Examining Factors Influencing Brand Loyalty towards Fast Fashion Brand in Dhaka, Bangladesh

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Abstract

Today's fashion market is highly competitive and the constant need to 'refresh' product ranges gives consumers endless options to choose from which is why brand loyalty plays an important role for business's to retain their consumers. The purpose of this study is to examine factors influencing brand loyalty towards a fast fashion brand in Dhaka, Bangladesh. 400 respondents were applied in order to investigate the statistical treatment of the data. Data were collected by using survey questionnaires and both simple linear and multiple linear regression analysis were used to test the hypotheses. The results indicate that there is a relationship between each variable for brand loyalty. Among them, social media marketing in term of responsiveness has the strongest influence on value consciousness followed by brand consciousness. Also, brand personality has the strongest influence on brand loyalty followed by social media marketing and brand uniqueness. The findings of this research will be beneficial to not only Aarong but also for other fast fashion brands. It can support data which may help the fast fashion industry to modify and improve more effective and proficient marketing tools and business model based on the knowledge of the influences of the factors in this research in order to create brand loyalty and accomplish the ultimate goals of the organization.

Keywords: brand loyalty, social media marketing, brand consciousness, value consciousness, perceived quality, organizational associations, perceived value, brand personality, brand uniqueness.

Introduction

Retail sales are an important economic indicator because consumer spending drives much of our economy – with all the people and companies involved in producing, distributing and selling goods and service that you use on a daily basis, clothing is among one of those many important goods. As the late 1990s and 2000s approached, low-cost fashion reached a peak and online shopping was also starting to take off where inspirations for design elements from top, luxury fashion brands were taken and reproduced quickly and cheaply, which enabled a huge percentage of the general income population to have access to in trend clothing at cheaper prices (Caro & Martínez-de-Albéniz, 2015). The situation of the competitive nature of the fashion industry in Bangladesh is also identical. Major local fashion retailers such as Aarong, Shaada Kaalo, Yellow and many others closely work with the local community and are inspired with the Bangladeshi heritage and global style trends to bring innovative ready-made apparels that is a combination of both traditional clothing, fusion styles and western clothing as well. (Ahmed, Jashim & Kabir, Md & Uddin, Jasim & Ferdous, Mirza, 2014). Consumers' attitude is changing in the present scenario, with the rise of tailoring costs and