brand awareness, brand image, brand trust, and brand commitment. A review of the existing research shows that developed countries like Vietnam and India are the primary focus of the bulk of studies that investigate the relationships between brand awareness, brand image, brand trust, brand commitment, and brand loyalty. In addition, there has been very little to no study conducted on the garment industry, despite the fact that prior studies have investigated the links between the drivers of brand loyalty in some industrial settings, such as hotels, restaurants, and mobile technology [6]. This is despite the fact that earlier studies have explored the connections between the drivers of brand loyalty in certain industrial contexts. The association between relationship quality and brand loyalty is examined from the perspective of rising countries such as India's textile industry. There has been no previous research done on this topic. In light of this, the existing body of literature indicates that no study has studied the theoretical link between brand awareness, brand image, brand trust, brand commitment, and brand loyalty in the garment sector. This is true whether the research was conducted in industrialised or developing nations. As a result of the aforementioned deficiencies in the existing body of research, it was essential for the current investigation to investigate the elements that impact brand loyalty in the Indian clothing industry [7].

The attitudes of consumers, their intentions to make purchases, and their actual purchasing behaviour are all factors that contribute to brand loyalty. According to the findings of the vast majority of research studies, customer loyalty to a store is a multifaceted concept that involves both behavioural and mental components. The term "attitude loyalty" refers to the psychological attachment that a customer has towards a certain brand or company. The behaviour of the customer is mirrored in their loyalty, which may be measured in terms of past repeat business at the same place as well as prospective future repeat business at same location [8]. When trying to comprehend long-term customer relationships, attitude and behavioural loyalty are both very important components to consider. It is not the quantity of individuals who buy a brand for the first time that defines how successful it will be in the long run; rather, it is the amount of consumers who buy that brand frequently. Because of this, retailers put a premium on maintaining long-term relationships with their clients [9]. Because maintaining consumer loyalty to a brand is becoming an increasingly crucial aspect in the process of developing competitive strategies, there is a growing need for the development of tools that can measure and evaluate brand loyalty. Brand trust is a measurement of the amount of anticipation that customers have for a business to consistently deliver on the promises it makes. The findings of this study suggest that the degree to which

customers are inclined to accept the assertions made by a particular brand is a significant factor in determining the level of confidence that consumers have in that brand. Brand trust is an expression of a customer's confidence in a specific brand as being authentic, trustworthy, and honest in the manner in which it solves the customer's problems [10]. A consumer brand that has a high level of trust from its target demographic will also have a long-lasting relationship with that demographic, which will lead to a high number of sales and increased profitability. Because of this, building and maintaining consumer confidence in a brand is essential to the process of establishing and maintaining long-term relationships with customers. confidence eradicates uncertainty by ensuring that promises are kept and that dependable products and services are provided [11].

According to the findings of their study, people judge the quality of a brand based not only on direct features but also on indirect attributes. Direct characteristics include things like an item's components, how it tastes, and how it feels, whereas indirect qualities include things like the price and the brand name. Customers have a tough time evaluating direct characteristics of the product if they have not consumed it first [12]. As a consequence of this, there is a higher emphasis placed on indirect quality indicators such as price and brand name. The research went on to claim that retailers may be able to improve the effectiveness of their brands if they have a comprehensive understanding of how different client groups' buying decisions are influenced by a variety of indirect attributes. Using the product-price saliency paradigm, this article provides an examination of how customers construct an overall store price image (OSPI) [13]. According to their research, consumers' perceptions of shop prices shift depending on their prior attitudes and levels of knowledge. Furthermore, their study shows that products with high unit costs and high buy frequency are more prominent and, as a result, contribute more to OSPI, with purchase frequency being more relevant than unit price in terms of significance [14]. According to the findings of their study, prior beliefs and the magnitude of a price advantage both have an effect on how consumers perceive the pricing level of a shop; however, the frequency of price advantages has a greater impact on these customers' opinions than either of these factors. Brand commitment increases the influence of trust in the brand on the level of brand loyalty. This is accomplished by developing an emotional connection with target customers. According to the results of the research, brand commitment has a significant impact on reducing the influence that brand trust has on brand loyalty. Confirmed this theory, arguing that the inclusion of brand trust as a moderator may increase the influence that brand trust has in increasing the amount of brand loyalty. The possible association between brand trust and brand loyalty may thus be strengthened by integrating brand commitment as a moderating component [15].

3. Research methodology

In this study, a descriptive quantitative methodology was used in order to collect relevant data for the purpose of addressing the research hypotheses. The target audience for the research consisted of each and every retail customer that shops with clothing businesses that are located in the capital city of India. Select as the location due to the fact that it is India's economic heartland and houses the bulk of the country's garment industry. As a direct result of this, a representative sample of three hundred retail customers who met the requirements of the research were sent an invitation to take part in it. The researcher selected a sample from the target population using a non-probability convenience sampling approach in order to achieve a level of representational accuracy. Retail customers of a few different clothing brands were surveyed for this study because these individuals were readily available

and eager to take part in the research. This method of sampling has the advantage of being able to obtain a big number of responses in a short amount of time and at a low cost, which helps to improve the appropriateness of the sample process. In order to collect data for the study, a questionnaire that participants were required to complete on their own served as an appropriate evaluation instrument. The questionnaire, which consisted of planned questions with predetermined answers and was administered by field workers, was closed-ended. collected the demographic information of the respondents and assessed how they thought the constructs employed in this study should be interpreted. The measurement scales for the components in the conceptual model were altered based on the findings of earlier empirical research that was carried out. In addition, respondents were asked to rate the assertions on a Likert scale that varied from 1 (strongly disagree) to 5 (strongly agree), with 1 representing strongly disagreeing and 5 representing strongly agreeing. The earlier confidence in the brand was measured using a scale that had five different components to it as measuring items. Five scale components made up brand commitment. The Parsimonious Scale, which comprises six different measurement items, was used to determine the level of brand loyalty. Because it is inside the minimum sample size range (200-500) for analysing a model with five or more constructs, this sample size is considered to be valid, as recommended by. This is because it fits within the range in which legitimate sample sizes fall. The data that was obtained was cleaned, edited, and analysed using multivariate statistical procedures that were performed using SPSS and AMOS. As the major method of statistical analysis, the t-test was used to assess the relevance of the hypotheses, as well as the validity and reliability of the recommended conceptual model.

Table 1: *Brand trust – Customer Expectation*

Gender			
Male		145	48
Female		155	52
Total		300	100
Age			
18-25		138	46
26-40		95	32
41-50		52	17
51-60		15	5
Total		300	100
Education Level			
School		25	8
UG		123	41
PG		100	33
Ph.D		52	17
Total		300	100
Employment			
Self		30	10
Full time Job		185	62
Part time Job		72	24
Unemployed		13	4
Total		300	100

Figure 1: *Brand trust – Customer Expectation (Employment)*

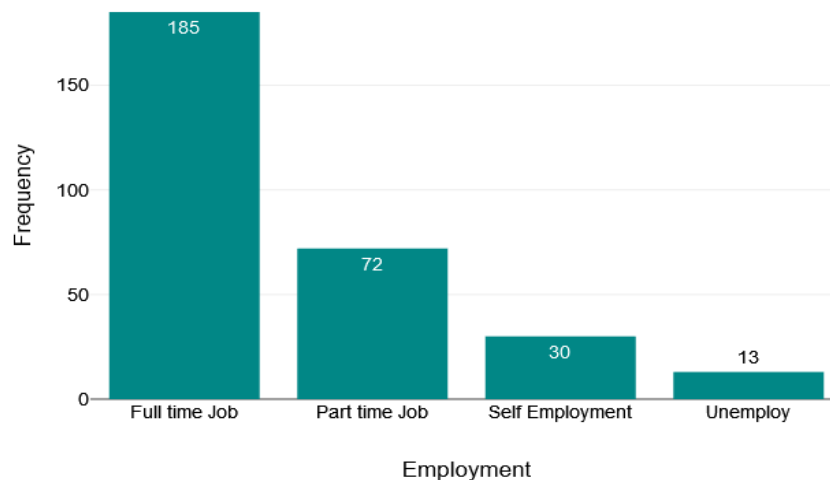


Table 2: One Sample t-Test

	t	df	p (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower limit	Upper limit
Employment Frequency	1.92	3	.075	74.5	-48.66	197.66

Logistic regression analysis was performed to examine the influence of Employment Frequency on variable Employment to predict the value "Self Employment". Logistic regression analysis shows that the model as a whole is not significant ($\text{Chi}^2(1) = 0.83, p .362, n = 4$).

Table 3: Logistic Regression

	Coefficient B	Standard error	z	p	Odds Ratio	95% conf. interval
Employment Frequency	-0.03	0.04	0.6	.548	0.97	0.89 - 1.06
Constant	0.23	1.98	0.12	.907		

The coefficient of the variable Employment Frequency is $b = -0.03$, which is negative. This means that an increase in Employment Frequency is associated with a decrease in the probability that the dependent variable is "Self Employment". However, the p-value of .548 indicates that this influence is not statistically significant. The odds Ratio of 0.97 indicates that one unit increase of the variable Employment Frequency will increase the odds that the dependent variable is "Self Employment" by 0.97 times.

Table 4: Tests for normal distribution of Employment Frequency

	Statistics	p
Kolmogorov-Smirnov	0.27	.869
Kolmogorov-Smirnov (Lilliefors Corr.)	0.27	.61
Shapiro-Wilk	0.87	.305
Anderson-Darling	0.47	.25

Figure 2: Histogram

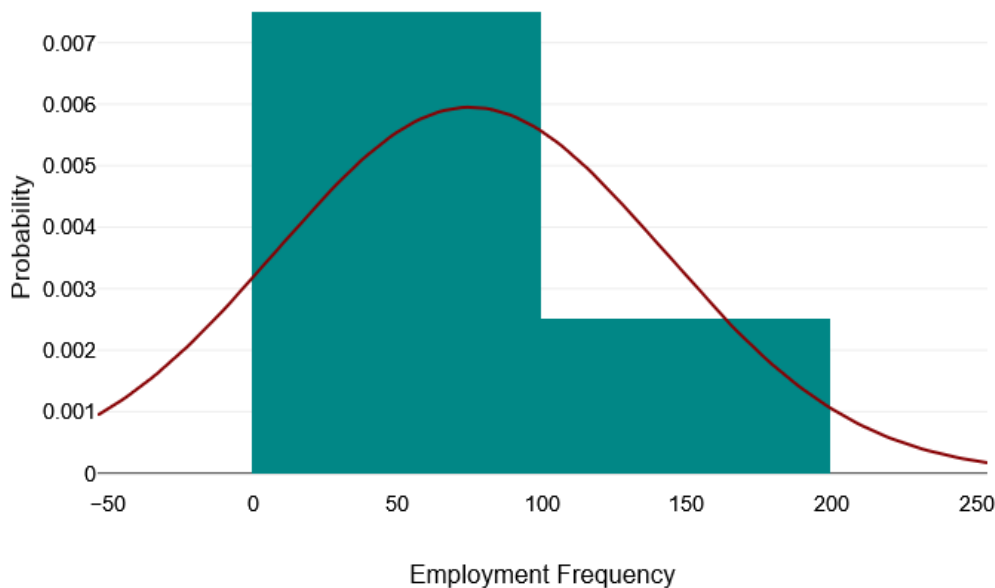
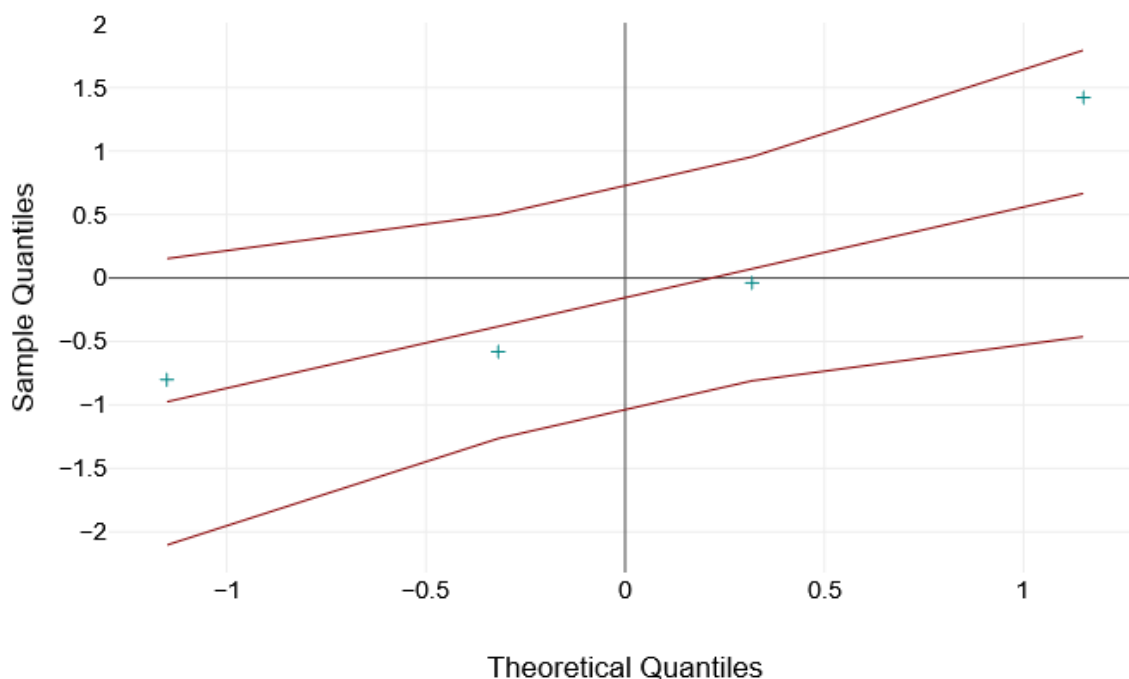


Figure 3: Quantile-Quantile Plot



We recommend carrying out this section of the research by means of a comprehensive questionnaire that will be disseminated in both an offline and an online setting. It is recommended that you go with the online option so that you can save time and other resources. Because of the questionnaire, we are going to get the opportunity to obtain first-hand experience by going shopping at several clothes stores. Through an in-depth analysis of the relevant literature, key characteristics were uncovered. After having the sample fill out their preferences on a questionnaire sheet, a conjoint analysis was carried out in order to get insight into the decisions made by the client. Following the gathering of the sample data, a conjoint analysis was carried out on the data in order to accomplish the objectives of the research.

4. Results & Discussion

The value of the variable Self Employment changes by one unit, the value of the variable Employment Frequency changes by 17. If the value of the variable Full time Job changes by one unit, the value of the variable Employment Frequency changes by 172. If the value of the variable Part time Job changes by one unit, the value of the variable Employment Frequency changes by 59.

Standardized regression coefficients

The standardized coefficients beta are independent of the measured variable and are always between -1 and 1. The larger the amount of beta, the greater the contribution of the respective independent variable to explain the dependent variable Employment Frequency. In this model, the variable Full time Job has the greatest influence on the variable Employment Frequency.

p-value

The calculated regression coefficients refer to the sample used for the calculation of the regression analysis, therefore it is of interest whether the individual coefficients only deviate from zero by chance or whether they also deviate from zero in the population. To test this, the null hypothesis is made for each coefficient that it is equal to zero in the population.

The standard error now indicates how much the respective coefficient will scatter on average when the regression analysis is calculated for a further sample. The test statistic *t* is then calculated from the standard error and the coefficient.

The *p*-value for the coefficient of Self Employment is 30. Thus, the *p*-value is than the significance level of 0.05 and the null hypothesis that the coefficient of Self Employment is zero in the population. Thus, it is assumed that the coefficient for the variable Self Employment in the population is different from zero.

The *p*-value for the coefficient of Full time Job is 185. Thus, the *p*-value is than the significance level of 0.05 and the null hypothesis that the coefficient of Full time Job is zero in the population. Thus, it is assumed that the coefficient for the variable Full time Job in the population is different from zero.

The *p*-value for the coefficient of Part time Job is 72. Thus, the *p*-value is than the significance level of 0.05 and the null hypothesis that the coefficient of Part time Job is zero in the population. Thus, it is assumed that the coefficient for the variable Part time Job in the population is different from zero.

8. Conclusion

This study's objective was to investigate the elements that drive brand loyalty in the textile industry of India's rising economy in order to better understand those characteristics. According to the findings of the study, pricing, assortments, customer service, product quality, and offers are some of the most important factors that contribute to consumer loyalty in Indian retail establishments. It is fair to say that regular consumers of Indian Shops are, for the most part, pleased with the prices, the level of customer service, and the quality of the products. Despite this, the store does not provide the choices or the offers that are important to its customers. The degree to which a brand was trusted was greatly impacted by both the level of brand awareness and the image of the brand. It is noteworthy to note that the direct link between

brand trust and brand loyalty was moderated by brand commitment. The purpose of this study was to come up with practical recommendations for ways in which apparel businesses in India may boost their levels of brand commitment, brand awareness, brand commitment, brand commitment, and brand commitment in an effort to win over more customers who are loyal to their brands. Therefore, garment manufacturers in India's expanding economy will be able to improve their product and service offerings, as well as their connections with their clients, if they put these proposals into action and follow through with the recommendations. This will be accomplished via the promotion of brand recognition, image, trust, and commitment, all of which will serve to build long-term loyalty to the brand.

Therefore, in order to maintain their already established clientele and attract new customers, Indian Shops need to place a greater emphasis on the selections they have available and the deals they are offering. Full-Time Job is associated with a p-value of 185 in the coefficient. Both the null hypothesis, which states that the population's coefficient of full-time employment is zero, and the p-value are larger than the significance threshold of 0.05. The significance threshold is defined as 0.05 percent. If they came out with a bigger range of styles, they would see a boost in the major brand loyalty factor from their customers. When making offers, care should be taken to ensure that the customer feels as if they are benefiting in some manner from the transaction. The clients should feel as if they are receiving real value from the offers, rather than just being offered discounts for the sake of doing so. Despite the importance of the research, there are a number of limitations that have been identified. To begin, the study was limited to include only customers of apparel companies that were physically located in India's capital city. The study also did not look at other critical factors that may effect customer loyalty to a brand, such as customer happiness with the brand, the experience of the brand, engagement with the brand, and involvement in the brand. The results were consistent with the body of previous research related to the subject. The results of this research showed that there is a positive correlation between brand awareness and brand image. In light of this, it is recommended that further study on this topic include other areas of India, industries that make commodities that are similar, and other rising economies in order to get a more in-depth comprehension of the relationships that exist between the many constructs that have been selected. It is possible that the proposed model should also be cross-validated in several other worldwide garment industries in order to assess its dependability, relevance, and usefulness.

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