

# A Study on the Mediating Roles of Attitudinal Brand Loyalty

Rozina Imtiaz<sup>1</sup>

Karachi Institute of Economics and Technology, Karachi, Pakistan

Tariq Jalees

Karachi Institute of Economics and Technology, Karachi, Pakistan

Adnan Anwar

Karachi Institute of Economics and Technology, Karachi, Pakistan

## Abstract

Most past studies have either measured the affects of brand attributes on attitudinal or behavioral brand loyalty. Given this gap, we have contributed towards the body of the literature by examining the effects of brand elements on both attitudinal and behavioral brand loyalty. The focus of the study is on the apparel industry (J-dot). The reason for selecting this sector is that consumers in apparel have become highly brand conscious, and the market is full of both foreign and local brands. We have collected the data from selected malls of Karachi. The sample size for the study was 387 and we collected the data by visiting the local shopping malls of Karachi. SPSS version 23 was used for statistical analysis that includes reliability, validity and descriptive analysis. The hypotheses were tested through multiple regression analysis. The mediating effect was examined through a two-step approach. We found that all the antecedents of brand equity including trust, commitment involvement, directly and indirectly, affect both behavioral and attitudinal brand loyalty. Moreover, we also found that these antecedents are highly interrelated. For example, trust has an effect on both consumers' attitudes and behaviors towards a brand. But at the same time trust is a precursor to brand commitment. The results also suggest that behavioral intentions are highly correlated with actual behavior. Therefore, marketers must ensure that consumer's behavioral intentions materialize into actual behavior. Advertisement cluttering has made it difficult for marketers to attract consumers' attention, due to which many firms are organizing brand activities that enhance consumer involvement and stimulate emotional feelings toward a brand. Thus, besides conventional advertisements, firms may allocate appropriate resources for brand activation.

**Keywords:** *Attitudinal brand loyalty, behavioral brand loyalty, brand trust, brand commitment, customer satisfaction.*

<sup>1</sup>Corresponding Author: Rozina Imtiaz; Email: rozina@pafkiet.edu.pk

## **Introduction**

Brand loyalty is not a new concept, it was coined by Copland (1923), but researchers started taking interest in it in the early 1950s (Brown, 1953). Subsequently, in the early 1990s, Aaker (1991) suggested that brand loyalty is an important precursor to brand equity. The author also concluded that brand loyalty not only reduces cost but also improves the profitability of a firm. Yu and Dean (2001) suggest that “attracting new customers is more expensive than retaining existing customers”. Therefore, he emphasized on building and maintaining a strong base of loyal customers. This strategy may give a competitive edge to the firm in comparison to those who have fewer loyal customers (Aaker, 1991). Duarte (2000) stressed that the three precursors to brand loyalty are behavior, consistency, and attitudinal.

Huang (2017) found that earlier studies have treated behavioral and attitudinal loyalty as either two separate constructs or a single construct. Most researchers in earlier days did not study how attitudinal and behavioral loyalty are related (Cunningham, 1956). Subsequently, studies found that brand loyalty is an emotional attachment to a brand but these studies did not examine the association between brand loyalty and purchase intentions, and how it affects brand image (Jacoby & Chesnut, 1978). In the early 50s, researchers incorporated behavioral aspect to brand loyalty (Cunningham, 1956). Subsequently, Peckham (1963) and Day (1969) stressed that brand loyalty can be segmented into two types which are “behavioral and attitudinal loyalty”. Many studies even in the present era are based on the behavioral approach and not on the attitudinal approach (Ehrenberg, 1997). Thus many researchers have criticized this one-sided approach and have stressed that both the “attitudinal and behavioral” approach must be incorporated in the brand loyalty studies (Day, 1969). Given the above gap, we have examined the effect of brand trust, brand commitment, and brand involvement on both “attitudinal and behavioral loyalty”. Moreover, we have also examined the mediating roles of attitudinal loyalty on behavioral loyalty.

## **Literature Review**

The evolution of brand loyalty studies can be divided into three stages. In the first stage, most of the studies on brand loyalty were based on a behavioral approach. In the second stage, brand loyalty studies adopted the attitudinal approach. In the third and final stage, the focus of the researchers has shifted to a mixed approach (Back & Parks, 2003; Akhgari, 2001).

In the first era (i.e. 1950 to 1960) brand loyalty was conceptualized as consumers’ repetitive purchasing behavior (Cunningham, 1956). The studies in this era believed that consumers’ behaviors promote brand loyalty that persuades consumers to purchase the same brand consistently (Ehrenberg, Hammond, & Goodhardt, 1994). However, this phenomenon was

criticized by many researchers as it failed to distinguish whether the consumers were buying the brand because of convenience and low price or because it was their favorite brand (Jaiswal & Niraj, 2010). Moreover, Hanzae and Andervazh (2012) argue that all the repetitive buying behavior may not lead to brand loyalty as brand loyalty depends on consumers' emotional attachment to a brand. Similarly, and Pritchard et al. (1999) acknowledged that the behavioral approach adequately explains consumer's past actions but it may not predict consumers' future buying behavior. Given this limitation, it has been argued that the behavioral approach by itself cannot adequately explain brand loyalty, therefore it has been suggested to incorporate attitudinal approach as well for conceptualizing brand loyalty (Odin et al., 2001).

## **Hypotheses Development**

### **Brand Trust and Attitudinal Brand Loyalty**

Brand trust is an antecedent to brand loyalty and both trust and loyalty stimulate consumers' purchase intentions (Gecti & Zengin, 2013). Similarly, Alhabeeb (2007) also found that consumers who trust a brand will have a positive attitude towards it, and may also develop a sustainable relationship with the brand. Many past studies have acknowledged that trust not only enhances customer's brand loyalty but it also promotes long term relationship between the customers and sellers (Chaudhuri et al., 2001). Thus it has been suggested that the firms should deliver more than what the brand promises. This will make the consumers experience pleasant and enhance their purchase intentions (Beatty & Kahle, 1988). Srivastava and Kamdar (2009) have also concluded that brands interact and communicate with the customers and promote intimacy and bonding with them. This enhances customers' emotional attachment with the brand and makes them less price sensitive. Customers' trust and loyalty are not restricted to the tangible aspects of a product, but it also depends on the organizations' cultural environment and all the members of the values chain (Alhabeeb, 2007). Moreover, Chaudhuri and Holbrook (2002) suggest that committed and loyal customers are not reluctant to pay premium prices for the brands they trust. All the brands have certain personality traits like a human. Customers generally trust those brands whose personality traits are similar to their personality traits (Aaker, 1991)

*H1: Brand trust and attitudinal brand loyalty are positively associated.*

### **Brand Commitment and Attitudinal Brand Loyalty**

The consumer who is committed to a brand not only develop long term relationships with it but also persuade others to purchase the brand (Morgan & Hunt, 1994). It has been acknowledged that "brand commitment and attitudinal loyalty" are beneficial for both, the

firms and as well as for consumers. Firms with a strong base of committed customers spend fewer resources on retaining customers. On the other hand, commitment customers spend less time and energy on search costs (Ogba & Izogo, 2015). Pritchard et al. (1999) suggest that a few incidences of unpleasant experience with a brand may not change the positive attitude of commitment customers (Chaudhuri & Holbrook, 2002). There are two possible reasons for it. One, the customer might feel that the switching cost may be high. Two, the customers are generally risk avoiders due to which they may not want to experiment with a new brand (Pritchard et al., 1999). Thus it can be inferred that a strong base of committed customers is an asset for a firm and thus they should make all the effort to make them happy by delivering more than the value proposition (Morgan & Hunt, 1994). This strategy will not only promote consumers' positive attitude towards the brand but their retention rate will not decrease (Alhabeeb, 2007).

*H2: Brand commitment positively affects attitudinal brand loyalty.*

### **Brand Involvement and Attitudinal Brand Loyalty**

Involving customers to experience the brand individually or with friends and peer promote positive and emotional feeling with the brand. This strategy is generally used for a new product or attracting new customers (Srivastava & Kamdar, 2009). However, this strategy is also effective in converting "attitudinal loyalty to behavioral loyalty (Alhabeeb, 2007). Similarly, Bennett (2001) acknowledge that brand involvement" is more effective for high involvement product as compared to low involvement products. But most firms use this strategy for both low involvement and high involvement products. Attracting and retaining consumers through conventional advertisements have become expensive and its utility has declined due to which many firms use brand activation activities regularly (Morgan & Hunt, 1994). In the brand involvement process, customers get the opportunity to experience and evaluate the tangible aspects of a brand without incurring any cost due to which they tend to develop an emotional attitude towards it (Bennett, 2001). Similarly, Chaudhuri and Holbrook (2002) also stress that brand involvement is an effective tool for stimulating "attitudinal brand loyalty". However, if such activities are not properly planned and executed it may adversely affect the consumer's attitude towards the brands (Morgan & Hunt, 1994). Many past studies have concluded that the level of customers' involvement is important in stimulating attitudinal loyalty. A higher customer involvement promotes a higher attitudinal loyalty and vice versa (Srivastava & Kamdar, 2009). Alhabeeb (2007) argues that a customer who actively participates in a brand involvement collects more information about the characteristics of the brand which help him/her in the decision-making process.

*H3: Brand involvement positively affects attitudinal brand loyalty.*

## **Brand Trust and Behavioral Brand Loyalty**

Consumers who trust a brand have a positive buying behavior that leads to a sustainable relationship with the brand (Ok, Choi, & Hyun, 2011). Switching from one brand to another expose customers to undue risk and other complications. Therefore, consumers who trust a brand continue purchasing the trusted brand (Hanzaee & Andervazh, 2012). Brand trust positively influences attitudinal loyalty, enhances market share and makes the brand cost-effective (Matzler et al., 2008). This enables firms to invest excess resources in other important avenues such as brand extension (Anuwichanont, 2011). It has been documented that a trustworthy brand has a strong brand image and a strong base of loyal customers. Thus such a brand can afford to increase its share through brand extension strategy. (Ok, Choi, & Hyun, 2011). Similarly, Srivastava and Kamdar (2009) suggest that the consumers' acceptance of such brand extensions is higher as compared to the brands that consumers do not trust (Alhabeeb, 2007). May studies found that brand trust directly affects behavior loyalty, while other studies found brand trust indirectly affects behavioral loyalty (Hanzaee & Andervazh, 2012). It has also been documented that a trustworthy brand stimulates positive emotional feelings in the consumers due to which they developed a strong emotional attachment with the brand. Consequently, this emotional attachment enhances consumers' behavior brand loyalty (Hanzaee & Andervazh, 2012; Anuwichanont, 2011)

*H4: Brand trust positively affects behavioral brand loyalty.*

## **Brand Commitment and Behavioral Brand Loyalty**

Brand commitment is a significant antecedent to behavioral brand loyalty (Chaudhuri & Holbrook, 2002). A precursor to brand commitment is consumers' trust towards a brand (Anuwichanont, 2011). It has also been found that a consumer that has a strong commitment to a brand maintains a sustainable relationship with the brand (Morgan & Hunt, 1994). Loyal customers are not vulnerable to the competing brand, but they generate positive WOM. A positive WOM is more effective and efficient than a conventional advertisement (Anuwichanont, 2011). A consumer consistent buying behavior is different than behavioral brand loyalty. The former is customers buying behavior without emotional attachment. It may be a habitual buying behavior (Moorman et al., 1993). However, the later involves consumers' emotional attachment that makes the relationship sustainable and pleasant (Matzler, Grabner-Kräuter, & Bidmon, 2008).

*H5: Brand commitment positively affects behavioral brand loyalty.*

## **Attitudinal Brand Loyalty and Behavioral Brand Loyalty**

Brand loyalty can be attitudinal or behavioral. The former is a consumer positive attitude towards a brand and the latter is consumer's actual buying behavior towards the brand.

Both attitudinal and actual behavioral loyalty positively affects brand image (Chaudhuri & Holbrook, 2002). Many researchers believe that attitudinal behavior has a direct link with actual behavior. While other researchers suggest that attitudinal is a precursor to actual behavior (Moorman et al., 1993). In most cases, there is no significant difference between behavioral intention and actual behavior. But, for example in green marketing, it was found that there was a huge gap between consumers' purchase intentions and actual behaviors. Thus, firms need to reduce the gap between attitudinal and behavioral loyalty (Cunningham, 1956).

*H6: Attitudinal brand loyalty positively affects behavioral brand loyalty.*

### **Brand Trust, Attitudinal Loyalty, and Behavioral Brand Loyalty**

Brand trust is an antecedent to brand loyalty and both trust and loyalty stimulate consumers' purchase intentions (Gecti & Zengin, 2013). Similarly, Alhabeeb (2007) also found that consumers who trust a brand will have a positive attitude towards it, and may also develop a sustainable relationship with the brand. Many past studies have acknowledged that consumers' trust has a direct association with both attitude and behavior. (Chaudhuri & Holbrook, 2002). Brand loyalty can be attitudinal or behavioral. The former is a consumer positive attitude towards a brand and the latter is consumer's actual buying behavior towards the brand. Both attitudinal and actual behavioral loyalty positively effects brand image (Chaudhuri & Holbrook, 2002). Many researchers believe that attitudinal behavior has a direct link with actual behavior. While other researchers suggest that attitudinal is a precursor to actual behavior (Moorman et al., 1993).

*H7: Attitudinal brand loyalty mediates the effect of brand trust on behavioral brand loyalty.*

### **Brand Commitment, Attitudinal loyalty, and Behavioral Brand Loyalty**

A consumer who is committed to a brand not only develop long term relationships with it but also persuade others to purchase the brand (Morgan & Hunt, 1994). It has been acknowledged that brand commitment and attitudinal loyalty are beneficial for both, the firms and as well as for consumers. Firms with a strong base of committed customers spend fewer resources on marketing activities. In most cases, there is no significant difference between behavioral intention and actual behavior (Chaudhuri & Holbrook, 2002). Firms need to ensure that there is no significant gap in consumers' intentional and actual behavior (Gecti & Zengin, 2013).

*H8: Attitudinal brand loyalty mediates the effect of brand commitment on behavioral brand loyalty.*

## Conceptual Framework

Based on the aforementioned discussion we have proposed a new conceptual framework that that six direct and two mediating relationships. The conceptual framework is presented in Figure 1, Figure 2, and Figure 3.

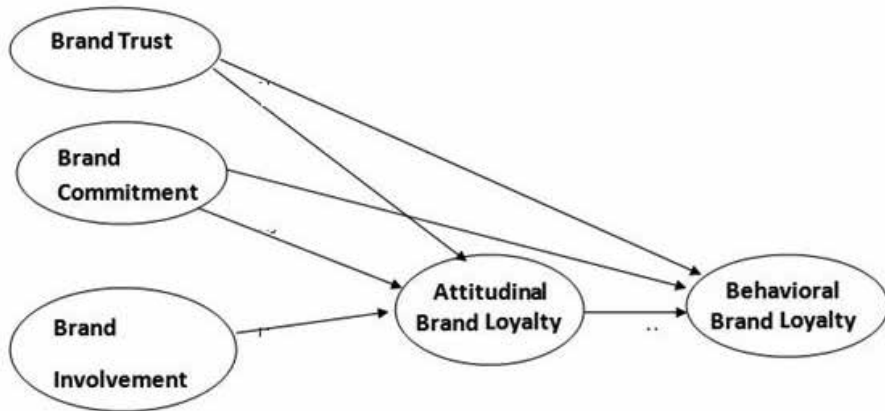


Figure 1: Conceptual Framework

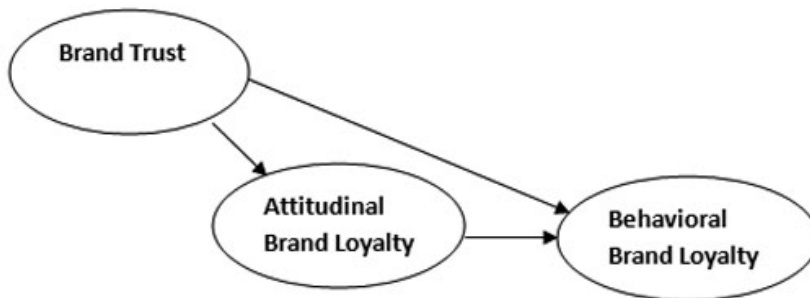
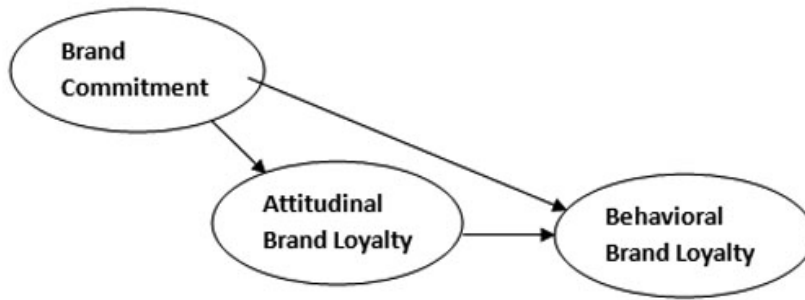


Figure 2: Mediating Role of Attitudinal Brand Loyalty



**Figure 3: Mediating Role Attitudinal Brand Loyalty**

## Methodology

### Population and Sampling

Consumers' preference for branded apparel has increased significantly in the last few years. Both local and foreign apparel brands are abundantly available in the leading malls of Karachi. Given its significance, the study has focused on consumers who purchase brand clothing. The sample size for the study was 387 with a low non-response rate (i.e. 5%) We have collected the data from the leading malls of Karachi on weekdays, and weekends.

### Profile of the Respondents

Of the total respondents 56% were male and 44% females. The marital status analysis shows 40% were married and 60% were single. Of the total respondents 25 % were in the 18-22 years strata; 30% were in the 23-28 years strata; 25% were in 29-35 years strata; 18% were in 36-45 strata; and 2% were 46-50 strata. In terms of income, 47% were in the income group of 51K-75K; 40% of the respondents were in the income group were 76K-100K, and the rest 13% were in the income group of 100K and more. Of the total respondents, 35% were at least matriculate; 35% have intermediate education; 20 % had bachelor degrees, and the rest 10% had at least a master level of education.

### Scale and Measurement

The questionnaire administered for collecting the data has five latent variables and 38 indicators variables. All the questions were based on a seven-point Likert Scale. Seven showings very high agreement, and one suggesting very low disagreement. The summary of scale and measures are presented in Table 1.



**Table 1: Summary of Scales**

Construct	Source	Items
Brand Commitment	Bennett (2001)	8
Brand Trust	Akhgari (2015) and Chaudhuri et al. ( 2001)	8
Brand Involvement	Akhgari (2015)	8
Attitudinal Brand Loyalty	Gecti and Zengin (2013)	7
Behavior Brand Loyalty	Gecti and Zengin (2013) and Chaudhuri et al. (2001)	7

## Results

### Descriptive Analysis

Descriptive analysis was carried out to examine the internal consistency and the univariate analysis. The results are summarized in Table 2.

**Table 2: Descriptive Analysis**

	Cronbach's Alpha	Mean	Std. Dev.	Skewness	Kurtosis
Brand Commitment	0.947	2.63	0.96	0.94	-3.8
Brand Trust	0.921	2.28	0.78	1.7	-3.2
Brand Involvement	0.913	2.8	1.00	-0.55	-2.17
Attitudinal Brand Loyalty	0.892	2.5	0.85	1.16	-1.89
Behavioral Brand Loyalty	0.923	2.53	0.9	1.54	2.6

The results suggests brand commitment has the highest Cronbach's alpha value ( $\alpha = 0.947$ , Mean = 2.63, Std. Dev = 0.96), while "attitudinal brand loyalty" has lowest value ( $\alpha = 0.892$ , Mean = 2.5, Std. Dev = 0.85). All the Cronbach's is greater than 0.7 suggesting acceptable internal reliability (Bryman & Bell, 2015).

Brand Involvement has the lowest skewness ( $SK = -0.55$ ) and brand trust has the highest skewness ( $SK = 1.7$ ). Whereas the lowest kurtosis value is of attitudinal brand loyalty ( $KR = -1.89$ ) and the highest is of brand commitment ( $KR = -3.8$ ). Since both skewness and kurtosis values fall between  $\pm 2.5$  which shows the constructs fulfill univariate normality requirement (Bryman and Bell, 2015).

## Correlation Analysis

Correlation analysis was used to examine the relationship between the independent and dependent variables. The results are shown in Table 3.

**Table 3: Summary of Correlation Analysis**

	BC	BT	BI	ABL	BBL
Brand Commitment	1				
Brand Trust	.726**	1			
Brand Involvement	.754**	.712**	1		
Attitudinal Brand Loyalty	.773**	.749**	.806**	1	
Behavioral Brand Loyalty	.793**	.750**	.780**	.889**	1

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

The results suggest that the highest correlation value ( $r=.889$ ) is between the "Attitudinal brand loyalty" (Mean= 2.49, SD=0.84) and Behavioral brand loyalty (Mean= 2.52, SD= 0.90). In addition the lowest correlation value ( $r=.712$ ) is among Brand trust (Mean=2.27, SD=0.78) and Brand Involvement (Mean=2.8, SD=1). No multicollinearity is found as all the correlation values fall in between .30 and .90.

## Hypothesis Results

### Results of Direct Hypothesis

Five direct developed hypotheses were tested through multiple regression analyses, and one tested through simple regression. All the hypotheses were accepted. The summary of the results is presented in Table 4.

**Table 4: Summary of Regression Results**

	R <sup>2</sup>	B	F value	t.Stat.	P	Results
Brand Trust → Att. Brand Br. Loyalty (H1)	.741	.241	223.547	5.44	.001	Accepted
Brand Commit. → Att. Br. Loyalty (H2)	.741	.156	223.547	2.95	.000	Accepted
Brand Involvement→Att. Br. Loyalty (H3)	.741	.411	223.547	6.91	0.003	Accepted
Brand Trust→Beh. Loyalty (H4)	.713	.154	322.40	2.76	0.006	Accepted
Brand Commitment→Beh. Loyalty (H5)	.713	.424	322.40	9.694	0.000	Accepted
Att. Brand Loyalty→Beh. Br. Loyalty (H6)	.789	.889	455.840	38.155	0.000	Accepted

## Indirect Effects

### Brand Trust, Attitudinal Brand Loyalty, and Behavioral Brand Loyalty

The mediating role of “attitudinal brand loyalty” on brand trust and behavioral brand loyalty was tested through the two-step mediation approach. The summarized result is presented in Table 5.

**Table 5: Two-Step Mediation Results**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 Constant	.556	.093		5.946	.000
Brand Trust	.0.865	.039	.750	22.285	.000
2 Constant	0.046	0.066		.0.691	.490
Brand Trust	0.221	0.039	0.191	5.656	0.000
Att. Brand Loyalty	0.792	.0.036	0.746	22.040	.000

The results suggest the beta value of brand trust before the introduction was 0.750, which after the introduction of mediator significantly decreased to 0.191, suggesting “attitudinal brand loyalty” has a mediating effect on behavior loyalty

### Brand Commitment, Attitudinal Brand Loyalty, and Behavioral Brand Loyalty

The mediating role of “attitudinal brand loyalty” all brand commitment and behavioral brand loyalty is examined through two step approach. The summarized result is presented in Table 6.

**Table 6: Two Step Mediation Results**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 Constant	.556	.063		.915	.361
Brand Commitment	0.248	0.032	.264	7.713	.000
2 Constant	.057	.063		.915	.361
Brand Commitment	.248	.032	.264	7.713	.000
Att. Brand Loyalty	.728	.036	.685	20.019	.000

The results suggest the beta value of brand commitment before the introduction was 0.262, which after the introduction of the mediator significantly increased to 0.685 suggesting “attitudinal brand loyalty” has a mediating effect on behavior loyalty.

## **Discussion and Conclusion**

### **Discussion**

Our results support that brand trust influences “attitudinal brand loyalty”. Many studies have also concluded that brands interact and communicate with the customers and promote intimacy and bonding with them. This enhances customers’ emotional attachment with the brand and makes them less price sensitive (Srivastava & Kamdar, 2009; Alhabeeb, 2007).

The study found that consumers who are committed to a brand are more loyal to it. Thus, it has been suggested that a strong base of committed customers is an asset for firms. Firms should make efforts to make customers happy by delivering more than the value proposition (Morgan & Hunt, 1994). This strategy will not only promote consumers’ positive attitude towards the brand but their retention rate will not decrease (Alhabeeb, 2007).

The results suggest that involving consumers, firms can enhance their “attitudinal brand loyalty”. Many past studies have concluded that the level of customers’ involvement is important in stimulating attitudinal brand loyalty. A higher customer involvement promotes a higher attitudinal brand loyalty and vice versa (Srivastava & Kamdar, 2009). Our result suggests brand trust and behavioral brand loyalty are positively associated. It has also been documented that a trustworthy brand stimulates positive emotional feelings in the consumers due to which they developed a strong emotional attachment with the brand. Consequently, this emotional attachment enhances consumers’ behavioral brand loyalty (Hanzaee & Andervazh, 2012; Anuwichanont, 2011).

The hypothesis on the association of brand commitment and behavioral brand loyalty was accepted. It has also been found that a consumer that has a strong commitment to a brand maintains a sustainable relationship with the brand (Morgan & Hunt, 1994). Consumers that have confidence in a brand are not vulnerable to the competing brand, but they also generate positive WOM, which is more effective and efficient than a conventional advertisement (Anuwichanont, 2011).

Our results support that “attitudinal brand loyalty is an antecedent to behavioral brand loyalty”. Both attitudinal and actual behavioral loyalty promotes brand image (Chaudhuri & Holbrook, 2002). Many researchers believe that attitudinal behavior has a direct link with actual behavior. While other researchers suggest that attitudinal behavior is a precursor to

actual behavior (Moorman et al., 1993; Akhgari, 2015).

Our results suggest that brand trust through “attitudinal brand loyalty affects behavioral brand loyalty”, which is consistent with earlier studies (Srivastava & Kamdar, 2009; Chaudhuri & Holbrook, 2002). Our results on the mediating role of the attitudinal brand on brand commitment and behavioral brand loyalty are consistent with earlier literature (Alhabeeb, 2007; Chaudhuri & Holbrook, 2002).

## **Conclusion**

We found that all the antecedents of brand equity including trust, commitment and involvement affect both “behavioral and attitudinal brand loyalty”. Moreover, we also found that these antecedents are highly interrelated. For example, trust has an effect on consumers’ attitude while trust is necessary for promoting brand commitment. The results also suggest that behavioral intentions are highly correlated with actual behavior. Therefore, markets must ensure that consumer’s behavioral intentions materialize into actual behavior. Advertisement cluttering has made it difficult for marketers to attract consumers’ due to which many firms are organizing brand activities that enhance consumers’ involvement and stimulate emotional feelings toward a brand. Thus, besides conventional advertisements, firms should allocate appropriate resources for brand activation. This study was restricted to the apparel industry, future studies may explore consumers’ behavior in other industries. This study has examined the mediating roles of attitudinal behavior. Other studies may examine the mediating roles of other antecedents such as trust and commitment.

## Annexure 1

### Constucts and Items in the Questionnaire

#### Brand Commitment

- I feel a sense of personal commitment to J. (J Dot).
- I am emotionally attached with J. (J Dot).
- J. (J Dot) has a great deal of personal meaning to me.
- I would find it extremely difficult to discontinue wearing J. (J Dot) apparels.
- I have a long-term view of future co-operation with J. (J Dot).
- I consider myself to be loyal to J. (J Dot).
- I am more committed to J. (J Dot) as compared to any other brand.
- I would not leave J. (J Dot) because I have a sense of obligation to it.

#### Brand Trust

- I trust J. (J Dot) products and services.
- J. (J Dot) is an honest brand.
- J. (J Dot) uses halal materials.
- J. (J Dot) is truly sincere in its promises.
- J. (J Dot) treats me fairly and justly.
- I can count on J. (J Dot) in case of need.
- I have a positive attitude toward J. (J Dot).
- I will keep using J. (J Dot) even if things get changed a little bit.

#### Brand Involvement

- I would continue to do shopping even if its prices increase slightly.
- Even if it were to my advantage, I don't feel it would be right to switch to any other brand.
- J. (J Dot) deserves my loyalty.
- I would not leave J. (J Dot) because I have a sense of obligation to it.
- I would feel guilty if I left J. (J Dot) now.
- would start some of my shopping from another brand that offers little but low price and low quality.
- I follow J. (J Dot) in social media (e.g. Facebook, Twitter).
- I enjoy discussing J.(J Dot) with my family and friends.

#### Attitudinal Brand Loyalty

- I like using J.(J Dot) for my apparels.
- To me, J.(J Dot.) is the best apparel brand.
- I say positive things about J.(J Dot) to other peoples.
- I encourage friends and relatives to use J. (J Dot) products.
- I recommend J. (J Dot) to anyone who seeks my advice.

J. (J Dot) will be my first choice whenever it comes to choosing an apparel brand.

In the near future, I intend to use more J. (J Dot) products.

---

**Behavioral Brand Loyalty**

I will not switch to other brands even though there are lots of other brand options.

How likely do you shop for clothing items from J. (J Dot).

How likely you will shop from J. (J Dot) next time for the same product.

I will prefer buying J. (J.Dot) in comparsion to other brands.

J. (J Dot) for a long period & I would be willing to pay a higher price for this brand over other brands.

I would return to J. (J Dot) for shopping.

I will shop from J. (J Dot) instead of my current brand.

I try to shop from J.(J Dot) whenever I go shopping.

---

## **References**

- AAaker, D. A. (1991). *Managing Brand Equity*. New York: The Free Press.
- Akhgari, M. (2015). *How Attitudes Translate to Loyalty: Revising Loyalty in Regards to its Components and Antecedents in Relationship Marketing* (Doctoral dissertation).The University of Manitoba, Winnipeg, Canada.
- Alhabeeb, M. J. (2007). On consumer trust and product loyalty. *International Journal of Consumer Studies*, 31(6), 609–612.
- Anuwichanont, J. (2011). The impact of price perception on customer loyalty in the airline context. *Journal of Business & Economics Research*, 9(9), 37–50.
- Back, K.J., & Parks, S. C. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. *Journal of Hospitality & Tourism Research*, 27(4), 419–435.
- Beatty, S. E., & Kahle, L. R. (1988). Alternative hierarchies of the attitude-behavior relationship: The impact of brand commitment and habit. *Journal of the Academy of Marketing Science*, 16(2), 1–10.
- Bennett, R. (2001). *A study of brand loyalty in the business-to-business services sector* (Doctoral dissertation). University of Queensland, Australia.
- Brown, G. H. (1953). Brand loyalty - fact of fiction. *The Trademark Reporter*, 43, 251.
- Bryman, A., & Bell, E. (2015). *Business Research Methods*. London: Oxford.
- Chaudhuri, A., & Holbrook, M. B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand effect. *Journal of Brand Management*, 10(1), 33–58.
- Copland, M. T. (1923). Relation of consumer buying habits to marketing methods. *Harvard Business Review*, 1, 282-89.
- Cunningham, R. M. (1956). Brand loyalty, what, where, how much? *Harvard Business Review*, 34(1), 143-148.
- Day, G. S. (1969). A two-dimensional concept of brand loyalty. *Journal of Advertising Research*, 9(3), 29–35.
- Duarte, M. (2000). *Reconceptualization of Loyalty Under a Resource Investment Perspective* (Doctoral dissertation). Clemson University, South Carolina.
- Ehrenberg, A. (1997). In search of holy grails: Two comments. *Journal of Advertising Research*, 37(1), 9-13.
- Ehrenberg, A. S. C., Hammond, K., & Goodhardt, G. J. (1994). The after-effects of price-related consumer promotions. *Journal of Advertising Research*, 34(4), 11–21.
- Gecti, F., & Zengin, H. (2013). The relationship between brand trust, brand affect, attitudinal loyalty, and behavioral loyalty: A field study towards sports shoe consumers in Turkey. *International Journal of Marketing Studies*, 5(2), 111-119.



- Hanzaee, K. H., & Andervazh, L. (2012). An analysis of some moderating variables on the value, brand trust, and brand loyalty chain. *Research Journal of Applied Sciences, Engineering, and Technology*, 4(10), 1403–1413.
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934.
- Jacoby, J., & Chesnut, R. (1978). *Brand Loyalty Measurement and Management*. New York: Wiley Sons.
- Jaiswal, Anand Kumar, & Niraj, R. (2010). Examining the nonlinear effects in satisfaction loyalty behavioral intentions model. *India Research and Publications*, 1-29.
- Matzler, K., Grabner-Kräuter, S., & Bidmon, S. (2008). Risk aversion and brand loyalty: The mediating role of brand trust and brand effect. *Journal of Product & Brand Management*, 17, 154–162.
- Moorman, C., Deshpandé, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, 57(1), 81–101.
- Morgan, R., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing on JSTOR. *Journal of Marketing*, 58(3), 20–38.
- Odin, Y., Odin, N., & Valette-Florence, P. (2001). Conceptual and operational aspects of brand loyalty: An empirical investigation. *Journal of Business Research*, 53(2), 75–84.
- Ogba, I.-E., & Izogo, E. E. (2015). Service quality, customer satisfaction and loyalty in the automobile repair services sector. *International Journal of Quality & Reliability Management*, 32(3), 250–269.
- Ok, C., Choi, Y. G., & Hyun, S. S. (2011). Roles of Brand Value Perception in the Development of Brand Credibility and Brand Prestige. *International CHRIE Conference-Refereed Track*, University of Massachusetts Amherst. Retrieved from <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1810&context=refereed>
- Peckham, J. O. (1963). The Consumer Speaks. *Journal of Marketing*, 27(4), 21–26.
- Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing the Commitment-Loyalty Link in Service Contexts. *Journal of the Academy of Marketing Science*, 27(3), 333–348.
- Srivastava, M., & Kamdar, R. M. (2009). Brand Image Formation as a Function of Involvement and Familiarity. *Paradigm*, 13(1), 84–90.
- Yu, Y., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234–250.