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DENMARK

## **Brand Loyalty within the Fashion Industry**

A quantitative study on Generation Y and Generation Z consumers  
in Denmark

**MSC INTERNATIONAL MARKETING**  
**MASTER THESIS**

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# Abstract

**Purpose:** The aim of this research is to determine how brand loyalty is built for consumers of Generation Y and Generation Z within the fashion industry in Denmark and whether there are differences between the two generations. In order to facilitate the data collection process, a comprehensive analysis of the past literature has been conducted to examine subjects concerning brand loyalty creation, consumer behaviour and the segmentation of consumers through generations. As means to verify the findings gathered in the systematic literature review process, an empiric analysis was used. Furthermore, a conceptual framework was created from which eight hypotheses were tested to aid answering the research questions.

**Method:** The methods employed in the current study follow a quantitative approach of data collection by using a self-administered online survey. The survey was distributed to students from Aalborg University in Denmark. Overall, 288 students contributed to the research, out of which 201 were consumers from Generation Y and 87 were consumers from Generation Z. The dataset was analysed in SPSS where comparisons between the two populations have been developed, as well as the proposed model was tested with the help of the hypotheses. Moreover, the statistical analysis employed methods such as ANOVA, linear regression analysis, multivariate regression analysis and the Pearson Correlation.

**Findings:** The data obtained during the literature review revealed various factors that affect brand loyalty. For the current study, brand self-congruity, hedonic values, brand elements (perceived quality, price, store environment), brand engagement, satisfaction and trust were deemed to be the most relevant ones and were therefore employed within the framework. The evaluations of the constructs disclose that there are no significant differences between the two consumer groups, although the model strength was statistically valid due to the correlations between the constructs. Regardless of the lack of divergence between the generations, there are certain deviations that attribute unicity in consumer behaviour for both Generation Y and Generation Z consumers.

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# **1. Introduction**

The introduction chapter serves to give a better understanding of the urge and the purpose of the underlying study. It is structured into different sub-chapters, starting with the research background, followed by the problem formulation and research questions and closing with an overview of the structure of the project.

## **1.1. Research Background**

Due to the rise of globalization over the past years, it became easier for companies to enter new markets and establish a customer base in new countries. A supporting factor for this phenomenon is the advancement of digitalization due to which companies don't have to be physically established but can serve their markets through their online presence. This, on the other hand, leads to many companies offering their products and services to consumers who can be overwhelmed by this sudden over-supply of goods. It is therefore difficult for consumers to decide on a product from a specific brand which in turn has led to individuals switching brands on a much faster phase than in the last decades. From a company's perspective, this is a crucial factor. The mindset has shifted to the objective of retaining current customers and transforming them into loyal ones. One reason for this is due to the costs involved which are considered to be lower when focusing on retaining customers (Oliver, 1999). More specifically, costs increase when obtaining new customers, and that is why it is crucial for firms to try and maintain the current ones by keeping them engaged in the company culture and mindset. Establishing this link between the brand and the customer can be achieved with the brand resonance, as by securing and maintaining a loyal clientele can ensure a reliable revenue stream (Fornell and Wernerfelt, 1987). The conceptualization of the brand resonance can be further split into four main categories: behavioural loyalty, attitudinal attachment, sense of community and active engagement (Saili et al., 2012). Overall, brand loyalty can thus be seen as a construct that efficiently impacts profitable growth (Oliver, 1999).

Ever since the 1980's, the new generations of Millennials have been on the rise. Now, after almost 40 years, the segment has reached a mature level, well surpassing its teenage years, and becoming a buying power that can be targeted exclusively by many brands. However, after the mid 1990's another generation was born, namely Generation Z. Arguably, both generations have had the time to mature over the years and could potentially be considered consumer

groups on their own. (Bassiouni & Hackley, 2014). With an expected spending power of nearly \$3 Trillion Dollar in 2020 for Millennials and Generation Z consumers combined, the importance of the young consumers as target segments increases for businesses significantly. Due to their high buying power, their preferences can have an influence on different industries and are at the present outspending higher aged consumers in a wide range of areas (YPulse, 2020). Therefore, more and more studies focus on young consumers and their behaviour. It is important to investigate what young consumers strive in their buying behaviour, more specifically, in their loyalty behaviour. However, studies don't differentiate between the two generations and cluster both generations as Millennials or young consumers. Since researchers have identified different behaviours in comparing older generations in their buying and loyalty behaviour, it is assumed that there might exist differences within the young generations, too (Loroz & Helgeson, 2013).

Generation Y consumers are also known as Millennials. Within past researchers, there are several determinations about when Generation Y starts and when it ends. As an ease of study, this thesis uses the definition that the population of this generation was born within the period of 1981-1996 (Dimock, 2019). This population grew up in a world saturated with marketing efforts and brands which resulted in brand consciousness and knowledge in marketing (Heaney, 2007; Fernandez, 2009). Subsequently, contrary to older generations, Millennials are resistant to traditional marketing activities and it is therefore even more important to understand how to convert these consumers to loyal ones. Consumers within this generation are considered to be materialistic and status striving (Loroz & Helgeson, 2013). Furthermore, they are also regarded to be highly influenced by other consumers' opinions (Fernandez, 2009).

Generation Z consumers are also known as Gen Zers or Post Millennials (Bassiouni & Hackley 2014). As well as with the time span of Generation Y, the period for Generation Z consumers differs throughout literature. This study defines the Generation Z to be born between the years 1997-2015 (National Retail Federation, 2019; Dimock, 2019). Recent studies define Gen Zers to differ from previous generations in their values, preferences and ideas and highlight the importance of establishing the differences (Puiu, 2016; Desai & Lele, 2017). The consumers of Generation Z are born in a digital world, where they perceive permanent connectivity more as a utility than as a luxury (BAV Consulting, 2015). It is crucial to understand the relationship between young consumers and the digital world since the digital influence has an impact on their overall buying behaviour.

For a specific brand to be settled upon by either of these generations, it has to align with their standards for quality and price, but also with their personal values. This is where branding as a concept becomes pivotal for any firm that wants to build up a loyal consumer base. Keller (2013) argues that branding complements the product with an added value of emotional nature as a result of the marketing efforts of a company that creates an affinity between the consumer and the brand. Therefore, companies usually seek to improve and capitalize on their brand equity because aside from gaining more prospects or retaining the existing ones, a positive brand equity can be translated to competitive advantage. More specifically, it can create resilience against competitors' promotional pressures (Ling, 2013). By interpreting past marketing results, a firm's brand equity can be guided and shaped for future marketing efforts. In fact, most marketers nowadays, who have built strong brands, have adopted this strategy and continue to use it for clarifying, communicating, and implementing their marketing actions (Ling, 2013). The young consumers are considered to be less loyal compared to previous generations. Therefore, it is essential to understand how businesses should interact with them in order to generate more loyal relationships in order to increase the overall brand equity.

A sector that tries to appeal to the newer generations is the fashion industry. The majority of the consumers within the fashion industry are aged between 16 and 34 years, demonstrating the power of Generation Y and Generation Z (ShopifyPlus, 2019). Reports show that fashion brands, especially fast fashion brands experiment with concepts like sustainability, durability and workmanship and fit & comfort try to appeal to young consumers (Chan, 2017). Overall, businesses have to adjust their strategies to attract consumers with different interests and within different age groups.

The global fashion industry is worth 3,000 billion dollars and makes up 2% of the world's GDP, being one of the biggest consumer industries (Fashion United, 2018). Within the past years, the fashion industry has steadily grown. However, due to political and geopolitical awareness increasing, the McKinsey Global Fashion Index predicts the fashion industry to experience lower numbers in 2020 than expected (McKinsey & Company, 2020). Companies therefore have to rethink their marketing strategies and integrate social issues in their communication strategy to win over new customers, or more importantly, to maintain their existing customers (McKinsey & Company, 2019). Especially young consumers are thriving for new trends in the fashion industry, seeking the attention and approval from others on social

media when posting pictures in their new outfits. Fast fashion is serving this need. Following luxury fashion designers, fast fashion adapts new trends quickly and makes new fashion trends affordable for the mass market. Past studies ascertained that an average person in today's society acquires 60 percent more apparel products than 15 years ago (McKinsey & Company, 2019). One reason for this is today's simplicity for consumers to acquire fashion products within the newest trends. The faster growth of global players in the fast fashion industry than in the overall retail fashion industry, is one reason why brand loyalty decreases (Joy et al., 2012; McKinsey & Company, 2019). It became easier for customers to switch the brands and to buy from those who are serving their needs the best at the moment. In Denmark, the fashion industry is one of the most important industries of the Danish economy, with a wholesale revenue of approximately 8 billion dollars (Fashion United, 2018).

In Denmark alone, Generation Z accounts for 22.14% of the population, while Generation Y accounts for 20% of it (Statistikbanken, 2020). These figures prove potential for brands to segregate the generations and serve each individually. Since the growth of Generation Z is leading to a bigger consumer base, companies have to investigate into the differences of this generation compared to its prior Generation Y and evaluate the opportunities and challenges deriving from it (Wolburg & Pokrywczynski, 2001).

This project therefore aims to investigate whether there are indeed differences between the two generations when it comes to building brand loyalty for fashion brands and if so, how do they differ. The paper has a relevant theme as the existing literature does not necessarily differentiate the two generations and very little analysis is done for Generation Z. As a result, this thesis closes the gap by investigating the loyalty behaviour of Generation Y and Generation Z consumers in Denmark.

## **1.2. Problem Formulation and Research Questions**

In the following section, the problem formulation will be discussed in retrospective of the elements that led to its conception, along the research questions, designed to support answering the problem formulation.

As stated above, over the past years, there have been several misinterpretations on the subject of marketing for Millennials and Generation Z. While some companies deem to cluster both target groups under the same label, reports concerning consumer behaviour have shown that while there are obvious similarities between the two, there are also some differences. Furthermore, the key differences of these generations will increase, as the two groups mature over time, their buying power rises and therefore it is increasingly becoming more important for companies to understand the generation gap to turn one-time buyers into loyal customers (HubSpot, 2019).

The focal point of this project is to investigate elements that have an impact on a customer's brand loyalty. Due to globalization and an oversupply of products and services, consumers nowadays have the luxury of selecting the goods they prefer. As a result, the competition between companies increases and the ultimate goal is to build more loyal customers amongst the customer base as opposed to the traditional way of acquiring more market share. Determining the specific loyalty factors for each generation and asserting potential differences will help a company to better assess their strategic goals for the future and strengthen its brand equity (HubSpot, 2019).

As a result of the above-mentioned factors, the following problem formulation has been developed to close the gap between the two generations' loyalty to brands:

**How is brand loyalty built for Generation Y and Generation Z consumers within the fashion industry in Denmark?**

As a precaution to take all the elements of the problem formulation into consideration, two research questions have been developed to oversee the course of the analysis. Additionally, each research question will correlate its answers in a way that the next one will be able to build upon.

*1. What is the relation between brand loyalty and consumer behaviour?*

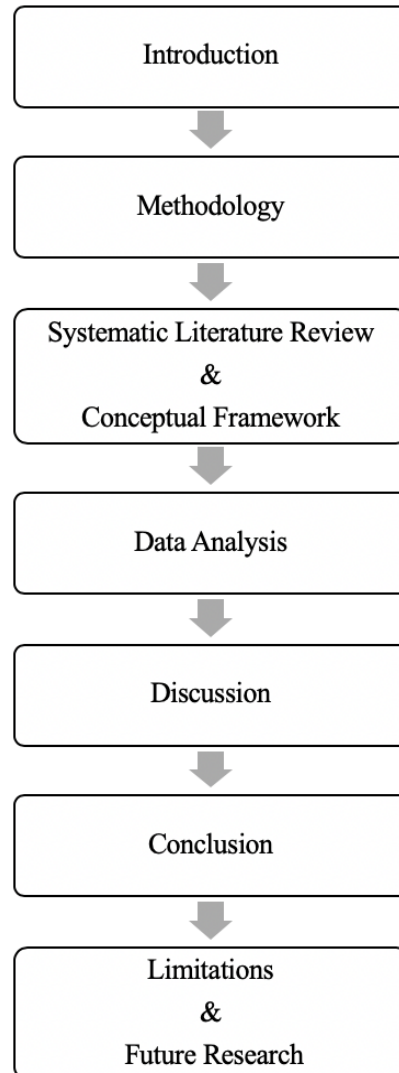
This question seeks to understand the elements that brand loyalty is built upon and at the same time tries to unravel how those elements are impacting consumers and their behaviour. Furthermore, this question will investigate the theoretical basis on which consumers are inclined to create a bond with a brand. This question will be answered by a systematic literature review that will generate a theoretical framework model based on the results.

*2. Which of these elements influence the Generation Y and Generation Z consumers in Denmark?*

The second research question serves as the foundation for developing a survey where the findings generated from the literature review will be tested on a sample of the Danish population. This question is essential for the thesis because it will unfold the most impactful factors that loyalty has on consumers within the two different generations. Moreover, the question represents a bridge between theoretical knowledge and practical knowledge and will therefore be answered by the investigation done in the analysis.

### 1.3. Structure of the project

The following figure shows the structure of the underlying project which is deemed as a guidance for the reader.



*Figure 1: Structure of the project (Own Depiction, 2020)*

The first chapter of the project is the introduction, where the focal point of the thesis is discussed. Additionally, the chapter reveals why the theme is relevant and useful to pursue in the first place and how it can help companies within the marketing sector. The methodology chapter follows, where the philosophy of science alongside the research methods used are explained, so that the reader can understand the point of view and biases of the writers. The third chapter is represented by a systematic literature review where the topics of brand loyalty and consumer behaviour are researched on an academic database. Insights regarding the themes are discovered and paired into categories based on past research papers. Furthermore, with the

support of the results from the literature review, a theoretical framework is developed to assist in answering the research question. To be more precise, several hypotheses are created based on the conceptual framework, which in turn are tested on a survey sent to students in Denmark of Generations Y and Z. The analysis chapter will interpret the results discovered from the survey in order to answer the problem formulation. The next chapter is the discussion, where the data depicted from the analysis and literature review will be debated. Finally, a conclusion and limitations are drawn where the findings are summed up and evaluated to which degree the research question was answered. Additionally, the limitations present at the time of conducting the project are highlighted and suggestions for future research are presented.

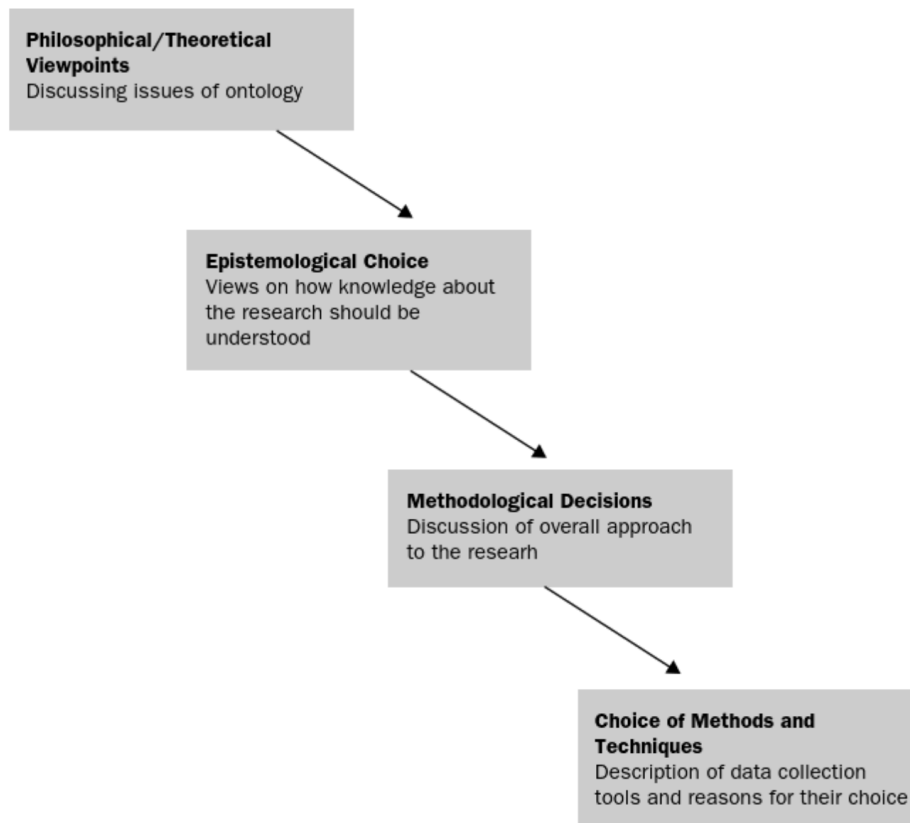


## **2. Methodology**

The following chapter serves as a structural guideline for the content, design and philosophy behind the thesis. The explanation of the methodological approach is crucial as it explains the viewpoint of the researchers when conducting the research and the mentality behind recording the findings and the analysis. Additionally, it ensures the presence of academic standards and structure that can be deemed as a scientific paper. The methodology chapter starts with the Methodological Viewpoint, where the criteria for designing and the architecture of the project are being discussed. Following, the Theory of Science and Philosophy of Science chapter reveals the assumptions of the researchers about reality and the way the information from the paper is being gathered as well as considered. It also points out the objective or subjective nature of the thesis and the research paradigm that is affiliated with. Lastly, the Research Design chapter describes the selection of data gathering methods and design of the survey used to conduct the research.

### **2.1. Methodological Viewpoint**

For a better understanding of the research process, the methodological viewpoint should be determined in order to account for the various factors that influence how the thesis is conducted and its outcome (Arbnor and Bjerke, 2009). Therefore, in order to aid the project formation structure, the following Figure 2 depicts the steps which need to be covered to have a qualitative project structure.



*Figure 2: Structure and Levels of Discussion in a Methodology Chapter (Kuada, 2012)*

The view of the world is a factor that can be perceived differently from individual to individual due to the fact that it relies heavily on presumptions based on personal experiences. As a result of this subjectivity, the philosophical and theoretical viewpoints must be presented so that readers can understand the parameters and the way the objectives of this research study are conducted. Whether the approach to this investigation is subjective or objective in its view of the world has a severe impact on the way the analysis is conducted and the way the methods of data collection are selected (Kuada, 2012). After this step has been completed, the epistemological considerations are the next ones to be presented. Shortly this means that once the view of reality has been defined, the way of gathering knowledge must be specified, within the parameters of the defined world and its actors (Kuada, 2012). After both of these dimensions have been properly specified, the paradigm selection is an additional support as it can enforce and solidify the view of the real world from the writers' perspective.

Establishing these factors that determine the context of the research study will have an impact on the way the problem is formulated and the way the data is collected. Moreover, having defined both the philosophy of science and the paradigm will determine the research design and data collection methods (Arbnor and Bjerke, 2009).

## **2.2. Theory of Science and Philosophy of Science**

This chapter seeks to explain the nature of the current study, whether the philosophy of science is subjective or objective and how this impacts the thesis. As stated in the previous chapter, the subjective or objective approach will determine the data gathering methods. Additional root assumptions will be established, which in turn will assist the knowledge creation process.

### **2.2.1. Ontological and Epistemological considerations**

The ontological scope deals with the way researchers view reality and its elements or objects. Even though this might sound vivid and abstract, it is an important dimension as it unfolds what knowledge about reality is considered in the paper, as well as helps establish possible biases depending on the objective or subjective spectrum. More concisely, it represents a system of belief that defines what a fact is in the mind of an individual (Kuada, 2012). The objective nature of ontology is called *Realism* and it assumes that social interactions, more specifically cause and effect situations, are independent from interactions of individuals (Saunders et al., 2015). As the description suggests, this represents an objective view, and it also implies that there is one single truth in the world that can be generalized into other homogenous situations. Typical to the objective inclination, the researcher acts as an independent observer to the social world and tries not to interact with the objects or entities being studied. On the opposite side of the spectrum, the subjective approach is called *Nominalism* and it enforces the belief that reality is created by the consequent actions of social actors. It further entails that there are multiple truths to reality, as different individuals experience and perceive reality differently and therefore there are multiple realities present.

In regard to this paper, the dominating presumption in the ontological dimension is Realism. The reason behind it is due to the objective stance the researchers wish to take in regard to the social actors and the study phenomenon. This study focuses on gathering empirical data on brand loyalty among two different age groups, and therefore the aim is to compare different results in a quantitative manner. Shortly, this study does not take into consideration values or personal beliefs of each participant to the survey, but instead the data is analysed objectively as a whole.

Epistemology is the concept that deals with how the knowledge is being acquired or generated from reality. Admittedly, epistemology is less vivid compared to the ontology and has a more

straight-forward purpose. Aside from examining how the data is being collected, it also questions the validity and legitimacy of the knowledge so that it can be contributed to other people. Similar to ontology, the epistemological dimension also deals with objective or subjective presumptions. The objective side, also called *Positivism*, tries to understand concepts about the world by gathering observational and measurable data that can be turned into generalisations. Typical gathering techniques of positivists are questionnaires and surveys. The subjective approach, on the other hand, also known as *Anti-positivism*, indicates acquiring knowledge on a more personal or emotional analytic basis. Here, the researchers are typically interested in how certain social phenomenon affect the social actors and what emotions are they impacted with. Favourable data gathering methods for the subjective view are structured or semi-structured interviews or questionnaires that expect an emotion provoking answer rather than a quantifiable one.

This thesis is following the same approach as in ontology by taking the objectivistic approach. The reason for deciding on a positivist manner is due to the interest of generating valid data that can be reproducible. Validating and reproducing quantitative data implies a smaller bias compared to subjective data and therefore, emotions and personal beliefs are harder to interpret and usually imply a higher bias.

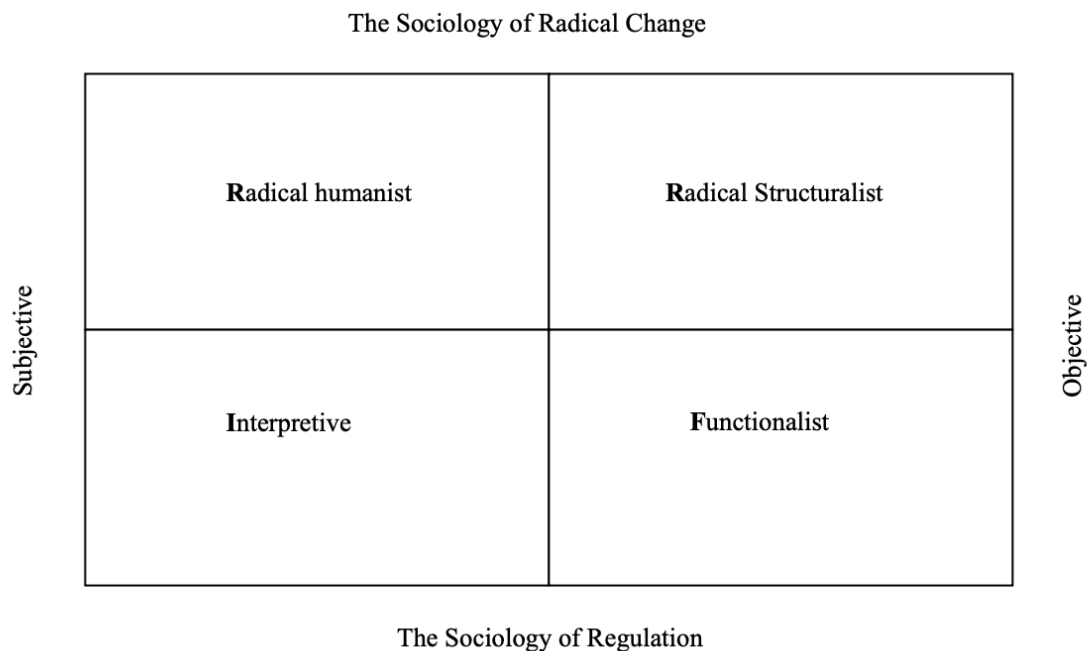
### **2.2.2. Research Paradigm**

The process of creating knowledge is often divided in terms of structures, functions, and interactions in any research paper (Kuada, 2009). Therefore, depending on the type of research conducted, the paper will encompass distinct root assumptions to define the way the researchers think and act. Taking into account both ontological and epistemological considerations, paradigms are needed to define presumptions the authors have about the social world (Kuada, 2009). Paradigms are essential to understanding how the answers to the research questions were reached so that they can be interpreted accordingly. Depending on how the world is seen by the researchers, paradigms have an objective or subjective approach, as well as means of blending the spectrums depending on which typology of paradigms is being followed.

According to Kuada (2009), there are three main typologies when it comes to paradigmatic approaches: The FISI Classification developed by Durkheim, Herbert Spencer, Talcott Parsons and Robert Merton; The RRIF Classification of Burrell and Morgan and Arbnor and Bjerke's

Classification. In order to identify which of the classifications fits best for this project, one has to be mindful of the link between the study area and the methodological approach.

The RRIF classification describes a distinct representation between the concepts of social regulation and social radical change. In doing so, the classification brings about thoughts of organizational research in the context of critical social research. Additionally, according to Kuada (2009), Burrell and Morgan focus on the classification of those critical theories that draw attention to inequalities, malpractices, injustices and exploitations in social worlds, seeking to give voice to marginalized groups. The RRIF classification is composed of: *Radical humanist*, *Radical Structuralist*, *Interpretive*, *Functionalist*, as depicted in Figure 3 (Kuada, 2009).



*Figure 3: RIFF Classification of paradigms (Kuada, 2009)*

At the same time, Kuada (2009) presents a newer typology of paradigms by Abnor and Bjerke which is focusing on ultimate presumptions described by paradigms and the use of different methodological approaches. Similarly, it is directed at how the researcher views his work with connection to the perspectives in the theory of sciences (Kuada, 2009). According to Kuada (2009), Abnor's and Bjerke's framework is composed of six paradigms, namely:

- Reality as a concrete phenomenon that is conformable to law and independent of the observer
- Reality as a concrete determining process
- Reality as mutually dependent fields of information
- Reality as a world of symbolic discourse
- Reality as a social construction
- Reality as a manifestation of human intentionality

The six paradigms have three methodological approaches underlying them. The first one is the *analytical approach* which describes an objective researcher, independent of the constructs from the social world. Following is the *system approach* which follows the concepts of holism and in order to understand a whole system, one must look at all the links in question. Therefore, the system approach embodies both subjective and objective spectrums. Lastly, the *actor's approach* perceives that reality represents a creation of individuals and that it is a manifestation of their interactions. Consequently, this last methodological approach belongs to the subjective conceptualization (Kuada, 2009).

The last classification is the FISI classification which focuses on the methodological presumptions between structures, functions and interactions. The model operates four primary paradigms, which are *Functionalism*, *Interpretivism*, *Structuralism* and *Interactionalism* (Kuada, 2009), as it can be seen in Figure 4.

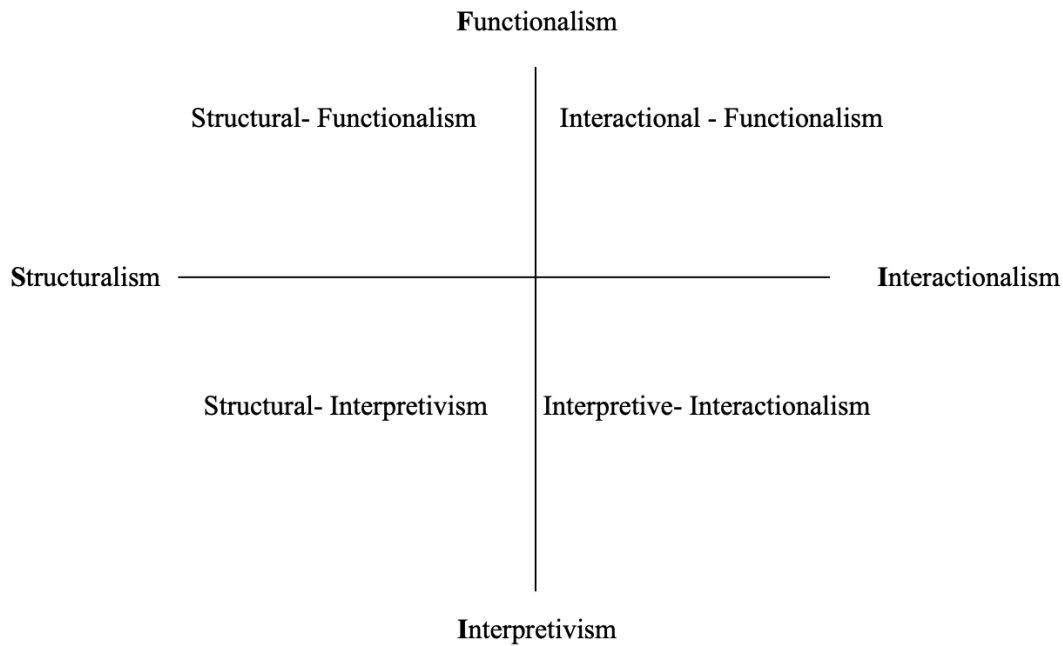


Figure 4: FISI Classification of paradigms (Kuada, 2009)

*Functionalism* has its roots in the fullest degree of objectivity compared to the other three. Epistemologically speaking, this paradigm is connected with the positivist stance regarding how knowledge is being created. Similar to other objective paradigms, functionalism seeks to rationally generate knowledge with hypothesis testing and often assumes that individuals respond and react to external stimuli (Kuada, 2009). The second paradigm is *interpretivism* and it suggests understanding that individuals are bound to have their perception formed by the situations in which they are involved. Shortly, it represents the subjective side of the classification and scholars acknowledge its use when explaining events or experiences that help guide the creation of knowledge (Kuada, 2009).

On the horizontal axis of Figure 4, the first paradigm of the classification is *structuralism*, which assumes that societies are composed of complex systems of interrelated elements. The focus on this paradigm is on the collective rather than on the individual due to the argumentation that an individual's position is defined by the system in which it belongs (Kuada, 2009). The second paradigm on this axis is called *interactionalism* and it seeks to understand the interaction between individuals belonging to different cultures and having different experiences. The focus of this construct is to highlight human interactions within the social setting (Kuada, 2009).

Additionally, the FISI classification allows the combination of the four paradigms in certain ways. The most often used arrangements are *structural functionalism*, *structural interpretivism*, *interactional functionalism* and *interpretive interactionism* (Kuada, 2009).

*Structural functionalism* has the general understanding “that society has an existence over and above individuals” (Kuada, 2009, p.9). From this paradigmatic perspective the social system is clustered into four elements: Adaptation (which refers to the capability to react and adapt to external contexts); goal attainment (which refers to the ability of societal systems to set goals and enforce decisions); integration (which relates to the ability of using shared values and norms within the social system); and latency (which involves the inclusion of new members into existing norms and values) (Kuada, 2009). *Structural interpretivism* views that the world is organized in such a way that some basic structures define relationships. Shortly, it endorses the theory that only those who are engaged within the experience can describe reality (Kuada, 2009).

*Interactional functionalism* keeps the objectives of the functionalism paradigm and sees the system as composed of interconnected norms. The interaction between individuals allow the creation of norms and various regulations (Kuada, 2009). *Interpretive interactionism* adheres that interaction of individuals surpass the boundaries of organizations. Experiences are formed based on the continuous interactions and will be investigated and interpreted by people with the aid of their cognitive reasoning (Kuada, 2009).

When relating the above-mentioned classifications with the current thesis, the researchers appropriated the FISI classification to represent the methodological development. While the other two could have been used as well, the FISI classification was considered to tackle the parameters much better due to its flexibility when it comes to grouping the paradigms. Moreover, given the positivist and realist implications of the ontology and epistemology, the chosen paradigm for the thesis was settled to be *interactional functionalism*. The objective approach represents the *functionalist* paradigms, while the generational investigation of the thesis with respect to how individuals perceive the elements that interact with each other corresponds with the *interactionalism* paradigm.



## **2.3. Research Design and Research Methods**

According to Bryman & Bell (2015), there is a differentiation between research design and research methods. A research design is considered as a framework of how to collect and analyse data for a focal project (Bryman & Bell, 2015) and it is the connection between the issues, theories, methods and results of a research (Kuada, 2012). A research method on the other hand is a technique to collect data in order to answer the research questions (Bryman & Bell, 2015). When dealing with answering a research question, the researcher has the possibility of choosing between several research methods. One has to assess which method is better fitting for the phenomenon it wants to investigate. Reflection on the methods, generated knowledge and theories should be consistent throughout the paper in order to find the right balance (Marinova, 2018). There are specific research designs one can choose. Bryman & Bell (2015) divide them into the following research designs: Experimental design, cross-sectional design, longitudinal design, case study design or a comparative design.

When creating knowledge, qualitative data, quantitative data or mixed data should have the considerations of the researchers (Saunders et al., 2015). The type of data collected is often defined by the research methods used in a paper. For instance, if the researcher aims to receive subjective insights, it is advisable to gather the data through the means of interviews since the data can be collected in a qualitative manner and deals with subjective insights. Similarly, if the researcher wishes to gain insights in an objective manner, the survey method can be used which allows the researcher to gather data in a quantitative manner and thus be of objective nature. There are some instances where both quantitative and qualitative methods can be combined and create mixed data (Bryman & Bell, 2015).

The research design of the underlying thesis is of quantitative nature, being in line with the positivist philosophical approach. More specifically, the conducted research is of a cross-sectional nature. The aim is to investigate a consumer base at a particular point in time instead of undertaking multiple measures within an extended period. By this, the authors intend to explore the relation of factors in different generations. More precisely, the authors focus on the relationship between consumers and brand loyalty in the fashion industry within Generation Y and Z (Saunders et al., 2015). Furthermore, a cross-sectional design can be described as an observational study that seeks to analyse data from a specific population at one point in time. Representative to this design is the fact that there is no subsequent analysis after the initial

investigation has been done to determine if there are any changes in the population (Saunders et al., 2015).

Moreover, the nature of the research should be determined whether it is of exploratory, explanatory or descriptive nature. Since the problem formulation “*How is brand loyalty built for Generation Y and Generation Z consumers within the fashion industry in Denmark?*” describes an investigative assessment defined by the question “how”, the current study can be classified as exploratory. Additionally, by seeking to investigate how the generations differ in their consumer behaviour in relation to brand loyalty, the study brings further evidence to be defined as exploratory.

Prior to the execution of the survey, a systematic literature review is developed to acquire secondary data about the concept of brand loyalty in relation to the generational segmentation. The literature review is considered the first data gathering method of the thesis and serves the function of answering the first research question. Following, a conceptual framework is developed to aid and synthesize the findings of the literature review, by taking into account the most encountered constructs that affect brand loyalty within the fashion industry. Additionally, hypotheses are constructed after establishing the framework in order to test whether or not the constructs are correlating with each other and what impact they have on one another.

### **2.3.1. Systematic Literature Review**

This chapter introduces the method of systematic literature reviews. At first, the importance of this method is investigated, following the approach of this thesis’ review and concluding with inclusion and exclusion criteria of the conducted systematic literature review.

Literature reviews are an important component of any type of research. They are considered as the foundation of the research to help a researcher create a theoretical knowledge of the topic under investigation and to determine what has been researched in the past (Snyder, 2014). With the help of a literature review, researchers are able to address their research problem more precisely due to the obtained background knowledge in the specific area (Kumar, 2014).

There are several approaches to conducting a literature review. Depending on the methodology and the aim of the study, researchers should assess which type of review is the most appropriate

one to use in order to answer the research question. Snyder (2014) differentiates between three main approaches, namely systematic literature review, semi-systematic review and integrative review. However, the author highlights that there are also different approaches which can be used or combined (Snyder, 2014).

When conducting a research, one faces a large number of published articles, which are increasing over time and result in an information overload and difficulties when trying to stay up to date. In order to organize, prioritize and understand the large amount of information, the usage of a systematic literature review is regarded favourably. This approach supports the researcher in identifying the most relevant information (Petticrew & Roberts, 2006). Additionally, Petticrew & Roberts (2006) argue that traditional reviews can be deemed to be biased due to a more subjective nature. Therefore, the authors highlight the relevance of systematic literature reviews due to their objectivity and accuracy. By identifying, appraising and synthesizing all the literature in a specific topic area, the objective of following the method of a systematic literature review is to ensure the inclusion of the best evidence and creation of an extensive and objective overview which is considered to reduce bias. The use of a systematic literature review supports a researcher in creating a better understanding of what has been researched before and how to lead directions for potential future researches (Petticrew & Roberts, 2006).

Due to the advantages discussed above, the approach of a systematic literature review is considered appropriate for this master thesis. By doing so, the researchers aim to ensure creating a holistic and objective overview of what has been researched in the past. Additionally, the use of a systematic literature review aligns with the objective nature of this thesis and supports answering the research question comprehensively and objectively. In order to ensure the duplicability of the conducted review, it will follow a specific design created by Petticrew and Roberts (2006).

Complimentary to the systematic literature review, this study applies the technique of backward snowballing. The backward snowballing technique is used to identify additional articles and papers in the reference list of a paper and therewith broadening the search. The advantage of using backward snowballing in addition to a systematic literature review instead of conducting an additional search in another database is that it starts from already discovered relevant articles which are used to accelerate the study. By applying backward snowballing, the authors strive

to identify the best possible coverage of relevant literature (Wohlin, 2014). Since the snowball technique is considered to be slightly more subjective, the authors follow the approach from Wohlin (2014) to ensure the objectivity and replicability and to align with the paper's positivist approach.

#### **2.3.1.1. Approach**

As mentioned above, this thesis' systematic literature review follows specific steps created by Petticrew and Roberts (2006) to ensure a detailed and objective review. The authors have designed seven steps which are as follows (Petticrew & Roberts, 2006, p.27):

1. "Clearly define the question that the review is setting out to answer, or the hypothesis that the review will test, in consultation with anticipated users
2. Determine the types of studies that need to be located in order to answer your question
3. Carry out a comprehensive literature search to locate those studies
4. Screen the results of that search (that is, sift through the retrieved studies, deciding which ones look as if they fully meet the inclusion criteria, and thus need more detailed examination, and which do not)
5. Critically appraise the included studies, and
6. Synthesize the studies, and assess heterogeneity among the study findings
7. Disseminate the findings of the review"

The purpose of the systematic literature review is to answer the research question "What is the relation between brand loyalty and consumer behaviour?". By focusing on answering this question, the authors seek to gain a deeper knowledge of the mentioned constructs. First, an understanding of the concept "brand loyalty" is needed which will then be investigated in relation to consumer behaviour in order to identify which elements contribute to a consumer's brand loyalty. To address only the most relevant publications, inclusion and exclusion criteria are set and described in chapter 2.3.1.2.

In order to identify the most relevant publications, the research database Scopus is used. This database is one of the most distributed ones, covering several scientific fields. The reason for choosing this platform is due to its large amount of publications which are constantly updated and expanded (Arezoo et al., 2013).

To begin with the systematic literature review process, the keywords “brand loyalty” and “consumers” were entered into the database Scopus to discover relevant publications. The choice of the keywords relates to the main constructs of the research question. The search led to a result of 1370 publications. In order to minimize the number of irrelevant articles, the search was additionally limited by including the alternative search keywords “young consumers”, “consumer behaviour” and “generations” to keep the overall problem formulation in mind when answering the specific research question. The conducted search revealed 395 publications. Since some of the articles are published in different languages and this thesis is only conducted in English, the search is subsequently refined to English articles only and results in 274 hits. After critically reviewing title, abstract and content, 97 articles are found to be relevant and correlating with consumer behaviour and brand loyalty. Since the focus of this thesis is on the fashion industry, all other industries are decided to be excluded. Afterwards, the total of relevant articles leads to a number of 36.

The total amount of relevant articles is deemed to be a little bit low. Therefore, the authors decided to conduct the technique of backward snowballing in order to broaden the search. The following Figure 5 depicts the process of conducting the backward snowballing technique in order to ensure the objectivity and replicability of this study.

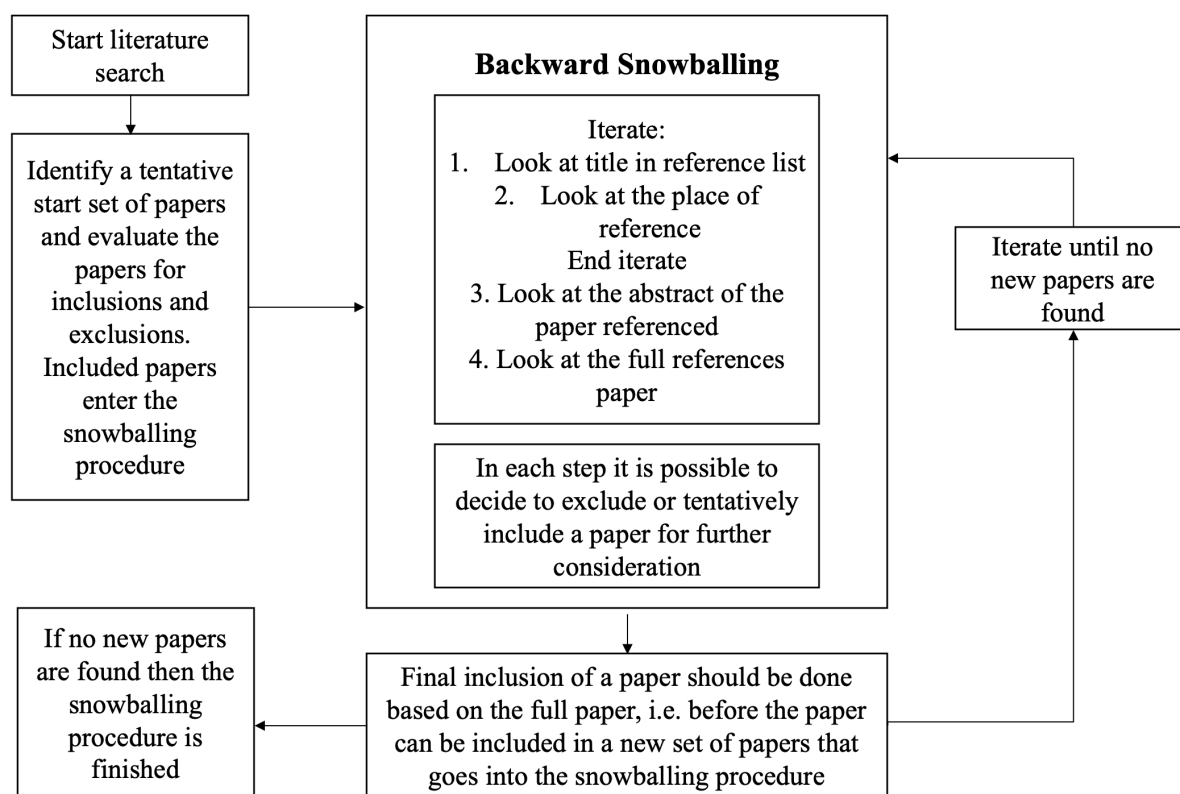


Figure 5: Backward Snowballing procedure (Own depiction, 2020, based on Wohlin, 2014)

After 36 relevant articles are identified through the systematic literature review, the authors decide to focus the backward snowballing only on highly cited articles, setting the frame that more than 60 citations are considered as highly cited. Focusing on highly cited papers is considered as a good alternative if the relevant papers within the systematic literature review are too many (Wohlin, 2014). Four of the relevant articles identified through the systematic literature review are identified with more than 60 citations and therefore, the backward snowballing is conducted on those four articles. In total, the references of all four articles count 254. After excluding 179 articles based on their title not being relevant as well as based on their publication date not being within the inclusion criteria, a total of 75 articles remain. These articles are first screened on their abstract and if deemed relevant, additionally reviewed in their total content. The focus is to only include those articles within the fashion industry or those concentrating on brand loyalty without any industry. Out of those articles, the authors result in 12 relevant articles from the backward snowballing. Combining the results from the systematic literature review and the backward snowballing, the authors identify 48 relevant articles about brand loyalty and consumer behaviour within the fashion industry.

In order to create a better understanding and a more detailed overview, the researchers clustered the articles into different research topics. Table 1 depicts this overview, showing that a total of nine different research areas are discovered, namely generational background, brand loyalty elements, brand loyalty as part of brand equity, brand loyalty and Social Media, brand loyalty in an online environment, cultural differences, consumer behaviour and decision-making, brand involvement and brand commitment as well as emotional attachment. The timeframe of the publications is between 1999-2020. The category with the most identified articles is brand loyalty elements, including 16 articles. Thereafter follows the research area consumer behaviour and decision-making with 12 articles. All other categories include a maximum of five articles. Most of the articles are published in the timeframe of 2011-2016. For the other timeframes, the publication date of the articles is distributed equally. Appendix 1 provides a detailed overview of each article included in the systematic literature review of this study.

<b>Research Topic/ Year</b>	<b>1999-2004</b>	<b>2005-2010</b>	<b>2011-2016</b>	<b>2017-2020</b>	<b>Sum</b>
Generational background	1				1
Brand loyalty elements	4	4	5	3	16
Brand loyalty as part of brand equity		1		1	2
Brand loyalty and Social Media			1	4	5
Brand loyalty in an online environment		1	1		2
Cultural differences		1	1		2
Consumer behavior and decision-making	2	1	7	2	12
Brand involvement and brand commitment	3		1		4
Emotional Attachment		2	2		4
<b>Sum</b>	<b>10</b>	<b>10</b>	<b>18</b>	<b>10</b>	<b>48</b>

*Table 1: Overview of categories within relevant publications (Own depiction, 2020)*

It has to be mentioned that many articles investigated young consumers. However, those are young consumers in the perspective of the time the article was written. In order to focus on the given generations, Generation Y and Generation Z, the authors calculated the birth years of the

consumers under investigation in order to determine whether the young consumers of the articles are within the Generation Y or Z. The authors take the approach that Generation Y is born between 1981-1996 and Generation Z is born between 1997-2015. This will help the authors to identify the articles which focus on the generations under investigation which results in supporting answering the problem formulation.

#### **2.3.1.2. Inclusion and Exclusion Criteria**

Inclusion and exclusion criteria are crucial for creating an extensive and replicable review. They have to be determined prior to conducting the search and act as a guidance for the researcher on which publications to include into the review (Petticrew & Roberts, 2006). The criteria are set based on the problem formulation and related research question to ensure the relevance to a high extent.

For this thesis' literature review, only publications including the year 1999 and afterwards are considered. The reason for this is that the overall problem formulation is focusing on Generation Y and Generation Z. With the exclusion of older publications, the authors seek to identify more relevant articles in the young consumers' segment. Furthermore, the review is limited to a specific industry. Publications within the fashion industry are included since this is the industry of the thesis' interest as well as publications without any industry in order to obtain knowledge of the general constructs of brand loyalty and consumer behaviour. Lastly, this review includes all types of studies in order to ensure heterogeneity and to create a holistic overview of the research topic. This is in line with the objectivistic nature of this thesis.

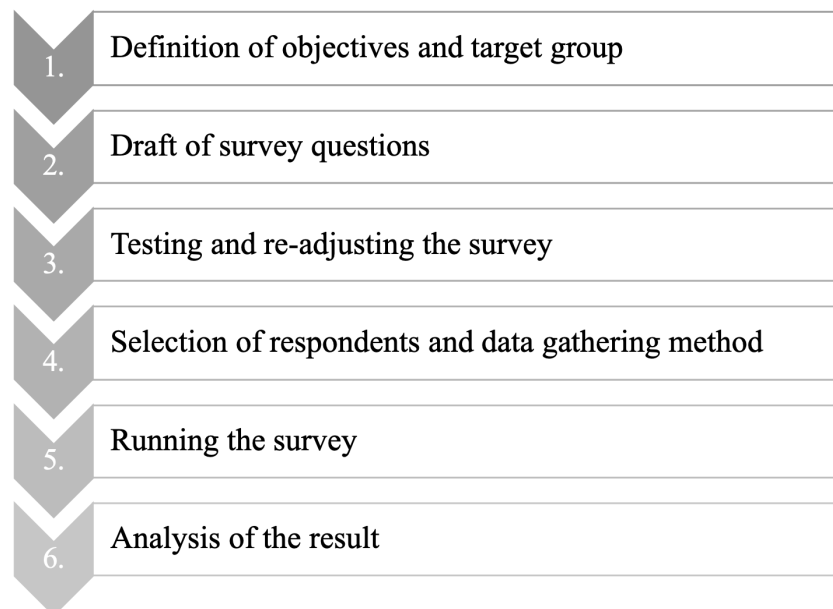
#### **2.3.2. Survey**

There are several quantitative methods one can choose in order to create knowledge. Within questionnaires, the survey method is the most commonly used one in business and management researches (Saunders et al., 2015). Moreover, questionnaires can be divided into self-completed questionnaires and interviewer-completed questionnaires. The choice about which method to apply is depending on the research question and overall objectives. The method applied in this project is a self-completed questionnaire. More specifically, a web questionnaire distributed through e-mail is used. There are several reasons for this choice. First, since the scope of this research is to compare the population of Generation Y and Generation Z, access to this population is needed and given through students at Aalborg University. By addressing these students and asking them to respond to the same set of questions in a predetermined sequence,



a large dataset can be gathered efficiently for further quantitative analysis. Furthermore, the time and costs spent are relatively low compared to other survey methods. In addition, a self-completed web survey allows the respondents to answer at a preferred time and environment (Saunders et al., 2015). However, the interviewer effect has to be taken into account. It stands for the influence an interviewer has on the respondents while being present. The way a question is vocalized by the interviewer can influence the response of the respondents. Furthermore, questions can be asked in specific or random order, having the choice of being flexible in the design. By using a self-completed web survey, the interviewers are absent and therewith don't interact with the respondents. This on the other hand, is both an advantage and disadvantage. The advantage is that the researchers don't have an influence on the responses and thus the responses are likely to be more truthful. However, the disadvantage is that the respondents are not able to ask questions when a construct is not understood. Therefore, it is crucial that the survey is designed in an easy and understandable manner (Saunders et al., 2015).

To ensure the validity of the gathered data, the survey of this project is designed by following certain steps provided by OECD (2012). The authors outline six steps to consider which are depicted in Figure 6. By following these steps, the aim is to ensure the replicability of this study.



*Figure 6: Survey development (Own depiction, 2020, based on OECD, 2012)*

The first step in designing a survey is to define the objective. For this project, the aim is to explore how brand loyalty is built for Generation Y and Generation Z consumers and whether they differ in their brand loyalty behaviour. The results of the survey are supposed to give marketers insights into younger consumers' behaviour and to adjust their marketing actions accordingly. In order to identify differences or similarities within the younger consumers' behaviour towards brand loyalty, consumers from Generation Y and Generation Z need to be targeted. The following chapters describe the approach of designing the survey for this study by following the steps depicted in Figure 6.

### **2.3.2.1. Question development**

The design and question development of a survey is of major importance since it can have an influence on the respondents' answers. One has to ensure that the questions are asked in an understandable manner with appropriate wording for the specific target group (OECD, 2012; Saunders et al., 2015). For designing a survey, the questions need to be defined precisely prior to data collection and can't be changed within the process compared to in-depth and semi-structured interviews where questions can be adjusted within the process of data gathering (Saunders et al., 2015). The questions can either be open-ended questions, closed-ended questions or a combination of both. The survey of this thesis consists majorly of closed-ended questions. The reason for this choice is that closed-ended questions can be analysed in a quantitative manner and align with the project's objectivist approach. Additionally, closed-ended questions have the advantage for the respondent to be less time consuming and easier to answer. Thus, implementing mainly closed-ended questions can support a higher response rate (Saunders et al., 2015).

The items and questions in the developed survey are identified and adopted from the conducted systematic literature review. The majority of articles included their set of questions in their publication from which the researchers of this study have drawn the questions upon. All questions and constructs were gathered to identify the ones aligning with this study's objectives. An advantage of implementing existing questions is that these questions are already pilot tested (Bryman & Bell, 2015). For each identified construct, a set of questions is employed in a matrix as rating questions with a Likert scale ranging from 1 to 5 (1= strongly disagree; 5= strongly agree) in order to measure the respondent's opinion. An overview of the used constructs and their source is depicted in the following Table 2.

<b>Construct</b>	<b>Scale</b>	<b>Measurement</b>	<b>Based on</b>
<b>Brand self-congruity</b>	1-5	1 - strongly disagree 5 – strongly agree	Lu & Xu (2015)
<b>Hedonic values</b>	1-5	1 - strongly disagree 5 – strongly agree	Park & Sullivan (2009)
<b>Perceived quality</b>	1-5	1 - strongly disagree 5 – strongly agree	Esmailpour F. (2015)
<b>Price</b>	1-5	1 - strongly disagree 5 – strongly agree	Ruixia & Chein (2019)
<b>Offline store environment</b>	1-5	1 - strongly disagree 5 – strongly agree	Ruixia & Chein (2019)
<b>Online store environment</b>	1-5	1 - strongly disagree 5 – strongly agree	Kim & Jones (2009)
<b>Engagement</b>	1-5	1 - strongly disagree 5 – strongly agree	Bachmann et al. (2019), Samala & Katkam (2019)
<b>Satisfaction</b>	1-5	1 - strongly disagree 5 – strongly agree	Kananukul et al. (2015)
<b>Trust</b>	1-5	1 - strongly disagree 5 – strongly agree	Kim et al. (2008)
<b>Brand trust Social Media</b>	1-5	1 - strongly disagree 5 – strongly agree	Mazzucchelli et al. (2018)
<b>Brand loyalty</b>	1-5	1 - strongly disagree 5 – strongly agree	Bachmann et al. (2019)

*Table 2: Survey constructs and sources of items (Own depiction, 2020)*

Furthermore, the layout, format and the sequence of the questions have to be considered (Saunders et al., 2015). The survey is designed to guide the respondents easily until the end by showing each question or matrix separately. Thus, the respondents won't get distracted by previous or followed questions and can focus on answering the current question. Furthermore, the survey shows a percentage for each question, demonstrating how far the respondent is in completing the survey. Since the survey exceeds the feasible length of 6-8 A4 pages (Saunders et al., 2015), the authors decide to offer an incentive for the respondents in order to increase the response rate. This incentive consists of a competition for a Zalando voucher worth 100

DKK for three randomly chosen respondents. Due to the focus on the fashion industry, a voucher from Zalando is deemed appropriate to appeal to fashion conscious consumers. Respondents who wish to participate in the competition are asked at the end of the survey to insert their email address to get notified if they are the winner within a given timeframe.

When it comes to the sequence of the questions, it is important to appeal logic to the respondents (Saunders et al., 2015). To ensure a straightforward start, the survey of this study commences with demographic questions about gender and age. Especially the age is of importance because this question determines which generation a consumer belongs to. Therefore, there are only two options offered the respondents can choose from, in order to have a clear separation between Generation Y and Generation Z and to enhance the simplicity of analysing the results. Following is a matrix in the survey to determine the consumers' hedonic values. Since the following questions are designed with a specific brand in mind, the respondents are asked in advance about their favourite brand when it comes to buying a pair of pants. A specific product is chosen to ensure the reliability of the following questions. Moreover, pants are chosen because this product category is identified to have the most loyal customers (Oh & Fiorito, 2002) and might offer specific insights into the different generations.

There are several providers which offer the option to design and distribute questionnaires. The software chosen for the survey of this project is SurveyXact since it is freely available for students from Aalborg University, as well as due to its option of further analysing the results. Additionally, it entails a template with the corporate identity of Aalborg University which is used to have a neutral appearance without impacting the respondents with the design (Saunders et al., 2015).

Once the questions are set up in SurveyXact, a trial survey is sent to friends and family members within the given generations for prior testing. This step is important to identify and eliminate potential misconceptions or problems in the survey design, for instance poorly phrased questions (OECD, 2012; Saunders et al., 2015). The participants are asked to carefully read the questions with respect to spelling mistakes and other difficulties when completing the survey and are asked to inform the researchers about their findings. Moreover, they are asked to time themselves in order for the researchers to inform the target group of the final survey about an estimated time for responding. After the feedback is gathered, the survey is adjusted

accordingly. An overview of the design of the survey used in this thesis is presented in Appendix 2.

### **2.3.2.2. Sampling and data collection**

When it comes to sampling methods and data collection methodology, the choice is between probability and non-probability sampling (OECD, 2012; Saunders et al., 2015). Probability sampling describes a technique where samples are drawn from a population based on a probability. More specifically, a random selection is designed where the most crucial requirement is that every individual in the population has an equal chance of being selected (Saunders et al., 2015). Non-probability sampling on the other hand describes the opposite of probability sampling. It represents a sampling technique which does not measure the chances of any participant being selected for a sample. Furthermore, the sampling of this method is developed based on observation and is based on the reasoning of a researcher. Within non-probability sampling not all the individuals of a population are given the same chances to participate in the survey and it is a characteristic of exploratory studies (Saunders et al., 2015).

The sampling method of the survey within this thesis is non-probability sampling. This is due to lower costs and the accessibility to a sample (Bryman & Bell, 2015). More specifically, this study addresses students from Aalborg University. On the one hand this is due to students being part of the relevant generations and likely to be interested in fashion brands. On the other hand, while both researchers are enrolled at Aalborg University, the access to this group is ensured. However, students don't cover all age ranges from the younger Generation Z. With students starting university at the age of 18, the consumers aged between 5 and 18 of Generation Z are not included in the analysis of this survey. This choice is made consciously based on statistics showing the older consumers of Generation Z are, the more they are aware of their connections with brands and thus, brand loyal (Statista, 2017). By comparing older consumers of Generation Z and thus those with a higher awareness of brands, with Generation Y consumers who are old enough to be aware of brands, the authors aim to explore more significant insights into the brand loyalty behaviour of both generations. For the reasons stated above, the sampling method used can be defined as rather a convenience sampling (Saunders et al., 2015).

The access to the detrimental samples was given with the help of secretaries from all program departments of Aalborg University in Aalborg, Denmark. A total of 44 secretaries are contacted to share the survey. However, only 13 of these secretaries agreed to share the survey with

students of the corresponding study programs. It is worthwhile to mention that the number of secretaries that agreed to help was relatively low because some programs were not allowed to redistribute surveys due to program regulations, while others did not respond. Since the survey is distributed by email, it is assumed that all respondents have access to the internet and are therefore able to answer the survey. As mentioned in the previous chapter, an incentive is used to increase the response rate. A higher response rate is important in order to ensure the representativeness of the sample and to lower bias (Groves & Peytcheva, 2008).

While campus demographics and statistics do not specify the age or gender distribution, reports state that currently there were 16.359 active students enrolled at Aalborg University in 2019 (AAU, 2019). Therefore, the potential reach could have been up to 16.359 participants, but since not all study programmes received the survey and the age ranges from students at Aalborg university are not specified, it is improbable to state a more accurate reach.

The survey was active for a total duration of 10 days to allow as many responses to contribute to the survey. At the closing date, the survey has generated a total of 401 responses. Out of those, a total of 113 responses were only partially completed and were deleted from the results, leading to a total of 288 completed responses. According to Saunders et al. (2015) it is likely that non-responses appear in a conducted research. Most commonly it is due to the refusal of the respondents to answer or be part of the study without specifying reasons (Saunders et al., 2015).

The software used for the self-completed Internet survey is SurveyXact, which offers an integrated analysis tool. However, the tool does not allow to analyse the relation between different questions which is needed for the underlying analysis. Thus, the data is exported into SPSS for further analysis.

#### **2.3.2.3. Validity and Reliability**

When conducting quantitative research, it is important to assess the reliability and validity of the conducted research. Reliability refers to whether a study is replicable and consistent whereas validity refers to the extent of how appropriate the measures being used are, how accurate the analysis of results is done and how generalizable the findings are. Any research considered to be unreliable is consequently considered to be invalid since both constructs are interdependent (Saunders et al., 2015).

Reliability can be divided into internal and external reliability. Internal reliability alludes to guaranteeing consistency during a research project (Saunders et al., 2015). More specifically, it refers to whether constructs with multiple indicators are measuring the same thing. Internal reliability can be assessed mathematically with the Cronbach's alpha coefficient in SPSS (Bryman & Bell, 2015). Since most of the questions and constructs used in the survey of this study are retrieved from prior researches, the internal reliability is already tested. For those constructs where questions are adjusted, the Cronbach's alpha test is completed and demonstrated in chapter 4.1.

External reliability refers to the extent of how replicable the data gathering technique and analytical procedures are if another researcher was to conduct the same research and whether he would conclude the same results. By following specific steps in both, the systematic literature review and the survey design and by describing the procedures thoroughly, the external reliability is given.

Validity refers to the degree of how well a method is measuring the element that is aimed to be measured (Saunders et al., 2015). There are three major subdivisions of validity, namely, content validity, construct validity and criterion validity (Heale & Twycross, 2015). This project focuses on content validity. The reason behind this choice is explained by the notion of critically judging the adequacy of the content. Content validity refers to whether or not the survey accurately covers all the content intended for the overall variable. Shortly, it seeks to ask if the whole spectrum related to the variable at question is measuring what it was designed to measure (Bryman & Bell, 2015). The process implies assessing the interrelationship between the driven theory and data. Considering the aforementioned literature review which serves as the bridge to the thesis's theory and the empirical data of the survey, the researchers are inclined to favour content validity as an assessment tool. This relationship enforces that the hypotheses design should be consistent with literature findings (Bryman & Bell, 2015). Since these criteria are well present within the thesis, the researchers can argue that internal validity has been granted.

### **3. Systematic Literature Review**

The following chapter demonstrates the findings of the conducted systematic literature review. The findings are divided into several topics in order to structure the outcome and to create a guidance for the reader. The systematic literature review is conducted within the fashion industry; thus, the following findings are focusing on this specific industry.

#### **3.1. Generational Background**

Syrett & Lammiman (2004) investigate how Millennials have been shaped by world's practices and trends from the late '80's. The paper consists mostly of characteristics that portrait the average individual belonging to Generation Y. Furthermore, the study depicts that children born after the 1980's have been exposed to as much as 20,000 commercials over the course of a decade, and this phenomenon has had an impact in the way they grew up (Syrett & Lammiman, 2004). The results suggest that the ordinary Millennial is defined by five major characteristics, namely intimacy, loyalty, awareness, balance and risk. Intimacy relates to their ability to establish and sustain relationships among their peers with the aid of the online environment. The loyalty factor translates to their ability of maintaining personal networks affiliations and with a lower consistency to various brands. The awareness factor describes their reluctance to non-transparency encounters, as well awareness of hypocrisy in brand management or social issues in or outside the working environment. Furthermore, balance describes their need to have a healthy work-life balance, often resilient in compromising it or the other. Lastly the risk profile suggests that they are the most open generation to change, as opposed to the ones before, which relates to their capability of being open, flexible and adaptable to new situations (Syrett & Lammiman, 2004). Marketers should have these elements in consideration when trying to convert the segment into loyal consumers.

#### **3.2. Brand Loyalty Elements**

Brand loyalty as a concept is being affected by different factors depending on the industry and segments that a brand would want to market its products. Therefore, it is important to be mindful and understand what elements prove to be most significant when trying to convert a brand's segments into loyal customers (Oliver, 1999; Ruixia & Chein, 2019; Su & Chang, 2018; Yoo & Park, 2016).



Previous researchers have argued that loyalty is inextricably linked to satisfaction, often determining that is little difference between the terms (Oliver, 1999). However, Oliver (1999) argues that while satisfaction is a detrimental factor that affects loyalty, satisfaction alone does not determine loyalty. His study investigated to what extent consumer satisfaction is related to loyalty and to which extent is brand loyalty a response due to satisfaction. The investigation reveals that satisfaction is a major component for creating loyalty but becomes less relevant once loyalty is established. Instead, other constructs such as perceived product superiority, personal fortitude, social bonding, and their synergistic effects will play a crucial role in maintaining loyalty. Nevertheless, most of these constructs can't be generated or measured by brands due to product specificity when it comes to product categories and the consumer's disinterest that varies from individual to individual. As a result, satisfaction remains the most measurable goal that companies should pursue.

The study conducted by Ruixia & Chein (2019), analyses mixed generational cohorts are in relation to antecedents of brand loyalty, namely product quality, product style, product price, brand image, service quality and store environment. Moreover, the generational cohorts are Millennials (1986-2002), Generation X (1965-1985) and Baby Boomers (1946-1964). From the generation classification it can be noticed that Generation Y and Generation Z are clustered under the same category, namely Millennials. The findings synthesis uncovers that the most positively impactful elements affecting brand loyalty are product quality, product style, brand image and store environment for Millennials. Store environment proved to be the most impactful element when it came to Millennials. In a similar study, Su & Chang (2018) have made a comparable analysis on factors affecting students and their perception on loyalty. Data has revealed that brand awareness, perceived value of the goods, organizational associations and brand uniqueness have a significant impact on consumer brand loyalty.

In addition to the normative constructs that belong to brand equity that are being discussed in the previous paragraphs, Bennur & Jin (2017) and Chaudhuri & Holbrook (2001) study the concept of brand affect. Shortly, it represents the potential of a brand to evoke a positive emotional response for its consumers when it is used. The researchers decided to investigate this construct, as opposed to the default ones, based on the motive that a product is being bought by a customer and the perception of its benefits. Attributed to this construct are hedonic and utilitarian values, which indicate if a product is either bought for emotional benefits and self-expression characteristics, or if a product is bought for its practicality, quality or convenience

(Bennur & Jin, 2017). The analysis suggested that consumers are likely to develop brand trust and loyalty when the company meets the hedonic need of the consumers rather than the utilitarian ones (Chaudhuri & Holbrook, 2001).

Park & Sullivan (2009) have similar arguments when evaluating clothing benefits and the effect it has on consumer psychology. They had approached the assessment by adding another value for clothing benefits, namely composite value, which represents those customers who look for both utilitarian and hedonic benefits in the purchase of clothing. The results confirmed that hedonic benefits have the strongest affiliation with brand loyalty, while the composite benefits shortly follow. The reason behind this is due to brand loyalty having a more predominant effect on conditions of positive emotional outcome and affect. Brands that draw out “happy” or “affectionate” and achieve in elevating the prestige or self-image of the customer responses will generate the most repurchases (Park & Sullivan, 2009).

Another element that can contribute to brand loyalty, according to Esmaeilpour & Abdolvand (2016) is country-of-origin. On an investigation done on Generation Y from Iran, the segment deems country-of-origin as a pivotal factor to gaining brand loyalty. The article describes how certain products are perceived to have a superior quality and functionality, and therefore are considered worth purchasing, even if the price is higher compared to other brands. Esmaeilpour (2015) analysed constructs such as perceived quality, personality congruence, user imagery congruence and brand prestige as part of functional and symbolic values of a brand. Similarly, to the previous paper, the investigation has been conducted on samples from Generation Y. The article concludes that functional values, as perceived quality, have a direct effect on brand attitude and brand loyalty, while the symbolic values have a low significance and could affect loyalty indirectly (Esmaeilpour, 2015). To further support the claims that perceived quality is an element of direct significance for building the brand and converting average consumers into loyal ones, Erdoğan & Budeyri-Turan (2012) have discovered the same functional and symbolic values on Generation Y consumers from Istanbul. This claim further homogenized the international samples and could be considered as an existing precondition for international markets.

Goldsmith et al. (2012) discuss the importance of status consumption in today's society by justifying that hedonic values play an important role in brand affiliation by gaining social prestige. In accordance with Bennur & Jin (2017) who have previously discussed these

constructs, Goldsmith et al. (2012) establish that brand loyalty is mediated by status consumption, together with brand innovation and brand involvement. At the same time, it is interesting to investigate the perception of brand loyalty of those who are already affiliated with the brand and have their hedonic values satisfied. Oh & Fiorito (2002) have studied the already loyal customers of various brands and sought to determine what factors play an important role in maintaining brand loyalty by investigating post-purchase outcomes. After examination, the findings suggest that the items' pricing, specifically high price or low/medium price significantly affect post-purchase satisfaction (Oh & Fiorito, 2002; Ramirez & Goldsmith, 2009). Furthermore, the study has established a loyalty ratio based on the type of clothing - from T-shirts, trousers and jackets. The purchase of trousers turned out to be the clothing category with the most loyal customers with a ratio of 42.2%, followed by jackets with 38% and lastly T-shirts with the lowest score of 24.4% (Oh & Fiorito, 2002).

Moreover, on the classification of brand loyalty elements, Kim et al. (2008) investigate constructs that can explain brand loyalty creation under the effects of potentially mediating factors. The representative factors are brand credibility, affective brand conviction, cognitive brand conviction, attitude strength, and brand commitment (Uncles et al., 2009). The results reveal that affective brand convictions are determining cognitive convictions, and both the convictions influence attitudinal strength, which in turn can assist in developing brand commitment, leading to brand loyalty. Out of these relationships, it is important to state that customers use past experiences with the brand to establish emotions about the brand (Kim et al., 2008).

Considering how the past constructs affect loyalty in different ways, it is crucial to be mindful as a brand of truly loyal customers and those that would switch based on the before mentioned constructs. Lau et al. (2006) were determined to analyse the differences between hard-core brand loyalists and brand switcher by evaluating brand name, product quality, price, style, store environment, promotion, and service quality. The paper highlights the importance of promotion as a construct, as it represents a major mediator for both loyal customers and brand switchers. This fact has a circumstantial effect, as brand switchers are often reacting to promotional advertisement, coupons and special inducements. In this way, promotion generated by other brands directly influences the purchase decisions. Opposingly, loyal customers are resistant to competitor's advertising and do not switch easily. Additionally, the report demonstrates that

brand name and brand style are the most significant constructs when it comes to hard-core loyal consumers (Lau et al., 2006).

### **3.3. Brand Loyalty as part of Brand Equity**

Brand loyalty is believed to be part of brand equity and together with other brand factors can increase the equity favourably on the markets the company operates and in value of the brand for financial purposes or business prospects (Jung & Sung, 2008). Bachmann et al. (2019) have evaluated what happens to brand equity and consequently with the brand loyalty once goods are being counterfeited. While this represents a specific and highly contextual situation, the relevance of this paper was deemed important as it affects consumer psychology and purchase behaviour. The findings suggest that the presence and acquisition of counterfeit products within the fashion industry does not affect the company loyalty. In fact, the study suggests that it can have a positive effect on certain elements of the brand equity. More implicitly, it increases brand awareness since replicas often try to maintain a resemblance of the brand logo and theme, as well as increasing customer perception about the brand since it is so sought on the markets (Bachmann et al., 2019). However, when referring to international markets, there will always be subjective specificities regarding cross-cultural factors. These factors can vary and translate to preferences and what is perceived to be the truth of values from that specific culture. This phenomenon is also corresponding with the brand equity of a company, as different cultures deem different factors as preferential (Jung & Sung, 2008). Jung & Sung (2008) have undertaken a study that investigates how elements of brand equity differ across cultures, specifically US citizens, South Koreans living in the USA and South Koreans living in South Korea. The analysis concluded that while the Korean sample lived in 2 different countries, their values of brand equity are very similar, whereas the American sample differed significantly from the Korean samples (both in the USA and South Korea). The findings further reveal that Americans living in the USA deem perceived quality as the most important factor to increase brand equity, while Koreans living in South Korea deemed brand loyalty as the most important factor. This study shows evidence that branding as a concept differs across nations depending on the populations' preferences and values and as a result, marketers who wish to enhance elements of the brand equity should be aware and establish on which ones to focus on (Jung & Sung, 2008).

### **3.4. Brand Loyalty and Social Media**

Kananukul et al. (2015), Khadim et al. (2018), Mazzucchelli et al. (2018), Samala & Katkam (2019) and Ahmad et al. (2020) investigate the relationship between social media and brand loyalty. More specifically, if brand loyalty can be built and manipulated through social media features and promotions.

Kananukul et al. (2015) argue that trust plays a pivotal role when trying to achieve consumer brand loyalty within social media environments. The authors argue that, much like in the offline world, trust is arguably the most important factor for creating loyalty and even much so online. The study was conceived and analysed for the demographics of Thailand and it is important to keep in mind that particularities of the samples can be culture specific. The perceived benefits from social network sites are linked with brand trust and therefore this relationship could allegedly be transformed into loyalty. Additionally, the analyses reveal that customers who perceive that they draw practical and social benefits from the social networks are inclined to trust the sites, but not form direct loyalty for the brand. It is rather that brand trust is created through customers' trust for social network sites. When brand loyalty is created between the customer and the brand, he or she is likely to purchase products more frequently (Khadim et al., 2018; Kananukul et al., 2015). Khadim et al. (2018) also argue that trust is the pillar of brand loyalty and that without it being established first, brand loyalty cannot be created. Social media nowadays acts as an intermediate between brands and consumers, and therefore plays an important role in developing brand loyalty. Furthermore, Khadim et al. (2018) defines brand loyalty as a repeated purchasing of products from the same company. A very important feature that social media channels have implemented over time is the trust and security between brands and consumers. When taking a closer look at the analysis, the authors investigate the multidimensional relationship between brand trust and brand loyalty. The findings suggest that trust is relevant to the behavioural aspect of loyalty, while expectations, capability and reputation of the brand are associated with cognitive loyalty. Brand equity was also correlated positively with brand loyalty and trust and it contributes as a whole dimension to the process of obtaining loyalty as it affects both personal factors and social factors. As a result, the analysis concluded that brand loyalty is majorly influenced by customer satisfaction and brand trust, factors which can be manipulated and handled easily with the aid of social media.

When it comes to social media network usage, the biggest segment is the Millennials according to Samala & Katkam (2019). The reason behind this high segment percentage according to the authors' insights, is because Millennials have an information seeking mindset, are comfortable and zealous when it comes to new technology (Samala & Katkam, 2019; Mazzucchelli et al., 2018). As a result of these characteristics, the segment is prone to participate in online shopping and social media usage. Furthermore, Samala & Katkam (2019) state that Millennials spend a lot of time searching, collecting and sharing information about fashion brands on social channels. This information provides marketers with opportunities of capitalising on behavioural loyalty, more specifically the focus on recommendations, suggestions and word-of-mouth through online interaction.

Another consideration for the innovative drive of Millennials in relation to brand loyalty can be represented by user generated content. At first, it might appear as mere social media users interacting with different pages, but according to Mazzucchelli et al. (2018) these actions can be interpreted further from a marketing point of view. The authors believe that when a brand page is deemed as trustworthy by consumers, they are prone to develop brand attachments that could lead to loyalty. In this regard, user generated content can be seen as customers relating to the brand and helping them with content that can be used to solidify their position as well as generate new customers. In a way, this can be seen as a tangible option of identifying the loyal customers of a brand. This method could be a great for increasing loyalty affiliations with the brand in the online environment if executed correctly because customer testimonials or reviews play a pivotal role in consumer perception nowadays (Mazzucchelli et al., 2018). This is due to the fact that consumers who follow the brand on Facebook for instance are likely to check up on social updates, refer to other customers' reviews and in turn cause them to attain loyalty.

On the other hand, there are also conflicting beliefs that say there is no significant correlation between social media and brand engagement according to Ahmad et al. (2020). More specifically, that social media engagement does not enhance the engagement-loyalty relationship. One explanation for the gap in correlation the two factors could be that individuals that are from the older Generation Y use social media to engage in consumption related activities, whereas the young Generation Y and beginning of Generation Z segments use the platforms for socialising with friends and not so much for consumer related purposes (Ahmad et al., 2020).

### **3.5. Brand Loyalty in an Online Environment**

When referring to the potential of social media as a tool to increase loyalty of a brand, it is important to keep in mind that both online and offline constituents contribute to the whole process of attaining loyalty from customers. A study by Doong et al. (2011) analyses the balance between offline store perceptions and familiarity with the online website store for obtaining brand loyalty. The findings suggest that not only there is a relationship between online and offline elements, but that the most relevant factors are webstore reputation and trust in the webstore. Therefore, it is encouraged for managers who want to convert customers into loyal ones to convince them in making purchases from the webstore. In this way, if the company has a powerful brand, brand familiarity and trust can be covered homogeneously both offline and online environments (Doong et al., 2011). Similarly, Kim et al. (2009) validate the previous findings and examine the relationship further. The authors' suspicion that perceived quality of the website and the attitude of consumers towards the internet proved to be significant as well and therefore the website's quality can greatly influence the shopping behaviour of potential customers when it comes to trust. At the same time, consumers with a higher level of offline trust for the retail brand perceived the webstore more favourably and the intention to purchase was stronger. As a consequence of these findings, when brands that are highly trusted, customers are willing to experience new products as well and thus further increase the shopping cycle into making repeated purchases. When it comes to those individuals who are anxious about using the internet as a shopping medium, they were less favourable in making purchases due to concerns about data privacy, security and user friendliness of the website's interface.

### **3.6. Cultural Differences**

Cultural differences are a phenomenon widely discussed in past researchers. Yoo (2009) and Millan et al. (2013) focusing on the influence of cultural differences on brand loyalty behaviour. While Millan et al. (2013) investigate the cultural dimensions by Hofstede, namely Masculinity, Power Distance, Individualism, and Uncertainty Avoidance, by comparing two countries in their loyalty behaviour, Yoo (2009) focuses on the dimension of Individualism. Even though Millan et al. (2013) analyse two countries by generalizing their study's outcome on cultural differences as a reflection for each country, both studies highlight the need of investigating individuals in their personal cultural beliefs instead of generalizing a country's

culture. A reason for this is that the population in a country has different cultural backgrounds and depending on an individual's personality traits, they can have different cultural beliefs. Yoo (2009) shows that collectivistic individuals show a higher brand loyalty than individualistic consumers, no matter if they are from an individualistic or a collectivistic country.

### **3.7. Consumer Behaviour and Decision-Making**

In order to build brand loyalty, one has to understand the consumer behaviour in the decision-making process. Many studies focused on the decision-making process of consumers in the past (Mullarky, 2001; Bakewell & Mitchell, 2004; Dix et al., 2010; Kavkani et al., 2011; Risius et al., 2012; Hale & Hodges, 2013; Foster & McLelland, 2015; Satheeskumar, 2019).

Mullarky (2001) discovered internal and external factors influencing the purchase decision of consumers. Internal influences are further categorized into rational, product and cognitive factors, whereas external factors are categorized into environmental, peer and cultural factors. These factors are used as a frame to structure Chapter 3.7. Consumer behaviour and decision-making.

As a key rational factor, Mullarky (2001) identified price when consumers have to decide on a brand. However, price is closely related to quality. Consumers who strive for higher quality with long-lasting durability are willing to pay a higher price (Mullarky 2001; Risius et al., 2012). Additionally, the influence of the consumer's family is another rational factor, for instance demonstrated by price-consciousness through parental influence. The family is shaping young consumers' purchase criteria from an early stage, which are likely to impact consumers as they grow older. Familial influence can also be found in product factors when consumers get influenced by their sibling's style (Mullarky, 2001).

Physical components of fashion items are considered as product factors. The two aspects of product factors being most influential on consumers are product fit and product style, as in cut and shape of the fashion item (Mullarky, 2001; Risius et al., 2012). Mullarky (2001) discovered that creating a distinct style for branded items can trigger a purchase due to the consumers' associations with it. The fit on the other hand has two aspects: The physical and mental comfort (Mullarky, 2001; Risius et al., 2012). However, the factors a consumer deems important for a



product might vary and change throughout a consumer's life depending on product type, as well as age and shape of the consumer (Risius et al., 2012).

Hale & Hodges (2013) argue that consumers differ in the product and rational factors they deem to be important, but the authors highlight that the majority of consumers in their study had in common to focus on a branded item when deciding on a product. They further differentiate the consumers into value-conscious and image-conscious, defining the value-conscious consumers to be seeking for quality, style and a reliable brand name, whereas the image-conscious consumers seek the accordance of the brand image with their own identity (Hale & Hodges, 2013).

The last internal influence according to Mullarky (2001) are cognitive factors which refer to the mental processes in a consumer's decision-making, also indicated as purchase heuristics. Mullarky (2001) highlights the importance of satisfied past experiences in terms of rational and product factors which can lead to the consumer choosing the same brand for the next purchase again, thereby showing familiarity to the brand as an essential aspect. Satheeskumar (2019) is in line with this finding. The author states that especially older people return to the brands they have previously purchased. Younger consumers on the other hand are more likely to switch brands. However, Satheeskumar (2019) highlights that a brand which provides several factors such as good quality, low prices and a variety in designs can retain both customer segments. Hale & Hodges (2013) found out that especially for low-involvement products like underwear, the brand relationship is of importance. For these product types, consumers are more likely to base their decision on brands they have previously purchased which reduces their level of involvement and simplifies the decision-making. However, the authors emphasize that consumers differ in their behaviour and some might be influenced in their choice by the opinion of others (Hale & Hodges, 2013).

Building on this, Mullarky (2001) states that the consumer's self-concept is a crucial factor in the decision-making. Moreover, the self-concept can be impacted by a consumer's current mood. Consumers are likely to choose a brand which represents their self-image or the person they would like to be. Furthermore, consumers differ in their self-monitoring which results in them choosing brands for different reasons. In his study, Mullarky (2001) highlights that low self-monitoring consumers tend to express themselves through brands whereas high self-monitoring consumers buy brands for identification purposes with other individuals in a social

group. Several researchers have investigated which personality traits might be more influential than others when it comes to brand loyalty (Goldsmith et al., 2012; Lu & Xu, 2015; Giovannini et al., 2015; Fastoso et al., 2018). While focusing on young consumers, Lu & Xu (2015), Fastoso et al. (2018) and Giovannini et al. (2015) investigate the relation between brand loyalty and self-congruity. Lu & Xu (2015) suggest that brand self-congruity impacts attitudinal loyalty directly and indirectly through the direct impact it has on a consumer's brand association and a consumer's perceived quality which in turn influences the consumer's behavioural loyalty indirectly. When comparing consumers' brand associations of brands from different countries, the authors indicate a more positive tendency towards global brands compared to domestic ones. While a higher degree of attitudinal brand loyalty is found toward global brands, behavioural loyalty does not differ between global or domestic brands. Fastoso et al. (2018) and Giovannini et al. (2015) focus on luxury fashion in their studies. Fastoso et al. (2018) deepen the understanding of overt and covert narcissism on brand loyalty and consumer behaviour. Their findings demonstrate that both forms of narcissism are correlating with luxury brand loyalty and do not vary. However, there is a difference in the way overt and covert narcissistic consumers develop brand loyalty. Overt narcissists aim for luxury brands showing their wealth and reputation whereas covert narcissists use luxury brands to raise their self-esteem and thereby gain greater happiness. The authors highlight that there is a difference between overt and covert narcissistic consumers' tendency of purchasing counterfeits, showing that covert narcissistic consumers are more likely to purchase counterfeits than overt narcissistic consumers. Additionally, Fastoso et al. (2018) state that self-congruity influences brand loyalty and can be divided into actual self-congruity and ideal self-congruity. A higher degree of actual self-congruity influences the brand loyalty of overt narcissistic consumers positively, whereas the ideal self-congruity does not impact their brand loyalty, suggesting that due to the great actual self-concept overt narcissists have, an ideal self may not be important. Giovannini et al. (2015) state that a public self-consciousness as well as a self-esteem impacts young consumers' brand consciousness. The degree on how concerned a consumer is about the perception of others defines his or her level of brand consciousness. Young consumers of the Generation Y are found to be high public self-conscious who are concerned about the way they are being perceived. This leads to them being brand consciousness consumers. A high degree of brand consciousness on the other hand has a positive impact on brand self-congruity. Consumers who are brand conscious are more likely to purchase brands they can identify themselves with. Additionally, consumers with a high degree of brand consciousness are found to be more brand loyal. Giovannini et al. (2015) highlight that former generations are not found

to be as brand conscious or public self-conscious as the consumers of Generation Y. Goldsmith et al. (2012) investigate the influence of the concepts brand engagement in self-concept, materialism and status consumption on brand loyalty and involvement. Their results suggest that the concepts are positively linked, stating that materialism and status consumption positively impact a consumer's involvement in fashion whereas brand engagement in self-concept and status consumption influence brand loyalty positively. These findings indicate that brand loyalty and brand involvement are influenced by a consumer's self-concept.

One of the external factors discovered by Mullarky (2001) are environmental factors which refer to the setup of a physical store. Especially influential variables are background music, which should fit to a brand's image, the rack density which should not be overloaded and the behavior of store attendants which should be assessed to the individual customer's needs (Mullarky, 2001). Foster & McLelland (2015) investigated the differential impact of themed retail stores compared to non-themed retail stores on consumer behaviour. When the design of a retail store is themed, customers experience a higher enjoyment while shopping. Additionally, customers have a greater interaction and immersion with a themed retailer which in turn lead to higher loyalty intentions. Therefore, brands with a themed retail store can benefit from positive marketing results which are expected to supplementary increase the overall brand equity. By having a themed retail store, brands can differentiate themselves from competitors and create striking impressions for the customers which are likely to result in long-term relationships (Foster & McLelland, 2015). Another external factor is peer influence. Several consumers are likely to need a third party to whom they are close to helping them decide on which item or brand to purchase.

In addition, cultural factors are influential on a consumer's purchase decision. Mullarky (2001) categorizes them as symbolic meanings of brands. Results show that consumers are influenced by their surroundings, using advertisements to evaluate the fit between their self-image with the brand. Advertisements that have influenced consumer's decision-making can be through different means, for instance magazines, TV or celebrities (Mullarky, 2001). While focusing on young consumers, Dix et al. (2010) found out that sports celebrities have a crucial impact on a young consumer's behaviour towards a brand when it comes to sports shoes. The favourite athlete of a consumer can deem as a role model and young consumers can be influenced in their purchase behaviour by this celebrity. The results suggest that athlete influencers impact young consumers' product switching behaviour, positive word-of-mouth behaviour, complaint

behaviour and their brand loyalty. Thus, sport celebrities are key socialization mediators for young consumers and significantly influence the consumer behaviour and purchase intentions (Dix et al., 2010).

While investigating the decision-making styles, Kavkani et al. (2011) and Bakewell & Mitchell (2004) compare their results with the characteristics identified by Sproles and Kendall in their Consumer Styles Inventory. The authors suggest that the decision-making of consumers can be clustered into certain characteristics. The characteristics are price/ value consciousness, perfectionism, brand consciousness, novelty/ fashion consciousness, habitual/ brand loyal, recreational shopping consciousness, impulsive/ careless, confused by over choice (Bakewell & Mitchell). Kavkani et al. (2011) aligns with six of the decision-making styles, namely perfectionism, novelty/ fashion consciousness, recreational consciousness, price/ value consciousness and habitual/ brand loyal. In addition, the authors discovered another characteristic, which they call brand loyalty, relating from a combination of brand consciousness and habitual/ brand loyal. This component is related to consumers who have a higher degree of brand loyalty and favour to buy their items from popular shops. However, they prefer brands to be expensive, high sale and popular which are highly advertised. Once a good fit has been found with the brand, the consumers insist on purchasing the goods from there. An additional finding suggests that brand loyalty increases the less siblings a consumer has due to higher financial capabilities of the family resources. Contrary to previous studies, Kavkani et al. (2011) discovered females to be more perfectionistic, fashion conscious and hedonistic compared to men which are rather discovered to be more impulsive. The inconsistency to previous studies is explained due to cultural aspects. Kavkani et al. (2011) focused their study on Iranian consumers in an Islamic country, whereas results in western countries might differ. Bakewell & Mitchell (2004) discovered in their study on male consumers four new categories in addition to the ones stated by Sproles and Kendall, namely store loyal/ low price seeking, time-energy conserving, confused time restricted and store-promiscuity. The store loyal/ price seeking category refers to consumers who always buy at the same store and focus on low-priced items. The time-energy conserving factor describes consumers who don't spend much time on the decision-making when buying products and have the willingness to sacrifice, which is found to be more of a personality trait for men. The confused time restricted dimension refers to consumers which are making quick decisions when buying a product, but which are also more likely to regret their decision. The last factor, store-promiscuity, describes consumers who switch stores and brands while doing their

purchases. Overall, Bakewell & Mitchell (2004) suggest that men are more brand conscious, on the one hand the authors argue this could be due to show their economic power, on the other hand they suggest it could be due to reducing time for shopping. However, men are found to be store loyal/ low price seeking. Therefore, the authors argue the implementation and promotion of loyalty programs is beneficial to target this consumer segment, specifically focusing on price, which will increase the brand loyalty and the overall brand awareness (Bakewell & Mitchell, 2004).

All in all, it has to be highlighted that consumers differ in their behaviour. The decision consumers make when purchasing a brand is balanced on internal and external considerations (Mullarky, 2001; Risius et al., 2012; Hale & Hodges, 2013). Depending on the purchase situation, internal and external factors vary in their impact on the purchase-decision. Risius et al. (2012) indicates that while having factors related to the product in mind, factors identifying with the buying procedure and psychological aspects are significant for consumers as well. Mullarky (2001) states that for planned purchases, rational factors are of higher importance and are likely to result in the consumer choosing a familiar brand. Unplanned purchases on the other hand are less influenced by rational factors and more impacted by product features and the consumer's brand ideas and associations. In addition, depending on the type of purchase, internal and external factors might vary in their degree of influence (Mullarky, 2001). The author differentiates between necessity purchase, luxury purchase and specific-occasion purchase. Hale & Hodges (2013) distinguishes between high and low involved consumers, stating that high involved consumers are open to several styles and brands in their decision-making whereas low involved consumers prefer to choose a familiar product.

### **3.8. Brand Involvement and Brand Commitment**

Brand involvement and brand commitment are closely related to brand loyalty. It is important to understand these constructs to differentiate the consumers in their behaviour and relations to brands (Lada et al., 2014; Quester & Lin, 2003; Ahluwalia et al., 2000; Ahluwalia et al., 2001).

Lada et al. (2014) suggest that product involvement acts as a mediator between brand loyalty and brand personality. Results show that low involvement consumers are more brand loyal than moderate and high involvement consumers if they experience a greater extent of brand excitement and ruggedness, which are dimensions of brand personality. More specifically,

product involvement raises the direct effect of these dimensions of brand personality on brand loyalty. Nonetheless, product involvement diminishes the immediate impact of other dimensions of brand personality, namely sincerity, competence and sophistication, on brand loyalty. This indicates that consumers involved with brands with which they can identify themselves and therewith develop brand loyalty (Lada et al., 2014). Quester & Lin (2003) on the other hand argue that the relation between product involvement and brand loyalty is not generalizable since consumers have different levels of involvement depending on the product type and their personal characteristics. However, the authors agree that a relation between product involvement and brand loyalty exists. Nonetheless, this relation is described as not simple, since they argue that different levels of a consumer's involvement lead to different influences on brand loyalty (Quester & Lin, 2003). Ahluwalia et al. (2000) investigated an even higher level of involvement on brand loyalty, namely brand commitment. Particularly, the authors study the effect of negative information about brands consumers like to use. Results suggest that the effect of negative information about a brand is dependent on the consumer's level of commitment towards this brand and differs for high- versus low-committed consumers. High-committed consumers are shown to argue against the negative information which reduces the possibility of deterioration in their attitude towards the brand. Low-committed consumers on the other hand defend the brand less likely even though they like the brand to the same degree as high-committed consumers. This can lead to a change in their attitude towards the brand. Low-committed consumers are therefore more likely to switch brands after being exposed to negative information. In contrast, Ahluwalia et al. (2000) argue that the exposure to negative information may lead high-committed consumers to repeat purchases. In a later study, Ahluwalia et al. (2001) investigated the spill over effects of negative information. In line with their previous study, results show that low-committed consumers or consumers who are not familiar with the brand are more likely to be affected negatively with this kind of information. For these consumers, it is expected that negative information leads to a spill-over to attributes which are not part of the mentioned message but associated with the brand. Consumers who are committed to a brand experience a lower degree of this effect. In contrast, committed consumers experience a higher spill over effect to unmentioned attributes due to positive information. As in their previous study, Ahluwalia et al. (2001) lead to the finding that committed consumers are more brand loyal (Ahluwalia et al., 2000; Ahluwalia et al., 2001).

### **3.9. Emotional Attachment**

Past researches discussed influences of brand loyalty, specifically focusing on the differences of the concepts of brand attitude and emotional attachment (Thomson et al., 2005; Park & Macinnis, 2006; Patwardhan & Balasubramanian, 2011; Hwang & Kandampully, 2012).

When investigating the attitude-behaviour relationship, Park & Macinnis (2006) argue one could identify a behavioural hierarchy in order to determine the consumer's relationship to an object and the elements influencing him. This pyramid ranges from brand preference at the lowest level to brand investment at the top level which is considered to be the final stage for a brand. The lowest level "brand preferences" describes the purchase behaviour with unpredictability of commitment or repetition of purchases. The next higher level is considered as the consumer's commitment expressed through loyalty, refusal of alternatives from competitors and tolerance of misfortunes. Within the highest level, namely brand investment, the consumers are considered to be price sensitive, involved in brand communities and reflective about their investment of resources in the brand (Park & Macinnis, 2006).

However, researchers agreed over the past years that brand attitude should be regarded distinct from emotional attachment (Thomson et al., 2005; Park & Macinnis, 2006; Patwardhan & Balasubramanian, 2011; Hwang & Kandampully, 2012). The relationship-based construct, emotional attachment, contains aesthetics and "hot affects" such as emotions and motivations. Thomson et al. (2005) identified three constructs resulting in emotional attachment, namely affection, passion and connection. Compared to brand attitude, attachment is based on hedonic elements such as sensory pleasure rather than source credibility or security which are vital elements of strong brand attitudes (Park and Macinnis, 2006; Hwang & Kandampully, 2012).

Patwardhan & Balasubramanian (2011) investigate in their study the concept of brand romance which is described as relationship between a person to another person or object and characterized by attraction. The authors describe the first dimension of brand romance as pleasure, arguing that loyalty requires a consumer to like a brand in the first place. In order to enhance brand romance, recurring interactions between the brand and the consumer are needed. However, the frequency of the engagement should be evaluated to reduce the risk of the customers losing their positive feelings about the brand. Patwardhan & Balasubramanian (2011) emphasize to focus on enhancing brand romance since it will result in a greater value

than traditional loyalty programs. By investigating brand romance, marketers can evaluate how much a brand satisfies a customer's needs in regard to excitement, stimulation and arousal and therewith enhance brand loyalty. Hwang & Kandampully (2012) agree for a brand to engage in emotional relationships in order to intensify especially young loyal customers. In their study, the authors show that among young consumers, brand love is formed through a connection with the brand and the perception of the brand being a vital part of the young consumers' selves. The authors discovered three constructs influencing the young consumers' attitudinal brand loyalty, namely self-concept connection, emotional attachment and brand love. Hereby, emotional attachment is the most influential construct on brand loyalty. Self-concept connection has an indirect positive impact on brand loyalty through brand love and emotional attachment.

All in all, emotional attachment is considered to predict brand loyalty and consumer's willingness to acquire products at a higher price due to the reflection of commitment rather than brand attitude would do (Thomson et al., 2005; Park & Macinnis, 2006; Patwardhan & Balasubramanian, 2011). By strengthening and sustaining emotional connections, consumers may exhibit loyalty to the subsidiaries of high-attachment brands due to the emotional linkage to the parent brand. Brands with low emotional attachment but strong brand attitudes may not result in the same outcome (Park & Macinnis, 2006). Although brand loyalty can exist without emotional attachment and emotional attachment is not the only influence on brand loyalty, researchers argue that engaging in emotional connections is more beneficial than employing traditional marketing tactics or loyalty programs when enhancing brand loyalty among customers (Thomson et al., 2005; Patwardhan & Balasubramanian, 2011; Hwang & Kandampully, 2012). This approach will help brands to differentiate themselves from competitors and sustain loyal consumers (Hwang & Kandampully, 2012).



### 3.10. Conceptual framework

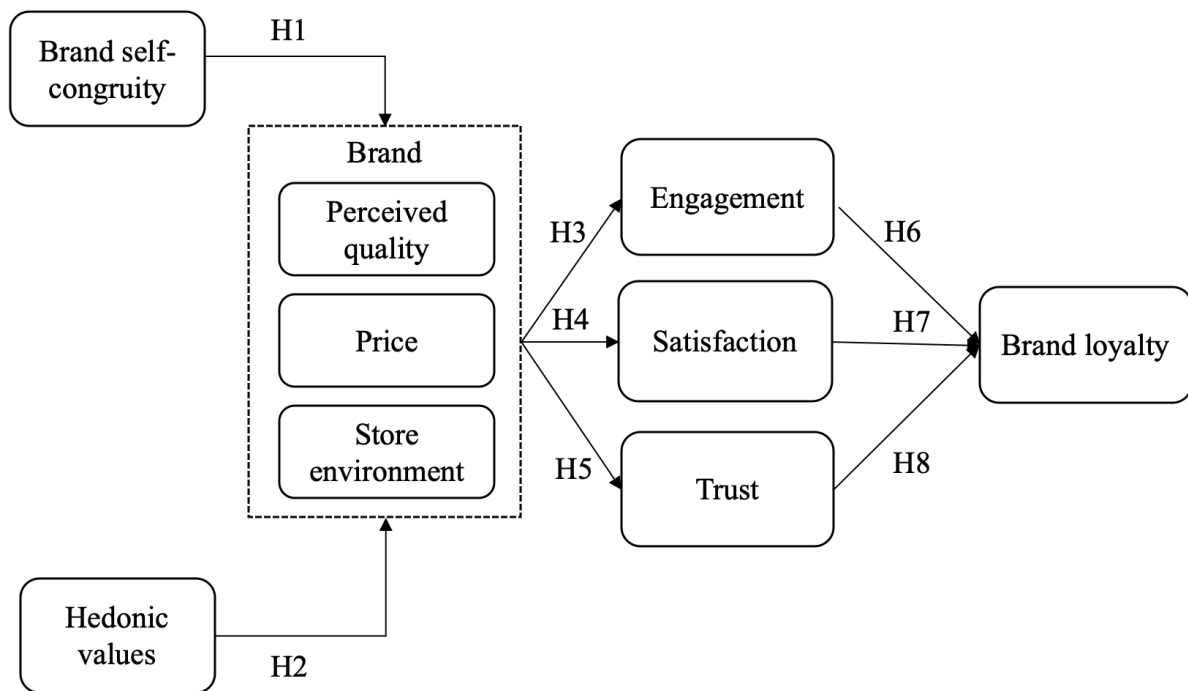


Figure 7: Conceptual Framework (Own depiction, 2020)

In an effort to encapsulate the findings discovered in the systematic literature review process, the model depicted in Figure 7 highlights the main constructs, theories and empirical considerations that mediate brand loyalty. Creating a theoretical framework out of the data that has been drawn out has aided in answering the research question. The creation process started with synthesizing the relevant articles from the literature review and highlighting concepts that impact brand loyalty, both from direct and indirect influences. While a consistent stream of information has been deducted, not all factors were taken into consideration for the development of the model. The reason behind this is due to some factors needing to be analysed on their own, because of context specificity or industry niches. Additionally, the time limitation also contributed to the decision of leaving out certain factors.

As a result, the factors that were determined to be significant were the ones which were the most used as constructs to determine or influence brand loyalty through the literature process. The factors that were considered to be relevant have been clustered into general themes for the ease of the conceptualisation.

The starting point of the framework envisions the consumer's point of view, where if his or her brand self-congruity values are met by the brand, could result in a purchase. Similarly goes for the hedonic values theme, where if the consumers are enthusiastic about shopping, they will be more inclined to make a purchase compared to consumers with utilitarian values. As a result, in order to test the interaction between the constructs mentioned, the following hypotheses has been developed:

**H1:** The higher the degree of brand self-congruity with a brand, the more likely is the consumer to make a purchase of this brand.

**H2:** Consumers with hedonic values are more likely to make a purchase from a brand.

When approached together, these constructs would lead the consumer further into the funnel where the evaluation will shift on brand elements. When referring to brand elements it is important to state that the framework aims to understand post-purchase assessments of consumers on product quality, price and store environment. The three factors have been selected for the model because they were the most mentioned throughout most research papers and deemed to have the most significance when correlated to brand loyalty. Moreover, the store environment represents both the online and offline settings. The reason behind the inclusion of both is due to correlations identified between web store experience, physical store experiences and brand loyalty.

The next step of the model relates to consumer behaviour constructs that act as final milestones to convert the consumer into a loyal one. The constructs within this category are consumer engagement, satisfaction and trust. The thought process behind these factors was that positive perceptions of the brand will determine satisfaction, which consequently determine trust (online and offline) between the brand and customer. Engagement is the final factor where it is perceived that if the consumer will engage with the brand on social networks or societal campaigns, then it will serve as further testament for the loyalty conversion. Therefore, in order to test the interaction between the constructs mentioned, the following hypotheses are developed:

**H3:** Brand constructs impact a customer's engagement with the brand.

**H4:** Brand constructs impact customer's satisfaction with the brand.

**H5:** Brand constructs impact customer's trust in the brand.

Lastly, the framework ends with brand loyalty as a final construct. Both internal and external factors have either a direct or indirect effect on loyalty, and therefore the factors are included in the model in order to create the following hypotheses:

**H6:** Engaged customers are more likely to be loyal.

**H7:** Satisfied customers are more likely to be loyal.

**H8:** Customers who trust the brand are more likely to be loyal.

The above-mentioned hypotheses are sought to be investigated and discussed within the analysis and discussion chapters. The results will indicate the reliability of the conceptual framework and support the researchers in understanding the relations between the constructs and therewith answering the problem formulation.

## 4. Data Analysis

The following chapter describes how the process of data analysis was conducted and its constituent findings. The survey dataset has been investigated with the help of the SPSS software in order to disclose the reliability test of the survey variables as well as the correlations sought to be found in the hypothesis testing. This segment of the project contains the following chapters.

### 4.1. Reliability Test

As described in the methodology chapter, a reliability test is crucial to the detriment of the thesis in order to verify if the variables adopted by the researchers are fit for purpose. The reason behind choosing Cronbach's Alpha as a method is due to its common use among statisticians and has been deemed to be the most straightforward to use (Taber, 2017). According to Bhatnagar et al. (2014) having values above 0.9 shows excellent reliability; above 0.8 shows good reliability; above 0.7 shows an acceptable reliability; above 0.6 shows questionable reliability; above 0.5 shows a poor reliability; below 0.5 shows an unacceptable reliability.

Table 3 illustrates Cronbach's alpha test on the current study, depicting values that can be affirmed as having good reliability for the constructs are the following: Hedonic Values, Brand Self-Congruity, Perceived Quality, Offline Store Environment, Online Store Environment, Store Environment combined, Satisfaction, Online Trust, Offline Trust, Trust combined and Brand Loyalty.

**Reliability Statistics by constructs**

	<b>Cronbach's Alpha</b>	<b>N of items</b>
Hedonic Values	0.866	7
Brand Self-Congruity	0.846	5
Perceived Quality	0.890	6
Price	0.668	5
Offline Store Environment	0.809	5
Online Store Environment	0.866	4

Store Environment combined	0.830	9
Engagement	0.749	3
Satisfaction	0.800	3
Online Trust	0.880	6
Offline Trust	0.786	5
Trust combined	0.879	11
Brand Loyalty	0.776	3

*Table 3: Cronbach's Alpha (Own depiction, based on SPSS, 2020)*

Moreover, depicting values that can be affirmed as having an acceptable reliability are the following: Engagement, Trust Offline and Brand Loyalty. Lastly the Price variable can be affirmed as having a questionable value due to the question construction but was still deemed as acceptable by the researchers as it seeks to interpret the perception of price under competitive pressure.

Furthermore, it must be stated that the values of the Likert scale were invented for Questions three and seven of the Hedonic Values category and for questions three and four of the Trust Offline category due to the question formation under negative structuring.

## **4.2. Descriptive Statistics**

The following chapter serves to demonstrate the main results in a descriptive manner to generate a first impression of the data. The conducted survey was open for responses for a total amount of 10 days and was conducted in May 2020. After data cleaning, a total of 288 responses resulted. Since the scope of the thesis is to compare Generation Y and Generation Z consumers in their brand loyalty behaviours, the group of respondents is divided, showing results for Generation Y and Generation Z. In order to be able to divide the group in the desired way, the question about age contained only two answer possibilities where the respondents had the choice between two different time periods to state their year of birth.

Table 4 depicts the demographic characteristics of the overall respondents and shows that the majority of respondents are females with a share of 58%. This could be due to the fashion theme of the survey since females are considered to be more fashion interested than males

(Statista, 2020). The share of males is 40,6%. One respondent preferred not to say his or her gender and 1% categorized themselves as others. When it comes to the age distribution, the results show that a total of 87 (30,2%) respondents are considered to be of Generation Z (born between 1997-2015) and a total of 201 (69,8%) respondents are considered to be of Generation Y (born between 1981-1996).

<b>Demographic characteristics</b>	<b>Outcome</b>	<b>Responses N</b>	<b>Percentage</b>
Gender	Male	117	40,6%
	Female	167	58,0%
	Prefer not to say	1	0,3%
	Other	3	1,0%
Age	1997-2015	87	30,2%
	1981-1996	201	69,8%
N=288			

*Table 4: Respondents profile: Demographics (Own depiction, based on SPSS, 2020)*

In order to generate a more detailed overview of the demographic distribution within each generation, Table 5 depicts an overview of the gender distribution in Generation Y and Generation Z. A total of 38,8% of the respondents within Generation Y are males, whereas there are 44,8% male respondents within Generation Z. The share of females is 60,7% in Generation Y and 51,7% in Generation Z. One person (0,5 %) within Generation Y preferred not to say his or her gender whereas no one in Generation Z replied to this category. In return, in Generation Z 3,4% state to be of another gender whereas no one in Generation Y replied to this category.

<b>Gender distribution in each generation</b>	<b>Generation Y</b> (born 1981 - 1996)		<b>Generation Z</b> (born 1997 - 2015)	
	<b>N</b>	<b>Percentage</b>	<b>N</b>	<b>Percentage</b>
Male	78	38,8%	39	44,8%
Female	122	60,7%	45	51,7%
Prefer not to say	1	0,5%	0	0,0%
Other	0	0,0%	3	3,4%

N=288

*Table 5: Gender distribution in each generation (Own depiction, based on SPSS, 2020)*

In order to answer the questions of the survey, the respondents are asked in the beginning to state their favourite brand when it comes to buying a pair of pants. Table 6, 7 and 8 demonstrate excerpts of the most mentioned brand names within each gender category and generation.

#### Male brand preferences

<b>Brand name</b>	<b>Generation Y</b>		<b>Generation Z</b>		<b>Total</b>	
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>
Shaping New Tomorrow	15	19,0%	7	18,4%	22	18,8%
Levi's	10	12,7%	8	21,1%	18	15,4%
Jack & Jones	3	3,8%	4	10,5%	7	6,0%
H&M	4	5,1%	1	2,6%	5	4,3%
Only & Sons	3	3,8%	1	2,6%	4	3,4%
Weekday	3	3,8%	1	2,6%	4	3,4%
Tee shoppen	1	1,3%	1	2,6%	2	1,7%
Gabba	1	1,3%	1	2,6%	2	1,7%

*Table 6: Excerpt of male brand preferences within both generations (Own depiction, 2020)*

Considering the male brand preferences, a total of 36 different brands are mentioned combining both generations. Table 6 depicts an overview of the brands being mentioned within both generations. A total overview of all answers can be reviewed in Appendix 3. The results of the male brand preferences show that the brand mentioned the most often within the young generations is Shaping New Tomorrow (18,8%). It is the most popular brand within Generation

Y (19,0%) and the second most popular brand within Generation Z (18,4%). The second most popular brand in total of the combined consumer groups is Levi's. It is the second most preferred brand for Generation Y (12,7%) whereas the most preferred brand for Generation Z (21,1%). The brand being the third most popular in total of male young consumers, as well as for each generation group is Jack & Jones (6,0%). Additional brands mentioned in both male consumer groups are H&M, Only & Sons, Weekday, Tee shoppen and Gabba. However, a significant number of consumers don't have brand preferences. A total of 16,2% young consumers are indecisive. Within Generation Y, this results in an amount of 17,7% whereas within Generation Z this results in 13,2% of the male respondents.

The results for the brands being preferred for female respondents reveal a total of 55 different brands. As for the male consumers, table 7 depicts the results commonly mentioned in both generations for female consumers.

**Female brand preferences**

Brand name	Generation Y		Generation Z		Total	
	N	%	N	%	N	%
Levi's	18	14,8%	4	8,9%	22	13,2%
Gina Tricot	14	11,5%	5	11,1%	19	11,4%
H&M	8	6,6%	6	13,3%	14	8,4%
Only	6	4,9%	5	11,1%	11	6,6%
Monki	6	4,9%	3	6,7%	9	5,4%
Weekday	5	4,1%	1	2,2%	6	3,6%
Zara	5	4,1%	1	2,2%	6	3,6%
Vero Moda	4	3,3%	1	2,2%	5	3,0%
Pieces	2	1,6%	2	4,4%	4	2,4%
Topshop	1	0,8%	2	4,4%	3	1,8%
Samsøe samsøe	1	0,8%	1	2,2%	2	1,2%
Won Hundred	1	0,8%	1	2,2%	2	1,2%

*Table 7: Excerpt of female brand preferences within both generations (Own depiction, 2020)*

The brand being preferred the most within female young consumers is Levi's with 13,2%. For Generation Y consumers, it is the most popular brand with a share of 14,8%. However, for



Generation Z, Levi's is not within the top three preferred brands with a share of 8,9%. The brand being the most popular within Generation Z is H&M with a share of 13,3%. In total of both generation groups, H&M is ranked the third most preferred brand with a share of 8,4%. It is also the third most popular brand within Generation Y with a share of 6,6%. The second most mentioned brand in total is Gina Tricot with a share of 11,4%. Within Generation Y, this is also the second most preferred brand with a share of 11,5%. For Generation Z, there are two brands being the second most popular ones, both with a share of 11,1%. These brands are Gina Tricot and Only. Further brands which are named by female respondents of both generation groups are Monki, Weekday, Zara, Vero Moda, Pieces, Topshop, Samsøe Samsøe and Won Hundred. A total overview of additional brands mentioned by either Generation Y respondents or Generation Z respondents is attached in appendix 4. It can be highlighted that a total of 9,6% of young female consumers don't have a brand preference. This results in a share of 8,2% within Generation Y and 13,3% within Generation Z respondents.

Due to the low share of respondents with no gender specifics, both groups are displayed in the same table 8. The table shows the respondents who preferred not to state their gender, which are only within Generation Y and those who categorized themselves as others, which are in Generation Z. The majority of both groups have no brand preference with a total share of 75%. This relates to a share of 67% within Generation Y (prefer not to say) and 100% within Generation Z (other). The only brand mentioned is EMP red with a share of 33% within Generation Y (prefer not to say). For Generation Z (other) no brands are mentioned.

**Brand preferences in no gender specific groups**

Brand name	Generation Y (prefer not to say)		Generation Z (other)		Total	
	N	%	N	%	N	%
No preference	2	67%	1	100%	3	75%
EMP red	1	33%				

*Table 8: Brand preferences in no gender specific groups within both generations (Own depiction, 2020)*

In total, it can be highlighted that out of all respondents within Generation Y, there are 13% who don't have a brand preference no matter the gender. For Generation Z, there is a share of 14% out of all respondents who don't have a preference when it comes to a brand for their pants.

Since the scope of this study is to identify whether there are differences between Generation Y and Generation Z consumers in regard to their brand loyalty behaviours, several constructs are investigated in detail within the survey, as described in chapter 2.3.2.1 Question development. The reliability analysis of chapter 4.1. revealed that all questions within each construct are measuring the same construct and therefore the questions are combined into one variable for further analysis. This is done by calculating the common mean of all questions within the same variable. The researchers are interested in whether the Generations differ in their level of involvement for each variable. Therefore, the variables are divided into two groups, demonstrating low involvement for responses with a mean of 2.5 or below and high involvement responses with a mean of 2.51 or more. Table 9 provides an overview of the variables categorized into low and high level of involvement for both Generation Y and Generation Z consumers. For a more detailed overview of the outcome of each question within the variables, appendices 5-15 provide insights into the distribution of responses for each question which will be relevant for the discussion chapter.

### Variables

Variable		Generation Y			Generation Z		
		N	%	Mean	N	%	Mean
Hedonic Values	Low level	35	17,4%		16	18,4%	
	High level	166	82,6%		71	81,6%	
	Mean			3.2985			3.2611
Brand Self Congruity	Low level	74	36,8%		41	47,1%	
	High level	127	63,2%		46	52,9%	
	Mean			2.7592			2.6184
Perceived Quality	Low level	7	3,5%		8	9,2%	
	High level	194	96,5%		79	90,8%	
	Mean			3.6609			3.6609

Price	Low level	21	10,4%	15	17,2%
	High level	180	89,6%	72	82,8%
	Mean	3.1791		3.0782	
Offline Store Environment	Low level	11	5,5%	4	4,6%
	High level	190	94,5%	83	95,4%
	Mean	3.5025		3.4805	
Online Store Environment	Low level	9	4,5%	4	4,6%
	High level	192	95,5%	83	95,4%
	Mean	3.5697		3.5690	
Engagement	Low level	78	38,8%	33	37,9%
	High level	123	61,2%	54	62,1%
	Mean	2.7396		2.7241	
Satisfaction	Low level	66	32,8%	35	40,2%
	High level	135	67,2%	52	59,8%
	Mean	2.8723		2.7050	
Online Trust	Low level	21	10,4%	6	6,9%
	High level	180	89,6%	81	93,1%
	Mean	3.2156		3.2701	
Offline Trust	Low level	4	2,0%	1	0,0%
	High level	197	98,0%	86	98,9%
	Mean	3.7035		3.7425	
Brand Loyalty	Low level	62	30,8%	36	41,4%
	High level	139	69,2%	51	58,6%
	Mean	2.9420		2.7471	

N=288

*Table 9: Distribution and Mean values of Variables (Own depiction, based on SPSS, 2020)*

As Table 9 depicts, the survey consisted of 11 different variables, namely Hedonic Values, Brand Self-Congruity, Perceived Quality, Price, Offline Store Environment, Online Store Environment, Engagement, Satisfaction, Online Trust, Offline Trust and Brand Loyalty. When looking at each variable individually, it is worthwhile to mention that for the variables Hedonic Values, Offline Store Environment, Online Store Environment, Engagement, Online Trust and Offline Trust there are no significant differences comparing Generation Y and Generation Z

consumers. Both generations show a high level of involvement in Hedonic Values with a share of 82,6% in Generation Y and a share of 81,6% in Generation Z. Likewise for the variables Offline Store Environment and Online Store Environment both generations demonstrate a high level of involvement with an average of 95% for each variable and both generations. Moreover, the results for the engagement variable show a lower involvement for both generations than the previous variables. However, it is still in the range of a high-level involvement with a share of 61,2% within Generation Y and a share of 62,1% within Generation Z. The variable Online Trust depicts a high level of involvement as well for both generations. However, there is a slight difference comparing Generation Y with a share of 89,6% and Generation Z with 93,1%. Lastly, the variable Offline Trust reveals a high involvement for both generations with 98% in Generation Y and 98,9% in Generation Z.

The variables with a slightly higher difference between both generations are Brand Self-Congruity, Perceived Quality, Price, Satisfaction and Brand Loyalty. When it comes to Brand Self-Congruity, Generation Y depicts a higher level of involvement than Generation Z with a share of 63,2% compared to Generation Z with a share of 52,9%. This shows that Generation Z is neither high nor low involved in Brand Self-Congruity whereas Generation Y is rather high involved. The variable Perceived Quality depicts a high involvement for both generations. However, results suggest that Generation Y is higher involved with a share of 96,5% compared to Generation Z with a share of 90,8%. Furthermore, the variable Price demonstrates a high involvement in both generations as well. Generation Y consumers show a slightly higher involvement than Generation Z consumers with a share of 89,6% compared to 82,8% within Generation Z. When it comes to Satisfaction, Generation Y displays a higher involvement than Generation Z with a share of 67,2% in Generation Y compared to 59,8% in Generation Z. Lastly, the variable Brand Loyalty depicts that Generation Y consumers have a higher involvement with 69,2% whereas Generation Z consumers have a share of 58,6%.

### **4.3. Assessment of Variables**

The results of the descriptive statistics suggest that there are only few differences between the two generation groups. Since the aim of the project is to identify whether the two generations differ in their brand loyalty behaviours and the way brand loyalty is built within the different generations, the constructs need to be tested first on statistical significance. More precisely, it needs to be assessed if certain variables differ within the generations in order to determine

whether the hypotheses should be investigated individually or collectively. There are two possible scenarios that could occur: First, there is a significant difference within the responses of the generations for one or more variables, which leads to investigating the hypothesis separately in order to determine how the generations differ in building brand loyalty. Second, there is no difference within the responses of the generations for the variables and the hypothesis can be tested collectively in order to investigate how brand loyalty is built within young consumers covering Generation Y and Z. As a measurement to better appreciate whether or not the groups' responses are similar, the main indicators were the means and variance of the corresponding variables.

One method to measure differences between the variables is the analysis of variance or ANOVA. Prior to conducting an ANOVA, certain assumptions need to be addressed, as with any statistical investigation that seeks to measure differences between the variables. These assumptions imply that the data should be normally distributed, the variance equality should be assessed and independence of the two groups (Generation Y and Generation Z) should be given (Jaggia & Kelly, 2016). The independence of the two groups is given as the participants of the survey could only choose one of the two-year intervals for determining which generation they belong to. Afterwards, a Shapiro-Wilk's normality test is conducted in order to identify whether the data follows a normal distribution. The literature suggests using Shapiro-Wilk's normality test in SPSS, as it has been recognised to be the most accurate for proving the parameters of a normal distribution. (Van Peer et al., 2012). The general rule is to interpret the p-value (sig.) in order to determine whether a normal distribution is followed. More precisely, if the p-value (sig.) is below 0.05, then a normal distribution cannot be verified (Landau & Everitt, 2004). The results of the Shapiro-Wilk test within the dataset and shows that the majority of variables have a p-value (sig.) lower than 0.05, with the exception of three variables (Hedonic Values - 1997-2015; Brand Self-Congruity - 1997-2015; Trust - 1997-2015) which have a p-value (sig.) greater than 0.05, demonstrating that the dataset does not follow a normal distribution (Appendix 16). Nevertheless, researchers have proven that this assumption can be sidestepped as the ANOVA is quite robust when it comes to breaches about the normal distribution of the assumptions (Van Peer et al., 2012). Therefore, the ANOVA test can still be conducted and reveal dependable results, even though this assumption is not met. However, the results should be looked at carefully due to the unequal sample sizes (Generation Y=201; Generation Z=87).

Lastly, the third assumption regarding homogeneity of variance needs to be tested in order to understand whether the variance diverges from the overall dataset by using the homogeneity of variance test (Landau & Everitt, 2004). When evaluating the observations, the p-value (sig.) must be greater than 0.05 for the variables to be accepted in the ANOVA (Landau & Everitt, 2004). According to the Test of Homogeneity of Variance, all variables have a p-value (sig.) that is higher than 0.05 with the exception of Quality which has a value of 0.02. Overall it can be assessed that the variances have a high statistical homogeneity, with the exception of the mentioned one (Appendix 17). Accordingly, when confronted with unequal sample sizes and heterogeneity of variances, the Welch's test should provide a useful understanding on whether there is a significant difference between the levels of independent variables (Landau & Everitt, 2004). Consequently, a Robust Test of Equality of Means has been conducted, which is complemented by Welch's test as a means to identify the statistical significance of the aforementioned variables. The results highlight that the p-value (sig.) of the variables relating to the equality of means are all above the critical value of 0.05, thus resulting in an overall significance of mean equality among the independent variables (Van Peer et al., 2012; Appendix 18).

Since the aforementioned assumptions have been addressed successfully, the test of variance or ANOVA could now be conducted to determine if there are any significant differences between the dependent variables of the dataset (Jaggia & Kelly, 2016). The ANOVA test shows that the p-value (sig.) is higher than 0.05 for all variables and therefore signifies that the assumptions are met, as well as that there are no differences between the dependent variables of age (1997-2015 being Generation Z and 1981-1996 being Generation Y) (Appendix 19). The One-Way ANOVA is able to demonstrate the results between the variables easily due to there being only two dependent variables. If there would have been more than two dependent variables, the statistical interpretations would have to be investigated using additional methods (Landau & Everitt, 2004).

As a means to verify and test the strength of the ANOVA results, the Mann-Whitney U test has been conducted in order to ensure the results are not biased by the unequal sample sizes. The results of the Mann-Whitney U test show that two variables are not likely to derive from one another. Since the p-value (Asymp. sig. 2-tailed) is greater than the constant critical value of 0.05 for all the independent variables, the Mann-Whitney U test concludes and supports the

claims discovered in the ANOVA (Landau & Everitt, 2004) and therewith suggests no differences between the two samples (Appendix 20).

Concluding the findings of the above-mentioned tests and methods, the analysis of variables discloses statistical evidence that there are no significant variations between the two generations and that their answers deviate within a low regularity. As a result of this scenario, the hypotheses developed in the theoretical framework will be correlated for significance with the two dependent variables grouped and therewith focusing on young consumers collectively, as opposed to testing the conceptual model for each generation.

#### **4.4. Analysis of the Hypotheses**

The following chapter serves to analyse the developed hypotheses in order to draw conclusions about the conceptual framework. In total, eight hypotheses are developed to test the constructed conceptual framework. Due to the compelling discoveries from the previous chapter resulting in the two samples not being statistically different, it was decided not to divide the two generations while analysing the hypothesis, but to investigate the hypotheses on the combined young consumers' behaviour.

To start with, this paragraph describes the methods used for conducting the correlations as means are described in order to give the readers a short summary of how the analysis was conducted. There are 8 hypotheses present within the framework illustrated in Figure 7, Chapter 3.10, in which gradual correlations must be found between its constructs. Hypotheses 1 and 2 have been tested with a multivariate regression analysis and an ANOVA test that presents the significance of the model, Hypotheses 3 to 5 have been tested with a linear regression analysis and an ANOVA that also tests the significance of the model, while Hypotheses 6 to 8 are tested with the Pearson correlation test.

The test on the first hypothesis starts with a model summary of the multivariate regression analysis between the Brand Self-Congruity construct and the Brand Elements which consist of the Perceived Quality, Price and Store Environment (combining Online Store Environment and Offline Store Environment). Hypothesis 1 is phrased as:

**H1:** The higher the degree of brand self-congruity with a brand, the more likely is the consumer to make a purchase of this brand.

For the Model Summary and the later explained ANOVA, Perceived Quality, Price and Store Environment are grouped in order to identify whether the set as a whole can predict Brand Self-Congruity. The results of the Model Summary are depicted in table 11. When investigating multivariate regression, the adjusted R squared value has to be viewed. The R squared value is a measurement of the variance of the dependent variable that the independent variables account for when taken as a group. Taken as a set, the predictors Perceived Quality, Price and Store Environment account for 25.6% of the variance in Brand Self-Congruity.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 <sup>a</sup>	.264	.256	.70020

a. Predictors: (Constant), Store\_Environment, Price, Perceived\_Quality

*Table 10: Model Summary of multivariate regression: Brand Self-Congruity and Brand Elements (Own depiction, based on SPSS, 2020)*

Afterwards, the results of the ANOVA test should be studied to evaluate the significance of the model depicting the multivariate regression analysis. More specifically, the ANOVA test investigates whether the R Square identified in the Model Summary is significantly greater than zero. It can be observed in table 12 that the p-value (sig.) is depicted as below 0.001 ( $p < 0.001$ ), indicating that there is a statistically strong significant relationship between the constructs Brand Self-Congruity and Brand Elements since the p-value is lower than 0.05, meaning that the R squared is significantly greater than 0 assuming a confidence level of 95% (Landau & Everitt, 2004). That means that the predictors (independent variables) are able to account for a significant amount of variance in Brand Self-Congruity. Summing up, the regression model was significant:

$$F(3,284) = 33.97, p < .001, AR^2 = .26.$$



ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.961	3	16.654	33.968	.000 <sup>b</sup>
	Residual	139.239	284	.490		
	Total	189.200	287			

a. Dependent Variable: Brand\_Self\_Congruity

b. Predictors: (Constant), Store\_Environment, Price, Perceived\_Quality

*Table 11: ANOVA: Brand Self-Congruity and Brand Elements (Own depiction, based on SPSS, 2020)*

After it is proven that there exists a significant relationship between the Brand Elements as a group (Price, Perceived Quality, Store Environment) and Brand Self-Congruity, in what follows each individual independent variable is investigated, looking at the Coefficients. The results of the coefficients within the multivariate regression analysis can be seen in Table 13 below.

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.516	.334		-1.544	.124	-1.173	.142
	Perceived_Quality	.117	.064	.100	1.832	.068	-.009	.243
	Price	.379	.068	.301	5.567	.000	.245	.513
	Store_Environment	.228	.040	.301	5.638	.000	.148	.307

a. Dependent Variable: Brand\_Self\_Congruity

*Table 12: Coefficients: Brand Self-Congruity and Brand Elements (Own depiction, based on SPSS, 2020)*

Assuming a confidence interval of 95%, the variables are significant with a value lower than 0.05. As depicted in Table 13, the variable Perceived Quality shows a p-value greater than 0.05, indicating that Perceived Quality is not a significant predictor of Brand Self-Congruity. However, Price and Store Environment are significant predictors of Brand Self-Congruity, showing p-values lower than 0.05. This means that Price and Store Environment both account for a unique amount of variance in the dependent variable Brand Self-Congruity. It can be stated, that the overall equation for predicting a dependent variable is:

$$Y = B_0 + B_1 * X_1 + B_2 * X_2 + B_3 * X_3 + \text{error}.$$

The variables for the set formula are:  $Y$ , the response variable;  $X_1$ , the first predictor variable;  $X_2$ , the second predictor variable; and  $e$  (error), the residual error, which is an unmeasured variable. Lastly the parameters from the model have to be defined. It is stated that where  $B_0$  is, the Y-intercept (vertical intercept);  $B_1$ , the first regression coefficient; and  $B_2$ , the second regression coefficient. When looking at the results of the multivariate analysis, the equation to predict Brand Self-congruity can be stated as follows:

$$\text{Brand Self-Congruity} = -0.516 + 0.117 * \text{Quality} + 0.379 * \text{Price} + 0.228 * \text{Store Environment}.$$

Since  $B_0$  has a value of -0.516, the other values have an assumed value of 0, which in turn would mean that Brand Self-Congruity has a similar value of -0.516. Following, the Perceived Quality coefficient has a value of 0.117 implying that a unit increase in Perceived Quality corresponds to a unit increase in Brand Self-Congruity by 0.117. Similarly, a unit increase in Price corresponds to a unit increase in Brand Self-Congruity by 0.379. Lastly a unit increase in Store Environment corresponds to a unit increase in Self-Congruity by 0.228. Hence it can be concluded that the higher the degree of brand self-congruity with a brand, the more likely is the consumer to make a purchase of this brand (Jaggia & Kelly, 2016).

For the second hypothesis, a similar process to H1 has been developed. The procedure has started with a model summary of the multivariate regression analysis between the Hedonic Values and Brand Elements which consist of the variables Perceived Quality, Price and Store Environment (combining Online and Offline Store Environment). Hypothesis 2 is formulated as follows:

**H2:** Consumers with hedonic values are more likely to make a purchase from a brand.

Table 14 demonstrates the results of the Model Summary. As well as in the regression for Hypothesis 1, the three variables Perceived Quality, Price and Store Environment are regarded as a set, but for Hypothesis 2 in relation to the Hedonic Values. The results show that the set of the three independent variables accounts for 6.8% of the variance in the dependent variable Hedonic Values.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.279 <sup>a</sup>	.078	.068	.80785

a. Predictors: (Constant), Store\_Environment, Price, Perceived\_Quality

*Table 13: Model Summary of multivariate regression: Hedonic Values and Brand Elements (Own depiction, based on SPSS, 2020)*

The results of the ANOVA test are used to evaluate the significance of the results of the model summary and are depicted in Table 15. The p-value (sig.) demonstrates a strong statistically significant relationship between Hedonic Values and Brand Elements due to the p-value (sig.) being  $p < .001$  and considering a confidence interval of 95% (Landau & Everitt, 2004). Therefore, it can be concluded that the predictors Brand Elements account for a significant amount of variance in Hedonic Values, which can be stated as follows:

$$F(3,284) = 7.99, p < .001, AR^2 = .07.$$

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.654	3	5.218	7.995	.000 <sup>b</sup>
	Residual	185.346	284	.653		
	Total	200.999	287			

a. Dependent Variable: Hedonic\_Values

b. Predictors: (Constant), Store\_Environment, Price, Perceived\_Quality

Table 14: ANOVA: Hedonic Values and Brand Elements (Own depiction, based on SPSS, 2020)

Lastly, Table 16 depicts the Coefficients in order to determine the impact the individual independent variables Price, Perceived Quality and Store Environment have on the dependent variable Brand Elements.

Coefficients <sup>a</sup>								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error				Beta	t
1	(Constant)	1.552	.385		4.026	.000	.793	2.310
	Perceived_Quality	-.006	.074	-.005	-.079	.937	-.151	.140
	Price	.183	.079	.141	2.334	.020	.029	.338
	Store_Environment	.167	.047	.214	3.581	.000	.075	.259

a. Dependent Variable: Hedonic\_Values

Table 15: Coefficients: Hedonic Values and Brand Elements (Own depiction, based on SPSS, 2020)

With a p-value of 0.937, the independent variable Perceived Quality shows a p-value greater than 0.05. This indicates that this variable is not a significant predictor of Hedonic Values. Nonetheless, the variables Price and Store Environment depict both a p-value lower than 0.05,

indicating that both variables are significant predictors of Hedonic Values. The overall equation can be stated as follows:

$$\text{Hedonic Values} = 1.552 + (-0.006) * \text{Quality} + 0.183 * \text{Price} + 0.167 * \text{Store Environment}.$$

Since  $B_0$  has a value of 1.552, the other values have an assumed value of 0, which in turn would mean that Hedonic Values has a similar value of 1.552. Following, the Perceived Quality coefficient has a value of -0.006 implying that a unit increase in Perceived Quality corresponds to a unit decrease in Hedonic Values by -0.006. Similarly, a unit increase in Price corresponds to a unit increase in Hedonic Values by 0.183. Hence, it can be concluded that Perceived Quality has a negative impact on Hedonic Values, while Price and Store Environment affects Hedonic Values positively (Jaggia & Kelly, 2016). As a result, consumers with hedonic values are more likely to make a purchase for a brand if the price of products and the store environment are in line with their expectations, while quality is not significantly relevant.

When investigating hypothesis 3, the approach has started with a model summary of a linear regression analysis between the Engagement construct and the Brand Elements combined in one variable. The procedure is similar to the one of a multivariate regression. The difference is only that the linear regression only considered one independent and one dependent variable. Hypothesis 3 is phrased as:

**H3:** Brand constructs impact a customer's engagement with the brand.

In Table 17 illustrated below, the model can be seen having an R square value of 0.209 ( $R^2 = 0.209$ ), essentially implying that a variation of 20.9% in the dependent variable (Engagement) is explained by the independent variable (Brand Elements) (Landau & Everitt, 2004).

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 <sup>a</sup>	.209	.207	.77530

a. Predictors: (Constant), Brand\_Elements

*Table 16: Model Summary of linear regression: Engagement and Brand Elements (Own depiction, based on SPSS, 2020)*

For a linear regression, the level of significance can either be assessed through the ANOVA test or the Coefficients. For this study, the Coefficients are used, which are depicted in table 18. The results reveal that there is a strong significant relationship between the constructs Engagement and Brand Elements, due to the p-value (sig.) being  $p < 0.001$ . With a confidence interval of 95%, a p-value lower than 0.05 counts as significant (Landau & Everitt, 2004).

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>		Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Standardized Coefficients	t		Lower Bound	Upper Bound
1	(Constant)	-.457	.370		-1.237	.217	-1.185	.270
	Brand_Elements	.230	.026	.458	8.703	.000	.178	.282

a. Dependent Variable: Engagement

*Table 17: Coefficients: Engagement and Brand Elements (Own depiction, based on SPSS, 2020)*

As for the multivariate regression analysis, the formula, variables and parameters need to be defined for the linear regression analysis as well. Since the two types of regressions differ in the number of independent variables, the formulas are similar only that the formula for the linear regression contains only one independent variable, as follows (Jaggia & Kelly, 2016):

$$Y = B_0 + B_1 \cdot X_1 + \text{error}.$$

Thus, the formula for the variables under investigation is the following:

$$\text{Engagement} = -0.457 + 0.230 * \text{Brand Elements}.$$

Since  $B_0$  has a value of -0.457, the other value (Brand Elements) has an assumed value of 0, which in turn would mean that Engagement has a similar value of -0.457. Following, the Engagement coefficient has a value of 0.230 implying that a unit increase in Brand Elements corresponds to a unit increase in Engagement by 0.230. Consequently, it can be concluded that Brand Elements impact Engagement positively (Jaggia & Kelly, 2016).

The investigation of hypothesis 4 started with a linear regression as well. The constructs to be investigated are Satisfaction and Brand Elements, since the hypothesis is as follows:

**H4:** Brand constructs impact customer's satisfaction with the brand.

Table 19 illustrates the results of the linear regression's model summary. The R square value of 0.169 ( $R^2 = 0.169$ ) implies that a variation of 16.9% in the dependent variable (Satisfaction) is explained by the independent variable (Brand Elements) (Landau & Everitt, 2004).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.411 <sup>a</sup>	.169	.166	.74960

a. Predictors: (Constant), Brand\_Elements

*Table 18: Model Summary of linear regression: Satisfaction and Brand Elements (Own depiction, based on SPSS, 2020)*

Subsequently, the Coefficients are examined to evaluate the significance of the model depicting the linear regression analysis. Table 20 demonstrates a strong significant relationship between Satisfaction and Brand Elements due to the p-value being  $p < 0.001$ .

		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.121	.357		.338	.736	-.583	.824
	Brand_Elements	.195	.026	.411	7.616	.000	.144	.245

a. Dependent Variable: Satisfaction

Table 19: Coefficients: Satisfaction and Brand Elements (Own depiction, based on SPSS, 2020)

For further analysis, the values of the linear regression are inserted into the same formula used for H3, leading to the following formula:

$$\text{Satisfaction} = 0.121 + 0.195 * \text{Brand Elements}.$$

Since  $B_0$  has a value of 0.121, the other value (Brand Elements) has an assumed value of 0, which in turn would mean that Satisfaction has a similar value of 0.121. Following, the Satisfaction coefficient has a value of 0.195 implying that a unit increase in Brand Elements corresponds to a unit increase in Satisfaction by 0.195. Therefore, it can be concluded that Brand Elements impact Satisfaction positively (Jaggia & Kelly, 2016).

The last hypothesis being tested by a linear regression is H5. Identically to H3 and H4, the process has started with a model summary of a linear regression analysis between the Trust and Brand Elements. Hypothesis 5 is verbalized as follows:

**H5:** Brand constructs impact customer's trust in the brand.

Table 21 depicts the model summary with an R square value of 0.425 ( $R^2 = 0.425$ ), essentially implying that a variation of 42.5% in the dependent variable (Trust) is explained by the independent variable (Brand Elements) (Landau & Everitt, 2004).



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 <sup>a</sup>	.425	.423	.38945

a. Predictors: (Constant), Brand\_Elements

Table 20: Model Summary: Trust and Brand Elements (Own depiction, based on SPSS, 2020)

The results of the Coefficients, shown in table 22 demonstrate a statistically strong significant relationship between the constructs Trust and Brand Elements due to the p-value being  $p < 0.001$ .

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.794	.186		4.275	.000	.428	1.159
	Brand_Elements	.193	.013	.652	14.546	.000	.167	.219

a. Dependent Variable: Trust

Table 21: Coefficients: Trust and Brand Elements (Own depiction, based on SPSS, 2020)

Moreover, the results suggest the following equation:

$$\text{Trust} = 0.794 + 0.193 * \text{Brand Elements}.$$

It can be stated that since  $B_0$  has a value of 0.794, the other value (Brand Elements) has an assumed value of 0, which in turn would mean that Trust has a similar value of 0.794. Following, the Trust coefficient has a value of 0.193 implying that a unit increase in Brand Elements corresponds to a unit increase in Trust by 0.193. Therefore, it can be concluded that Brand Elements impact Trust positively (Jaggia & Kelly, 2016).

The last three Hypotheses 6, 7 and 8 are tested with a Pearson Correlation coefficient  $r$ , which is the most commonly used Correlation. It estimates the linear or straight-line relationship between pairs of continuous variables and can vary between +1 and -1. It can therefore

demonstrate positive and negative correlations. However, 0 shows the non-existence of a linear correlation.

First, Hypothesis 6 is investigated with the Pearson Correlation. The hypothesis is phrased as:

**H6:** Engaged customers are more likely to be loyal.

Table 23 shows the results of the Pearson Correlation of Engagement and Brand Loyalty. The results demonstrate a Pearson correlation coefficient  $r$  of 0.56 and a significant level of 0.00. This indicates a statistically significant moderate positive correlation between Engagement and Brand Loyalty. Hence, engaged customers are more likely to be loyal. However, the relationship is moderate.

Correlations			
		Engagement	Brand_Loyalty
Engagement	Pearson Correlation	1	.562**
	Sig. (2-tailed)		.000
	N	288	288
Brand_Loyalty	Pearson Correlation	.562**	1
	Sig. (2-tailed)	.000	
	N	288	288

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

Table 22: Correlations: Engagement and Loyalty (Own depiction, based on SPSS, 2020)

Following, a Pearson Correlation for Satisfaction and Loyalty is conducted to analyse Hypothesis 7, which is namely:

**H7:** Satisfied customers are more likely to be loyal.

The results depicted in Table 24 demonstrate a Pearson correlation coefficient  $r$  of 0.586. Furthermore, a significant level of 0.00 is given. This implies that there is a statistically significant moderate positive correlation between Satisfaction and Brand Loyalty. Hence, the hypothesis is accepted. Nonetheless, the effect is moderate.

**Correlations**

		Satisfaction	Brand_Loyalty
Satisfaction	Pearson Correlation	1	.586**
	Sig. (2-tailed)		.000
	N	288	288
Brand_Loyalty	Pearson Correlation	.586**	1
	Sig. (2-tailed)	.000	
	N	288	288

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

*Table 23: Correlations: Satisfaction and Loyalty (Own depiction, based on SPSS, 2020)*

Lastly, a Pearson Correlation with the variables Trust and Brand Loyalty is conducted in order to investigate Hypothesis 8, which is as follows:

**H8:** Customers who trust the brand are more likely to be loyal.

Table 25 depicts the results of the conducted correlation. The results suggest a Pearson correlation coefficient  $r$  of 0.396 and a significant level of 0.00. This shows that the variables Trust and Brand Loyalty have a statistically significant weak positive correlation. Thus, the hypothesis is accepted but the relationship of the variables have a weak effect.

**Correlations**

		Trust	Brand_Loyalty
Trust	Pearson Correlation	1	.396**
	Sig. (2-tailed)		.000
	N	288	288
Brand_Loyalty	Pearson Correlation	.396**	1
	Sig. (2-tailed)	.000	
	N	288	288

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

*Table 24: Correlations: Trust and Loyalty (Own depiction, based on SPSS, 2020)*

All in all, all eight hypotheses are accepted. However, Hypothesis 1 results that Perceived Quality as part of Brand Elements is not a statistically significant predictor of Brand Self-Congruity. Additionally, Hypothesis 2 is only partially accepted due to the variable Perceived Quality within the Brand Elements having a negative impact on Hedonic Values. The relationship of the constructs within Hypotheses 3, 4 and 5 demonstrate a statistically significant positive relationship. Furthermore, it can be stated that the constructs of Hypotheses 6 and 7 show moderate relationships whereas the constructs of Hypothesis 8 only show a weak relationship.

## 5. Discussion

The present thesis seeks to explore how brand loyalty is built for young Danish consumers within the fashion industry. More specifically, if Generation Y and Generation Z consumers differ in the way brand loyalty is built.

The results of the conducted analysis suggest that there are no differences between Generation Y and Generation Z consumers in Denmark when it comes to brand loyalty within the fashion industry. Even though past studies identified differences within older generations and thus it was assumed there might be differences within younger generations as well, the findings of the analysis indicate differently (Loroz & Helgeson, 2013). However, the results should be regarded carefully due to two unequal sample sizes and the population being students. By having investigated students, there is a risk of low spread within the age groups. More specifically, the tendency of students being above 30 and below 18 is relatively low. Therefore, the investigated population might align in their beliefs and behaviours. The overall analysis suggests that brand loyalty can be built with young consumers who are shopping enthusiasts, can identify themselves with the brand if the elements such as pricing, quality and store environment are perceived favourably. If these factors are fulfilled, the young consumers are likely to be satisfied, trust the brand and engage with a brand which can lead to overall brand loyalty.

At the beginning of the survey, respondents were asked about their favourite brand when it comes to buying a pair of pants. When looking at the results of the open-ended question, it is noticeable that a large variety of different brands are mentioned to be the young consumers' favourite ones. Out of 288 responses, a total of 92 different brands are given, distributed in 36 different brands within males, 55 different brands within females and 1 brand from a respondent who preferred not to state the gender (Appendix 3-4). This implies that young consumers are rather individualists, considering the amount of different brand names stated that fulfil different individuals' needs. Furthermore, Syrett & Lammiman (2004) stated that young consumers are open-minded and flexible to new situations, which can be an indication for why there are not more similarities in preferred brands. Young consumers can be seen as being more open for new situations, for instance to try out a new brand compared to older generations (Syrett & Lammiman, 2004). An additional indication for their flexibility is the share of respondents who don't have any preference. In total, 13% of the overall respondents

don't have a favourite brand when buying a pair of pants. Since the unequal distribution of the population, one has to look into the total answers of each generation in order to compare the share of responses with no preference. Within Generation Y, the share of responses with no brand preferences is 13% and within Generation Z, the share is 14% (chapter 4.2). Hence, the two generations don't differ in the share of respondents not preferring brands. This demonstrates that certain consumers within each generation are more resistant to branding elements and value specific variables more than brands. For instance, some respondents who answered they don't have a preference on a brand stated they are searching for products with either good quality, low price or being produced in a more sustainable way. Therefore, it needs to be taken into consideration, that those consumers with no brand preference are more likely to switch brands, depending on which brand is currently aligning with their values.

Retrospectively, there were various elements that contribute to the impact of brand loyalty, but the focus of this thesis is on specific constructs namely hedonic values, brand self-congruity, online and offline store environment, perceived quality, price, online and offline trust, engagement, satisfaction and loyalty.

Overall, the analysis shows that brand loyalty can be built for young consumers in certain steps. In order to assess the way brand loyalty is built for young consumers and to support answering the overall problem formulation, eight hypotheses were developed. All hypotheses are accepted, and the results will be discussed in the following paragraphs.

First, the results suggest that consumers who have a high degree of brand self-congruity with the brand are more likely to purchase from this brand. It is identified that price has the greatest influence on brand self-congruity, followed by store environment while perceived quality does not have a significant impact. This is contradicting the findings of Lu & Xu (2015) who identified one of the impacts of brand self-congruity on brand loyalty to be through perceived quality. When dissecting brand self-congruity, the consumers should generally identify with the brand and reflect who they are as a person. For example, a brand that focuses a lot on sustainability and has incorporated a high degree of corporate social responsibility within their business model is likely to attract consumers preoccupied with sustainability. Fastoso et al. (2018) divide self-congruity even into actual and ideal self-congruity whereas the focus of this study was to investigate the brand self-congruity as a whole in relation to brand loyalty. The findings of this study partially align with the findings of Giovannini et al. (2015), demonstrating

that consumers who can identify themselves with a brand rather purchase from the brand and are more likely to become loyal compared to consumers who are not congruent with the brand. However, even though a positive relationship between the constructs is identified, when examining the survey responses further, results show that the majority of consumers from both generations were indecisive about their congruity although they have stated a preferred brand. Young consumers tend to not willingly be deemed as a particular brand user since the image of other brand users do not reflect their self-image. Therefore, young consumers also don't feel a strong connection to other brand users. However, Generation Y has a tendency to agree that the brand is reflective of their values, while Generation Z has a tendency of disagreeing with the statement (Appendix 6). This shows overall that brand self-congruity is an important element when it comes to building brand loyalty. Nonetheless, it is difficult for brands to appeal to the young consumers' ideals and values in order to be perceived as congruent. By targeting multiple personas covering different values and beliefs, fashion businesses might be able to appeal to a bigger share of young consumers.

Second, the results show that consumers who are shopping enthusiasts have a higher likelihood of making a purchase from a brand, considering that price and store environment align with their expectations. Perceived quality on the other hand is not significantly relevant for consumers with hedonic values. Findings from previous research show that creating an exciting customer experience enhances greater hedonic values of customers and lead to repeating purchases which increase the loyalty behaviour (Park & Sullivan, 2009; Mullarky, 2001). While repeating purchases are not investigated in this study, the findings still demonstrate the influence of hedonic values on the purchase behaviour. The majority of respondents of Generation Y and Generation Z think of shopping as a pleasant experience and don't consider it to be boring. The results suggest that consumers of both generations enjoy looking for new products, indicating their strive for product innovativeness and open-mindedness (Appendix 5). This fact corresponds with what Goldsmith et al. (2012) state when referring to brand loyalty being affected by status consumption and brand innovation. In addition, the results of this study fit with the theory of Syrett & Lammiman (2004) describing young generations as being open for change and adaptable to new situations. Furthermore, the correlation of the mentioned constructs fill the gap described by Goldsmith et al. (2012) by investigating consumers who are already affiliated with the brand and have their hedonic values satisfied with the means of becoming loyal customers. Consumers with hedonic values are more likely to be interested in brands generally, as opposed to consumers with utilitarian values because

often the hedonic principles translate to more than just enjoying shopping. Essentially, it allows consumers to express themselves through the clothing they are wearing and often they seek items beyond the scope of practicality. Brands who are more likely to offer this range of products are more likely to sustain customers or gain new ones since they often seek to connect with the customer by medium of culture and a certain state of mind.

Another critical factor influencing brand loyalty are the brand elements discussed in this thesis, namely perceived quality, price and store environment. When regarding each variable individually, the young consumers show a very high involvement in quality, demonstrating the importance of this construct. Although quality is not found to have a significant impact on brand self-congruity and hedonic values, the results still show that young consumers value quality a lot. Since the survey is related to past experiences with the respondents' preferred brands, it can be concluded that the consumers seem to be satisfied with the quality of their preferred brands. The price construct on the other hand depicts that the consumers are susceptible to respond to advertisements and being very price sensitive by the majority of both generations stating that the pricing of a brand impacts their purchase decision (Appendix 7). According to Lau et al. (2006), promotional advertisement has an influence on both loyal customers and brand switchers whereas loyal customers tend to be resistant when it comes to competitors' offers. In the recent study, 13% of the overall respondents were indecisive of a brand and can therefore be considered as brand switchers (Chapter 4.2). With promotional advertisements, companies can gain them as customers according to Lau et al. (2006). The results of the current study also show that young consumers are likely to react positively to a competitor's promotional advertisement although they consider themselves loyal to another brand. However, it can be highlighted that young consumers are not only interested in lower prices but rather in the price quality ratio and additional aspects like sustainability. The findings demonstrate that the majority of both generations assess that the pricing of their products is aligning with the products' quality (Appendix 8). Thus, young consumers are able to assess the quality-price ratio, however the strong price sensitivity needs to be taken into consideration. Esmaeilpour & Abdolvand (2016), Mullarky (2001) and Risius et al. (2012) state that consumers are willing to pay a higher price for a higher qualitative product. The results of this thesis do not imply any results in this regard. However, due to the high level of involvement in price and perceived quality, it is assumed that the results of the past researchers also apply for the young generations of this study. Contrary, if the perceived quality is high but the price is low, young consumers are likely to conduct a purchase which is in line with Satheeskumar's



(2019) findings. While Esmaeilpour (2015) concludes that perceived quality has a direct effect on brand loyalty, the results of this study suggest it only to have an indirect effect as being part of the brand elements.

The third element of the brand elements is store environment, combining offline store environment and online store environment. Both generation groups depict a high level of involvement for both, the offline store environment and online store environment, demonstrating that the respondents are satisfied with the setup of their preferred brands. Ruixia & Chein (2019) state that the store environment is the most impactful element for Millennials when it comes to brand loyalty. Although the current study does not reveal the degree of influence of store environment on brand loyalty, the colour theme, interior and feeling of the offline store seems to be relevant to young consumers (Appendix 9). Additionally, the majority of young consumers are appealed by the design and user friendliness of the brand's online store. Furthermore, the consumers respond to their preferred brand fitting with the brand's image positively when it comes to the website (Appendix 10). In order to create a pleasant experience for the consumers, the store concepts for offline and online stores should be aligned within each other and maintain the same tone and theme while having in mind the brand's image. Doong et al. (2011) suggest in their study, the quality of the store environment has an impact on the overall purchase decision and therewith impact brand loyalty, as it was also proven by the results of the current study.

Furthermore, brand loyalty is found to be directly impacted by engagement, although the correlation is only moderate and indirectly by brand elements through engagement. In order to give a better understanding for the reasons behind this result, the answers provided by the questions of this construct will be reflected upon. Firstly, engagement as a concept is sought to be investigated by the likelihood of consumers talking about the brand. In this regard, the majority of consumers from both generations have expressed strongly negative reactions showing their reluctance to engage in communicating about the brand (Appendix 14). A possible reason for this is the moderate or low brand self-congruity young consumers show towards their preferred brands. The young consumers show a tendency that they don't want to be known as the typical user of their preferred brand, thus the low engagement of talking about the brand can be explained. Subsequently, brand self-congruity has an impact through the brand elements on engagement, which consequently impacts the brand loyalty. Secondly, the majority of consumers from both generations have expressed their reluctance to receive

information about the brand, thus having no intentions in following updates about the brand's development. However, results reveal that a significant majority from both generations are enthusiastic to recommend the brands they use when advising people about clothing items. This can be explained by the customers perceived price quality ratio. The results of the survey revealed that the young consumers are deeming the products of their favourite brand of good quality and reasonably priced (Appendix 7-8). Therefore, it can be concluded that they also like to recommend the brand.

The above-mentioned observations are backed by Patwardhan & Balasubramanian (2011) who have conceptualized the notion of brand romance. They argue that there needs to be a consistent interaction between the brand and the consumer from both ends. Additionally, they stress that engagement can happen from both sides as long as the frequency of the engagements is monitored. If the brand overwhelms the consumers with information, they will risk their customers having negative feelings about the brand. Reflecting back on the dataset responses, an assumption to justify the negative reactions to the engagement with brands could be the overflow of information. More precisely, since the tendency of shopping nowadays is slowly migrating in the online environment, customers are guaranteed to be enrolled within the newsletters of various brands after the first order and can be spammed with promotional messages. The negative feeling towards engaging with the brands could be justified by this phenomenon, although this theory is not backed by the literature. All in all, a logical progression of the engagement construct would be that if the consumer values align with the brand elements, the higher the engagement will be. Consequently, the higher the engagement, the more likely the consumers are to become loyal.

Similarly to engagement, satisfaction also has a moderately significant correlation with brand loyalty while the brand elements have an indirect influence on brand loyalty through satisfaction. When reflecting on the questions that were asked in the survey and their answers, there can be few interpretations to justify this outcome. The responses have shown that the majority from both Generation Y and Generation Z consumers show unfavourable dispositions about purchasing from their favourite brand if other brands are equally "good" and sell identical products. Interestingly enough, when the same question was asked a third time, but this time the context was that the brands do not differ in any way, there was a major difference. The answers reveal that the majority of Generation Y consumers would remain loyal to the favourite brand, while the majority of Generation Z consumers would not, and try the other brand

(Appendix 13). From this assumption, it can be argued that price, perceived quality and store environment do not play such an important role for Generation Z consumers, as it does for those in Generation Y. This, in turn, connects with the theories of Oh & Fiorito (2002) and Ramirez & Goldsmith (2009), which assess that items' pricing significantly affects post-purchase satisfaction, which in this thesis can be said only for Generation Y consumers.

This inconsistency could be further explained by Oliver (1999) and his study where it is proven that while satisfaction is often related to loyalty by having little differences within terminology, satisfaction alone does not generate loyalty. The literature suggests that satisfaction should remain a primarily measurable goal to pursue, but at the same time other factors should not be neglected at its expense. In this situation, satisfaction could have had a lower significance within this sample because other factors were deemed low as well. Unfortunately, there is no way to analyse and prove whether this was the case due to the subjectivity of this construct. What remains evident is that Generation Z has a higher tendency to become brand switchers and this could also relate to them being more willing than consumers from Generation Y to exploring other brands.

Lastly, the two forms of trust (online and offline) have been grouped together and have proved to have a positive impact on brand loyalty, even though the relationship is weak. Furthermore, a positive relation between brand elements trust is identified which signifies the brand elements as indirect influences on brand loyalty through trust. The scarcity of the correlation of trust and loyalty can be justified by the overwhelming indifferent results from both consumer groups when it comes to the online environment. The respondents have been asked to rate their overall opinion of their favourite brand's trustworthiness when it comes to social media usage. Furthermore, when it comes to trusting the brand itself in the offline environment both generation consumers have had overall similar positive answers. This proves that while both generations are sceptical when it comes to their favourite brands' online presence, the trust in their capacity of delivering the promised quality goods is strong (Appendix 11-12). Young consumers who had a positive experience with a brand and thus the investigated elements price, quality and store environment tend to have a higher degree of trust in that brand. However, the results show that even though young consumers have a high degree of trust in a brand, they are not necessarily loyal to that brand. Even though past researchers have identified trust as one of the most influential factors on brand loyalty, the results of the current study only show a moderate effect (Khadim et al., 2018).

All in all, it can be concluded that even though the two generations do not differ substantially from each other, certain distinctive particularities are attributed to each of them. Due to their high price sensitivity, young consumers are hard to become loyal. Even though quality is of importance to both generations, the deciding factor of whether a purchase is made is the price. This explains as well why both generations tend to not consider themselves to be loyal to their preferred brands. As soon as a competitor offers a better price/quality ratio, the majority agrees to switch the brands (Appendix 7, Appendix 13). However, young consumers like to go shopping and therefore brands can impact the customer journey through the experience related to the online and offline store. By generating positive associations, the brand is more likely to be remembered by the customer and thus, might result in the brand of choice for the next necessary item. Furthermore, although satisfaction, engagement and trust are influencing loyalty, the explanation to why the relationship is moderate could be due to other factors that have not been investigated within the analysis of the conceptual framework. Nevertheless, even though the consumer segments are showing no substantial differences, this study could aid marketers in their endeavours by providing the information that the two target groups don't need to be necessarily segmented, thus saving costs for their marketing initiatives. While this study seeks to fill the gaps in the current literature, considerable tests have to be carried still to determine if and how each generation differs in specific contexts.

## 6. Conclusion

The overall aim of the study was to investigate how brand loyalty is built for Generation Y and Generation Z consumers in Denmark within the fashion industry and to identify whether there are differences between the two generations.

In order to address this problem formulation, two research questions are developed. The first research question “What is the relation between brand loyalty and consumer behaviour?” is supposed to give a general understanding of the main constructs to aid in answering the problem formulation. Therefore, a systematic literature review is conducted to generate this knowledge. The results reveal a large number of elements influencing consumers in their brand loyalty behaviour, out of which hedonic values, brand self-congruity, perceived quality, price, store environment, satisfaction, trust and engagement are deemed to be the most influential ones.

The second research question “Which of these elements influence the Generation Y and Generation Z consumers in Denmark?” is utilised as a bridge between theory and praxis. In order to answer this research question, a survey is conducted and sent to students from Aalborg University in Denmark containing questions about the constructs identified through the literature review. By investigating these constructs, insights into the young consumers’ behaviours are gained. Although the study aimed to investigate potential differences between Generation Y and Generation Z consumers in their loyalty behaviour within the fashion industry, the results of the conducted survey suggests that there is no statistically significant difference existent. Therefore, the focus of the analysis is on how loyalty is built for young consumers instead of differentiating between Generation Y and Generation Z consumers.

The results suggest that hedonic values and brand self-congruity influence brand elements (price, perceived quality, store environment) positively and have an indirect influence on brand loyalty. Furthermore, the brand elements (price, perceived quality, store environment) have a positive impact on satisfaction, trust and engagement and therewith are also indirectly influencing brand loyalty. Lastly, satisfaction, trust and engagement are identified as direct influences on brand loyalty. However, the relation of the last three variables to brand loyalty is found to be weak. While the two generations are similar when their preferential criteria for a brand, there were several discrepancies that set apart the consumer groups.

The purpose of this study has assisted in closing the literature gap for Generation Y and Generation Z consumers and identifying what are the determinants for converting them into loyal customers. Furthermore, the thesis could be used by marketers operating within the fashion industry to draw pertinent observations to aid them in their marketing efforts.

## **7. Limitations and Directions for Future Research**

As it goes with every academic research paper, this study encompasses limitations of its own that have emerged through the development of the paper. First of all, due to the thesis having a finite amount of time for completion, the overall research process is affected. Starting with the development of the literature review, the theme of brand loyalty and consumer behaviour could have been approached from different angles by using synonyms of the keywords used for the search query. Furthermore, variation of the keywords could have revealed additional papers that otherwise were not identified in the current search, which in turn would have affected the decision-making process and structure of the thesis. Moreover, while the approach for the development of the paper had an objective perspective, it is important to be mindful of the human nature and reflect that certain elements could have been influenced by the opinion of the researchers. Additionally, the constructs used in the creation of the conceptual framework were selected due to the prominent mentions and popularity of them in various articles in the literature review process. As a consequence, even though the literature chapter revealed many other constructs affecting and interacting with brand loyalty, only the ones that were consistent among all the articles and proved to interact with brand loyalty were selected. Accordingly, future researchers can use the current study to develop further correlations between other constructs identified in the systematic literature review.

Another limitation that is worthwhile mentioning can be referred to the industry selected for the current study. The thesis encompasses the overall fashion industry and does not go into detail about its constituents. Reflecting on this process there are several limitations driven due to the specificity of each sub-industry (i.e. luxury fashion, sustainable fashion, fast fashion etc.) where different constructs can impact brand loyalty in other ways. Further research can be done upon these specific sub-industries in order to assess more accurate results. The gap identified within the literature research between Generation Z and Generation Y has to be addressed as well. In this respect, there are various initiatives from different institutions that promote the divergences between the two generations on the internet. These initiatives are promoted by different companies that sell goods and media outlets leading to believe that the segments might have different targeting criteria. However, when the academic literature is consulted there are almost no mentions of analysis done on Generation Z consumers, as well as no comparison between the two. Moreover, a big percentage of the articles from the literature review mentioned within their own limitations that the studies are done based on secondary data and

have little empirical knowledge. Furthermore, there have been few articles that dictate sustainability should be one of the main factors driving brand loyalty in recent years. As a consequence to this statement, future researchers should look into the sustainability construct to determine whether it is indeed a pivotal component of brand loyalty.

Furthermore, the limitations are extended to the survey development and interpretations as well. First of all, the researchers reflect upon sampling biases and it should be contemplated whether the answers provided by the respondents reveal their true intentions. This point is especially relevant since an incentive is provided by completing the survey, and therefore some individuals might be inclined not to give relevant answers in hopes of being selected for the reward. Consequently, the interpretation of the results should be taken with a degree of scepticism. Another interesting result of the survey was the discovery in regard to a number of participants not having a favourite brand and have answered indifferently the questions concerning their preferences towards the brand. In retrospective, the researchers should have considered analysing only the respondents that have a favourite brand to better appreciate the factors that drive brand loyalty or persuade them into thinking of an imaginary ideal brand and relate their values from this. At the same time, there has not been any meaningful analysis done with the categorisation of favourite brands and this can be further used by researchers to determine how loyalty is built for each specific one. From this idea, it should be mentioned that the respondents did not have an option to rate the most important variables for them in becoming loyal customers. Therefore, a ranking of the constructs used to determine brand loyalty could have been useful in order to understand which one weights more in the minds of the young consumers. To further complement the findings of the survey, a focus group could be conducted in the future to provide additional validations to the claims. As a concluding thought, the collected data can be biased due to the frequency of low responses, as a great amount of the submissions were partially completed. Hence, to ensure the reliability of the data to the greatest extent, the partially completed responses were disregarded from the dataset.



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# Appendix

## Appendix 1: Systematic Literature Review

Title	Authors	Year	Purpose	Findings	Country of Origin	Sample Type & Country	No.	Data gathering method	Industry	Journal	Number of Citation	Research topic
Does social media engagement moderate brand engagement and brand loyalty? Evidence from young consumers of Malaysian modest fashion industry	Almad Z., Menon A.S., Mason C., Shamsudin M. F., Sentosa I.	2020	This study aims at evaluating whether the relationship between brand engagement and brand loyalty is moderated by social media.	The observational findings revealed a non-significant relationship between engaging in social media as a link between brand engagement and brand loyalty. The conclusion of this study showed that managing social media does not strengthen the relationship between commitment and loyalty.	Malaysia	Young female consumers (Gen Y) of Malaysia's modest fashion industry	400	Survey & focus group	Modest Fashion Industry	International Journal of Psychosocial Rehabilitation		brand loyalty and SoMe
Purchase decision towards textile and apparel products	Satheeskumar L.	2019	The main objective of this research would be to investigate the post-purchase consumer behavior in the field of textile and apparel products in the study area and to provide suitable suggestions and recommendations for analysis based on findings.	It was revealed that, in the overall brand loyalty, the majority of respondents pleased with the way the brand is marketed in Chennai City and therefore could be considered impressed among all three regions in textile and apparel brand loyalty.	India	Customers of selected fashion and apparel shops in Chennai, India	500	Interview	Fashion & Apparel	International Journal of Recent Technology and Engineering		brand loyalty and consumer behaviour
Consumer perceptions of luxury brands: An owner-based perspective	Bachmann F., Walsh G., Hammes E.K.	2019	This research builds on an established conceptualization of the second order of luxury values to implement empirically analyze an expanded conceptualization of the owner-based luxury value (OBLV) design. The study draws on the philosophy of brand equity to offer a structural framework of OBLV's attitudinal results in terms of brand loyalty, brand attachment, brand community behavior and brand engagement.	The article shows that awareness of the existence of counterfeiters does not harm the correlation between OBLV and brand loyalty.	Germany	German owners of three luxury brands (Cartier, Louis Vuitton, and Prada).	452	Questionnaire	Luxury Fashion	European Management Journal	1	brand loyalty as part of brand equity
Fashion brands are engaging the millennials: a moderated-mediation model of customer-brand engagement, participation, and involvement	Samala N., Katkam B.S.	2019	The Millennial Generation is fashion oriented. They're very mindful of the brands that they wear and therefore Millennials is searching, posting, educating and exchanging information on social networking sites (SNS) related to the trend. Subsequently, advertisers engage the younger clients to learn or boost motivation and involvement. The study is trying to investigate the role of millennials' customer-brand engagement (CBE) with fashion brands on SNS. At the same time, the study measures the moderating effect of participation rates influencing participation and CBE contributing to brand loyalty.	The study confirms the mediating role of CBE in the relationship between participation and brand loyalty. Different degrees of involvement moderate the mediating role of CBE. Higher levels of involvement enhance the positive effect of participation on CBE.	India	Graduate students of a university in India	466	Questionnaire	Online fashion brand communities	Young Consumers		brand loyalty and SoMe
Analysing the moderating effects of generational cohorts on brand loyalty in the Malaysian footwear industry	Ruixia L., Chen T.S.	2019	This research aims to determine whether cohorts based on generations (Baby Boomers, Generation X, and Millennials) regulate the factors influencing brand loyalty in the footwear market. It further explores whether product quality, product design, price generating, brand identity, quality of service, and store atmosphere are indicators of brand loyalty in Malaysian footwear.	The findings indicate that in the Malaysian footwear industry, four of the predetermined predictors: product quality, product design, brand identity, and store atmosphere significantly influence brand loyalty. Consumers from various age groups (generational cohorts) have reported different purchasing trends and purchase behaviour.	Malaysia	Malaysians between the ages of 14 and 70 that have owned or purchased any form of footwear	200	Questionnaire	Footwear	Jurnal Pengurusan		brand loyalty elements
Affecting brand loyalty intention: The effects of UGC and shopping searches via Facebook	Mazzuchelli A., Chierici R., Ceruti F., Chiachierini C., Godoy B., Pedrazoli D.	2018	In the context of luxury fashion brands, the study seeks to contribute to the knowledge base on social media by creating an empirical examination of the impact of User Generated Content and digital shopping-related queries via Facebook on brand loyalty intent.	Online shopping searches, peer reviews and social networking have been verified to have a huge positive effect on customer trust. In addition, the research highlights a major positive impact between the trust of customers and their brand loyalty intention, aiding marketers to better understand the role of trusted User Generated Content.	Italy, France	Millennial shoppers, aged between 18 and 28 or above who purchased at Victoria's Secret	277	Questionnaire	Luxury Fashion	Journal of Global Fashion Marketing	6	brand loyalty and SoMe
The "little emperor" and the luxury brand: How overt and covert narcissism affect brand loyalty and proneness to buy counterfeits	Fastoso F., Bartkowski B., Wang S.	2018	The paper's aim is to explore how explicit and tacit forms of narcissism differ in their effect on loyalty to luxury brands and proneness to buy counterfeit goods.	Findings demonstrate the need for marketers to more clearly grasp deceptive goals to establish effective strategies to promote brand loyalty and decrease counterfeit usage.	United Kingdom, France	Chinese Generation Y consumers (aged between 18 and 28) who have purchased luxury fashion within the past year.	138	Questionnaire	Luxury Fashion	Psychology and Marketing	4	brand loyalty and consumer behaviour
Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators	Khadim R.A., Hanan M.A., Alriad A., Saleem N., Khadim N.A.	2018	Hence, the study's primary objective was to check Brand Trust (BT) and Brand Value (BE) as mediating role in explaining the more significant effect of social media activity (FCSMC & UGSMC) on brand loyalty (BL).	The results from the SEM Path analyses showed a partial mediation effect for Brand Trust and Brand Equity in the social media contact (FCSMC & UGSMC) and Brand Loyalty relationships.	Pakistan	Customers of different top garment brands (Uniqlo, Outfitters, Levi's) of South Asia region	508	Survey	Fashion	Academy of Strategic Management Journal	2	brand loyalty and some

Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach	Su J., Chang A.	2018	The aim of this paper is to empirically examine the factors influencing the loyalty of fast fashion consumers by analyzing the attitudes and loyalties of US college students in fast fashion.	Result indicated that brand awareness, perceived value, organizational associations and brand uniqueness are the potential causes for the US college students to build consumer loyalty to fast fashion brands.	United States, Taiwan	US college students	419	Survey	Fast Fashion	International Journal of Retail and Distribution Management	12	brand loyalty elements
The mediating role of brand trust and affect in clothing brand loyalty formation: a cross-cultural examination of U.S. and India	Bemur S., Jin B.	2017	This research explores how customer understanding of clothing brand benefits contributes to brand loyalty, and contrasts the cycle between the US and India.	Instead of brand trust, brand affect significantly impacted and mediated the creation of apparel brand loyalty. This study also found country-moderating effects on three routes, indicating that brand-influencing hedonics impact plays a larger role for US shoppers than for Indian consumers.	United States	Students from a Midwestern university in the US (315 cases) and students from colleges affiliated with a university in southern India (325 cases)	640	Questionnaire	Fashion	Journal of the Textile Institute	2	brand loyalty elements
The effects of e-mas customization on consumer perceived value, satisfaction, and loyalty toward luxury brands	Yoo J., Park M.	2016	This study aims to identify the characteristics of the perceived value gained by consumers, and to examine the relationships in an online environment between consumer value and satisfaction and between satisfaction and loyalty.	The study reveals that hedonic, utilitarian, creative achievement, and social value shaped customization satisfaction, which in turn affected brand loyalty. The relation between consumer value and satisfaction varied according to the past loyalty of the consumer and the need for uniqueness.	South Korea	Female online shoppers in South Korea	303	Web based survey	Luxury fashion	Journal of Business Research	26	brand loyalty elements
The impact of country-of-origin image on brand loyalty: evidence from Iran	Esmailpour F., Abdolvand M. A.	2016	The aim of this paper is to explore the impact of country-of-origin (COO) identity on Generation Y's consumers' brand attitude and brand loyalty toward the two categories of luxury fashion brands.	Perception of the development of COO technology is the determinant of attitude towards luxury brands. COO technological development, even influenced by the brand mentality, has an indirect positive impact on the loyalty of luxury brands. Furthermore, the relationship between development of COO technology and congruence of product-origin has a major and positive impact on the attitude of consumers toward the brand.	Iran	Islamic Azad University students born between 1977 and 1994 in Iran	419	Questionnaire	Luxury Fashion Accessories (Watches and Sunglasses)	Asia Pacific Journal of Marketing and Logistics	7	brand loyalty elements
The role of functional and symbolic brand associations on brand loyalty: A study on luxury brands	Esmailpour F.	2015	The goal of this paper is to investigate the effects of functional (perceived quality) and symbolic (personality congruence, user image congruence, brand reputation and brand tribalism) brand associations on the attitude and brand loyalty of Generation Y consumers towards two categories of luxury fashion brands.	The findings of the research show that perceived quality is a reliable measure of brand attitude and brand loyalty. Additionally, personality congruence (through perceived brand quality), brand prestige (through perceived brand quality and brand attitude) and brand tribalism (through brand attitude) have an indirect positive effect on brand loyalty.	Iran	Islamic Azad University students born between 1977 and 1994	450	Questionnaire	Luxury Fashion Accessories (Watches and Sunglasses)	Journal of Fashion Marketing and Management	22	brand loyalty elements
Chinese young consumers' brand loyalty toward sportswear products: A perspective of self-congruity	Lu J., Xu Y.	2015	The goal of this study is to examine the brand loyalty of Chinese young consumers to sportswear products from a self-congruity perspective. With the different performance observed between global and domestic sportswear brands in the Chinese market, this study also aims to investigate the impact of the country of origin on the conduct of young Chinese consumers towards sportswear brands.	The findings of the statistical study indicate a substantial gap between Chinese and global sportswear brands in terms of customer brand affiliation and attitudinal brand loyalty and therefore no major difference was found in terms of customer behavioral brand loyalty.	United States	Young consumers aged 18-24 years, being born between 1990 and 1996, from Shanghai, China	333	Street intercept interviews	Sportswear	Journal of Product and Brand Management	23	brand loyalty and consumer behaviour
Building customer equity through trust in social networking sites: A perspective from Thai consumers	Kannukul C., Jong S., Watchravesingkan K.	2015	The goal of this study is to propose and empirically validate a cognitive-behavioral model of perceived benefits of social networking sites (SNSs), trust in SNSs, brand trust, brand loyalty and consumer equity in Thailand's fast fashion brand communities.	Brand confidence causes a high degree of brand brand loyalty to fast fashion brands, and those consumers with greater brand loyalty were likely to buy the brand's items more often and in higher volumes.	Thailand, Hong Kong, United States	Thai consumers	207	Online survey	Fast fashion	Journal of Research in Interactive Marketing	9	brand loyalty and SoMe
Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations	Giovannini S., Xu Y., Thomas J.	2015	The primary objective of this paper is to investigate the luxury fashion consumption of Generation Y consumers. Specifically, the effect of self-reliant personality characteristics on their brand awareness and the impact of brand awareness on consumer habits in terms of purchase motivation, purchase intention, and brand loyalty.	From a self-concept perspective, this research brings in perspective the luxury fashion consumption behavior of Generation Y consumers. Both public self-consciousness and self-esteem have been identified as having a significant impact on the brand awareness of these consumers and their commitment for luxury consumption and brand loyalty.	United States	Generation Y consumers, who were in the age range of 18-35 at the time of this study	305	Online survey	Luxury fashion	Journal of Fashion Marketing and Management	51	brand loyalty and consumer behaviour
Retail atmospherics: The impact of a brand dictated theme	Foster J., McLelland M. A.	2015	The purpose of this study is to identify the differences of a themed and an unthemed store within the apparel industry and restaurants.	The findings show that using a motif to direct retail store design leads to stronger distinction and greater brand engagement and immersion in the apparel industry. All studies have shown that the themed retailer will thrive from positive marketing results such as consumer satisfaction, brand attitude and brand loyalty. These results are expected to further increase the equity of retail brands.	United States	Study 1: Consumers of Hollister and American Eagle, aged 18-34 in U.S. Study 2: Consumers of Hard Rock Café and Applebee's, aged 20-75 in U.S.	Study 1: 125 Study 2: 125	Online survey	Fashion (offline retail)	Journal of Retailing and Consumer Services	41	brand loyalty and consumer behaviour

Moderating role of product involvement on the relationship between brand personality and brand loyalty	Lada S. Sidin SM., Cheng K. T.G.	2014	The given research aims to examine the mediating role of product engagement in the effect of brand identity and brand loyalty.	Results suggest that the effect of product involvement related to brand personality and brand loyalty is partly moderated, where the impact is greater for low involvement consumer groups than for moderate and high involvement consumer groups for both dimensions of 'excitement' and 'ruggedness'. The present study has also revealed that product involvement increases the direct effect of excitement and ruggedness of brand personality dimension on brand loyalty. Nevertheless, the relative influence of sincerity, competence and sophistication of the company personality aspect on brand loyalty is diminished by product participation.	Malaysia	Consumers aged 18-56	958	Questionnaire	Sportswear	Journal of Internet Banking and Commerce	4	brand loyalty and consumer behaviour
Clothing consumption in two recent EU Member States: A cross-cultural study	Millan E. De Pelsmacker P., Wright L.T.	2013	The purpose of this study is to compare two Eastern European countries, Czech Republic and Bulgaria, in their fashion consumption.	The results show substantial variations in market interest in clothes, preference for functional, utilitarian and hedonistic representations of clothing items, preference for well-known clothing labels, brand loyalty, and the value of clothing characteristics.	United Kingdom, Belgium	Consumers from Czech Republic and Bulgaria aged 18-55.	Czech Republic 1059; Bulgaria 969	Structured face-to-face interviews	Fashion	Journal of Business Research	16	brand loyalty and consumer behaviour
Men's branded underwear: An investigation of factors important to product choice	Hale R., Hodges N.	2013	The aim of this paper is to explore factors that are important to the decision-making stage of product choice for men's branded underwear consumers.	The interview results contributed to the creation of three new thematic areas used to address problems. Factors that are important to participants' decision-making are discussed in relation to their product preferences. A typology of customer profiles was built based on the degree of participation, brand loyalty, gender, evaluation criteria and silhouette choice.	United States	Participants who had purchased men's branded underwear within six months prior to the study in the U.S. aged 23-55	15	Individual in-depth interviews	Fashion	Qualitative Market Research	4	brand loyalty and consumer behaviour
The role of personality congruence, perceived quality and prestige on ready-to-wear brand loyalty	Erdogmus I., Bideyn-Turan I.	2012	The goal of this study is to define the role of functional (perceived quality) and symbolic brand associations (personality congruence and brand prestige) in building brand loyalty in the ready-to-wear sector from the point of view of Generation Y consumers.	The results of the study indicate that perceived quality has a strong beneficial impact on brand loyalty, indicating that appearance and understanding of product quality are crucial to the tastes of Generation Y customers. Personality congruence and brand reputation, however are thought to have an indirect beneficial impact on brand loyalty by mediation of appearance and product quality.	Turkey	Individuals born between 1977 and 1994 in Turkey	564	Structural equation modeling method	Fashion	Journal of Fashion Marketing and Management	29	brand loyalty elements
Influential factors of bra purchasing in older women	Risius D., Thelwell R., Wagsstaff C., Scurr J.	2012	This paper investigates the self-image, purchasing behaviour and brand loyalty of older women in regards to bra purchasing. These factors are being analyzed in retrospect of psychological differentiation to other age groups.	The study concludes that aesthetics, comfort, practicalities of bra purchase, breast support and psychological aspects are the main factors that influence their psychology for purchase intents and creating a relationship with the brand. These requirements are changing with increasing age.	UK	Women aged 45-65 years - UK	5	Focus group and interview	Fashion industry	Journal of Fashion Marketing and Management	9	brand loyalty and consumer behaviour
The role of emotional aspects in younger consumer-brand relationships	Hwang J., Kandampully J.	2012	The study investigates if self-concept connection, emotional attachment and brand love play a relevant role in developing relationships with brands in the context of young consumer luxury brands.	The findings of the analysis reveal that the 3 factors enhance brand loyalty for the young consumers, but the factor's impact level varies. Emotional attachment has the strongest impact, while brand love has the lowest.	USA	Undergraduate students - US (mostly aged 20-24)	107	Questionnaire	Fashion industry	Journal of Product and Brand Management	80	brand loyalty and consumer behaviour
Materialistic, brand engaged and status consuming consumers and clothing behaviors	Goldsmith R.E., Flynn L.R., Clark R.A.	2012	The goal of this paper is to analyze if materialism, brand engagement in self-concept (BESC), and status consumption influence clothing involvement and brand loyalty.	Findings suggest that appealing to these factor does alter the consumer perception and behaviour towards a brand.	USA	Consumers aged from 19 to 62 (21.9 is the mean) - US	292	Questionnaire	Fashion industry	Journal of Fashion Marketing and Management	36	brand loyalty and consumer behaviour
Decision-making styles of young Iranian consumers	Kavkam S.A. M., Seyediavadin S., Saadeghvaziri F.	2011	This study focuses on analyzing which factors contribute to decision making of young Iranian consumers.	Findings reveal that decision making involves the consideration of 7 external factors that manifest themselves in distinct ways, depending on what purpose the items serves, the quality/price considerations and where the consumer is situated in the customer journey for the brand. The 7 factors are: perfectionism consciousness, novelty and fashion consciousness, recreational and hedonistic consciousness, price and value consciousness, impulsiveness and carelessness.	Iran	University students in Iran	600	Questionnaire	Fashion Industry	Business Strategy Series	8	brand loyalty and consumer behaviour
Brand romance: A complementary approach to explain emotional attachment toward brands	Patwardhan H., Balasubramanian S.K.	2011	This paper seeks to explain consumer attraction to brand by using brand romance, a proximal construct to brand loyalty. The premises of the study is that consumer attitude alone does not justify consumer loyalty.	The findings explain that brand romance is highly generated on a theoretical viewpoint where people from close relationships (couples or friendships) influence and can change one's orientation towards a brand. Furthermore, the partner's perspectives, resources and identities become more meaningful and impactful as the relationship becomes deeper.	USA	University students - US	Study 2: 99 Study 3: 112 Study 4: 500	Study 1: Literature review Study 2: Focus group Study 3: Focus group Study 4: Questionnaire	General brands - fashion but also food/drinks and automobiles	Journal of Product and Brand Management	63	brand loyalty and consumer behaviour

An investigation of consumers' website shopping. A view of click-and-mortar company	Doong H.-S., Wang H.-C., Foxall G.R.	2011	This study seeks to investigate a research model that asks how consumer brand loyalty in retail channels may impact the shopping intentions on the brand's website.	Taiwan, United Kingdom	Webstore sample - retail brands	1200	Questionnaire	Retail industry	International Journal of Information Management	22	brand loyalty in an online environment
Status consumption and price sensitivity	Goldsmith R.E., Flynn L.R., Kim D.	2010	The study seeks to determine whether there is a relation between product involvement, product innovation and brand loyalty when it comes to price sensitivity among young consumers in the US.	USA	College students from US - Clothing items	409	Questionnaire	Fashion industry	Journal of Marketing Theory and Practice	65	brand loyalty elements
"Band it like Beckham": The influence of sports celebrities on young adult consumers	Dix S., Phau I., Pougnet S.	2010	The purpose of the study is to see if young consumers' purchase behaviour and purchase intentions can be influenced by sports celebrities that are considered role models.	Australia	University students (17-25)	249	Questionnaire	Retail	Young Consumers	44	brand loyalty and consumer behaviour
Online shopping and moderating role of offline brand trust	Kim S., Jones C.	2009	The purpose of this paper is to examine how consumers perceive the online brand moderation. More specifically, if there is any correlation between the attitude of consumers towards the perceived quality of the brand's website and between the perceived website quality and their intention to shop online.	USA	Young females - retail brands	200	Questionnaire	Fashion industry	Direct Marketing	22	brand loyalty in an online environment
Market segmentation with respect to university students' clothing benefits sought: Shopping orientation, clothing attribute evaluation, and brand reputation	Park H.-H., Sullivan P.	2009	The objective of this paper is to segment and understand the fashion market for university students based on the benefits they wish to gain from them	South Korea & USA	University students - casual apparel market	184	Questionnaire	Fashion industry	International Journal of Retail and Distribution Management	45	brand loyalty elements
Cross-national invariance of the effect of personal collectivistic orientation on brand loyalty and equity: The United States versus South Korean consumers	Yoo B.	2009	The main objective of this paper is to analyze the effect of personal cultural orientation (individualist vs. collectivist) on consumer behaviour on two culturally different countries (USA and South Korea).	USA	College students from US and South Korea - apparel brands	USA 203; South Korea 212	Questionnaire	Fashion industry	Asia Pacific Journal of Marketing and Logistics	33	brand loyalty and consumer behaviour
Consumer-based brand equity: Comparisons among Americans and South Koreans in the USA and South Koreans in Korea	Jung J., Sung E.-Y.	2008	The purpose of this study is to compare and measure consumer-based brand equity on apparel brands for native and non-native citizens (Koreans living in USA and Koreans living in South Korea) from USA (3 consumer groups).	USA	College students - apparel brands	300	Questionnaire	Fashion industry	Journal of Fashion Marketing and Management	56	brand loyalty as part of brand equity
Advertising and millennials	Syrett M., Lammiman J.	2004	The purpose of this paper is to identify features that define the millennials generation and explain how marketers have shaped the generation's attitudes and behaviours.	-	-	-	-	-	Young Consumers	16	Generational background
Product involvement/brand loyalty: Is there a link?	Quester P., Lin Lim A.	2003	The study investigates the relationship, if any, between product involvement and brand loyalty on two different product categories.	Australia	Students - opinions on pants and sneakers	253	Questionnaire	Writing instruments, Fashion industry	Journal of Product & Brand Management	159	brand loyalty and consumer behaviour
Korean women's clothing brand loyalty	oh J., Fiorito S.	2002	The purpose of this study is to understand clothing brands customers buying behaviour, self image, as well as demographics.	USA	Korean women on clothing brands	328	Questionnaire	Clothing industry	Journal of Fashion Marketing and Management: An International Journal	12	brand loyalty elements
Whence consumer loyalty?	Oliver R.L.	1999	To attempt to understand the satisfaction-loyalty continuum, the author discusses what part of the customer satisfaction response has consequences for loyalty and what portion of the loyalty response is due to this satisfaction variable.	-	non-empirical	non-empirical	non-empirical	-	Journal of Marketing	3647	brand loyalty elements



The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty	Chaudhuri A., Holbrook M.B.	2001	The current paper examines the relationship between brand trust, brand affect and brand performance outcomes with a focus on understanding the complementarity role of brand loyalty.	The findings show that when product and brand level variables are related to brand trust and brand impact, they combine to assess purchasing loyalty and attitudinal loyalty. Purchase loyalty, in effect, leads to a higher market share, and attitudinal loyalty leads to a higher relative price for the brand.	United States	1st survey: Actual users 2nd survey: Product managers 3rd survey: Consumers in shopping centers and malls	1st survey: 30 2nd survey: 160 3rd survey: 4470	Three separate surveys	Several industries	Journal of Marketing	2208	brand loyalty elements
The ties that bind: Measuring the strength of consumers' emotional attachments to brands	Thomson M., MacInnis D.J., Park C.W.	2005	The goal of this article is to introduce a new measure that reflects the importance of consumers' emotional attachments to brands.	The article has established that a group of emotion objects are thought to theoretically suggest attachment. The finished 10-item scale represents three interrelated first-order factors labeled Affection, Passion and Connection that correspond to the second-order emotional attachment construct.	United States	Students in the U.S.	Study 1: 68 Study 2: 120 Study 3: 65 Study 4: 184 Study 5: 179	5 surveys	-	Journal of Consumer Psychology	925	brand loyalty and consumer behaviour
Consumer response to negative publicity: The moderating role of commitment	Ahlwalia R., Burnkrant R.E., Umava H.R.	2000	The objectives of this report is to get an insight into how customers react to negative product-related information about the brands they often use.	Results suggest that a dedicated customer will successfully avoid input that is likely to cause switching behavior: negative target information and positive market information. Current research attests to the importance of a customer's dedication or allegiance to a business. Not only does it make it easier for consumers to ignore misleading content, it also increases the effect of positive ads.	United States	Students	Experiment 1: 68 Experiment 2: 71 Experiment 3: 70	Experiments	Fashion	Journal of Marketing Research	477	brand loyalty and consumer behaviour
Customer loyalty and customer loyalty programs	Uncles M.D., Dowling G.R., Hammond K.	2003	The purpose of this paper is to investigate the impact of loyalty programs on customer loyalty and to give managerial implications on which environments loyalty programs might be successful.	The paper reveals the premise of brand acceptance, drawing heavily on behavioral definitions of loyalty, whilst still leading to the formation of weak attitudes and the influence of major contingencies.	Australia, UK	Non-empirical	Non-empirical	Non-empirical	-	Journal of Consumer Marketing	320	brand loyalty elements
The moderating role of commitment on the spillover effect of marketing communications	Ahlwalia R., Umava H.R., Burnkrant R.E.	2001	The purpose of this article is to identify the influence of positive versus negative information in marketing communications and their spillover effect on brand commitment.	Findings suggest that when customers are not familiar with a brand, unfavorable information spills over to characteristics that are correlated with the goal product but are not listed in the message. Nevertheless, there is no positive information. Once buyers are loyal to the brand, negative content is reduced, but positive information spreads more easily to other related qualities.	United States	Experiment 1: Undergraduate students Experiment 2: Local area residents Experiment 3: Undergraduate students	Experiment 1: 59 Experiment 2: 108 Experiment 3: 116	Experiment	Fashion	Journal of Marketing Research	152	brand loyalty and consumer behaviour
What's in and what's out: Questions on the boundaries of the attitude construct	Park C.W., MacInnis D.J.	2006	The purpose of this paper is to investigate the relationship between behavioural attitudes and brand emotional attachment.	The paper describes different classifications of behaviour in people based on the attitudes of consumers. The paper describes that customers undergo behavioural levels and once the top level is reached they can have loyal patronage, resistance to competing alternatives, and forgiveness of mishaps.	n.a.	Non-empirical	Non-empirical	Non-empirical	n.a.	Journal of Consumer Research	100	brand loyalty and consumer behaviour
Male consumer decision-making styles	Bakewell C., Mitchell V.-W.	2004	The paper seeks to close the gap on male consumer's decision making, as empirical research suggests not only that they are an important segment in the fashion industry, but also that certain behaviours can be predicted.	The article reveals that male consumers have a store-loyalty/low-price seeking trait and that marketers need to target men specifically to maintain loyalty through the use of loyalty cards and communication strategies which create greater store/brand awareness and reassurance of low prices. Secondly, price-related loyalty cards and price deal promises would appeal to male buyers - marketers should make price the main focus of their communication plans.	UK	Male undergraduates (18-22)	245	Survey	Fashion industry	International Review of Retail, Distribution and Consumer Research	81	brand loyalty and consumer behaviour
Antecedents of true brand loyalty	Kim J., Morris J.D., Swait J.	2008	The article puts in perspective 6 constructs that supposedly contribute to creating and increasing the loyalty factor of brands for their consumers. The 6 factors are: brand credibility, affective brand conviction, cognitive brand conviction, attitude strength, and brand commitment.	Analysis on the proposed model concluded that that brand loyalty can be considered as truly loyal only when mediated by a high degree of affective and cognitive brand conviction, and attitude strength.	USA	Undergraduate college students	n.a.	Survey	n.a.	Journal of Advertising	79	brand loyalty elements
Some antecedents of price sensitivity	Ramirez E., Goldsmith R.	2009	The purpose of this paper is to analyze price sensitivity with the means of 5 discovered antecedents, brand credibility, affective brand conviction, cognitive brand conviction, attitude strength, and brand commitment.	The study has made tests on a proposed model and concluded that price sensitivity is positively related to brand parity but negatively related to brand loyalty.	USA	2 different samples both containing students - one aged 18-46 and the second ranged from 18-29	156 & 305	Questionnaire	Fashion industry (watches)	Journal of Marketing Theory and Practice	35	brand loyalty elements

The brand loyalty of sportswear in Hong Kong	Lau M.-M., Chang M.-T., Moon K.-L., Liu W.-S.	2006	<p>The paper suggests 2 types of consumers: hard-core loyal consumers and brand switchers. The purpose of the study is to explore brand loyalty behaviour on these two groups and understand which of the brand loyalty factors are they most respondent to. The brand loyalty factors are: brand name, product quality, price, style, store environment, promotion and service quality.</p> <p>The goal of this analysis is to recognize the influences that have an impact on the customer when making a purchasing decision on branded fashion products.</p>	Hong Kong	University students - aged from 18 to 24	280	Questionnaire	Fashion industry - Sportswear	Journal of Textile and Apparel, Technology and Management	8	brand loyalty elements
The influence of brands in the fashion purchasing process	Mullarkey G. W.	2001	<p>A number of focus groups identified six main factors in the choosing of fashion brands: rational, product, cognitive, environmental, peer and cultural, separated into internal and external factors that contribute to brand equity.</p>		Students aged 18-24	4-7 in each focus group	Focus groups	Fashion	University of Auckland Business Review	2	brand loyalty and consumer behaviour

## Appendix 2: Survey

Dear participant,

Thank you for your time!

We are currently writing our master thesis at Aalborg University and doing a research about consumer behaviour in the fashion industry. We ensure that your answers are only used for the purpose of this master thesis and we do not track back individual answers.

The survey will take 7-10 minutes.

We know your time is very valuable, therefore we will draw 3 participants and reward them with a Zalando voucher worth of 100DKK each as a token of appreciation.

If you would like to participate and have a chance to win, please insert your e-mail address at the end of the survey.

Andrei & Annika

### What is your gender?

- (1) ☐ Male
- (2) ☐ Female
- (3) ☐ Prefer not to say
- (4) ☐ Other

### In which year were you born?

- (2) ☐ 1981 - 1996
- (1) ☐ 1997 - 2015

### How do you feel about the following statements?

	I strongly disagree	I disagree	Neither agree nor disagree	I agree	I strongly agree
I think shopping is a very pleasant experience.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
Shopping is boring.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Shopping itself is an enjoyable activity regardless of product purchase.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I enjoy looking around at new products.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
When I am sad, I feel better if I go shopping.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I enjoy looking around a shopping center without having a specific plan to buy something.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I think shopping is a waste of time.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**When you buy a pair of pants, what is your favorite brand? Please only state one brand.**

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**How do you feel about the following statements?**

**Please imagine your favorite brand for pants while answering these questions.**

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
The typical user of the brand reflects the type of person who I am.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I like to see myself as a typical user of the brand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The image of the brand users corresponds to my self-image in many respects.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I like to be known as the brand user.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I feel a close connection to the brand users.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**How do you feel about the following statements?**

**Please imagine your favorite brand for pants while answering these questions.**

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
Products having this brand's name are of good quality.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The fabric used in this brand's products is of good quality.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
The brand's construction quality is good.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's products are flawless.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's products are durable.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's products are reliable.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**How do you feel about the following statements?**

**Please imagine your favorite brand for pants while answering these questions.**

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
The brand provides good value for money.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's prices do not affect my purchase decisions.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's pants are reasonably priced.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Even if the prices of the brand's pants were to increase, I would still continue purchasing from the same brand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
If alternative brands are on discount, I would still purchase from my preferred brand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

How do you feel about the following statements?

Please imagine your favorite brand for pants while answering these questions.

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
The brand's stores have good locations and are easy to access.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's stores interior displays are attractive.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's stores colour schemes are pleasing.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's store's lighting are pleasing to me.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's stores environment makes it pleasurable to shop in.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

How do you feel about the following statements?

Please imagine your favorite brand for pants while answering these questions.

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
The website displays a visually pleasing design.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The website is visually appealing.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The website projects an image consistent with the retailer's image.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The website fits with my image of the retailer.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**How do you feel about the following statements?**

**Please imagine your favorite brand for pants while answering these questions.**

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
Promises made by the brand's Social Media page are likely to be reliable.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I do not doubt the honesty of the brand's Social Media page.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I expect that the advice given by the brand's Social Media page is its best judgement.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>



	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
I believe the brand's Social Media page have my information safety in minds.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's Social Media page give me an impression that it keeps my privacy information safe.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand's Social Media page is trustworthy.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**How do you feel about the following statements?**

**Please imagine your favorite brand for pants while answering these questions.**

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
The brand delivers what it promises.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The brand product claims are believable.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Ads about the brand are not believable.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
My experiences with this brand make me skeptical of their claims.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

	I strongly disagree	I disagree	Neither agree nor disagree	I agree	I strongly agree
This brand has a name you can trust.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

How do you feel about the following statements?

Please imagine your favorite brand for pants while answering these questions.

	I strongly disagree	I disagree	Neither agree nor disagree	I agree	I strongly agree
If there is another brand as good as this brand, I still prefer to buy this brand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

Even if another brand has same features as this brand, I would prefer to buy this brand if I need a product of this nature.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
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If another brand is not different from this brand anyway, it seems smarter to purchase this brand if I need a product of this nature.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
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How do you feel about the following statements?

Please imagine your favorite brand for pants while answering these questions.

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
I really like to talk about the brand with others.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I am always interested in learning more about the brand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I recommend the brand to someone who seeks my advice.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**How do you feel about the following statements?**

**Please imagine your favorite brand for pants while answering these questions.**

	<b>I strongly disagree</b>	<b>I disagree</b>	<b>Neither agree nor disagree</b>	<b>I agree</b>	<b>I strongly agree</b>
This brand is the one brand I would prefer to buy.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I buy this brand whenever I can.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
I consider myself loyal to this brand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

Thank you for your participation! :)

If you would like to win 1 out of 3 gift cards for Zalando, please state your email address below.

We will draw 3 winners after the survey has ended and will notify the winners by email latest 02.06.20.

Have a great day!

Andrei & Annika

### Appendix 3: Male brand preferences within both generations

Male brand preferences						
Brand name	Generation Y		Generation Z		Total	
	N	%	N	%	N	%
Shaping New Tomorrow	15	19,0%	7	18,4%	22	18,8%
No preference	14	17,7%	5	13,2%	19	16,2%
Levi's	10	12,7%	8	21,1%	18	15,4%
Jack & Jones	3	3,8%	4	10,5%	7	6,0%
H&M	4	5,1%	1	2,6%	5	4,3%
Only & Sons	3	3,8%	1	2,6%	4	3,4%
Weekday	3	3,8%	1	2,6%	4	3,4%
Tee shoppen	1	1,3%	1	2,6%	2	1,7%
Gabba	1	1,3%	1	2,6%	2	1,7%
Tiger of Sweden	3	3,8%			3	3,8%
Zara	3	3,8%			3	3,8%
Bertoni	2	2,5%			2	2,5%
Cheap Monday	2	2,5%			2	2,5%
ASOS	2	2,5%			2	2,5%
Superdry	1	1,3%			1	1,3%
Under armour	1	1,3%			1	1,3%
Han Kjøbenhavn	1	1,3%			1	1,3%
Brdr. Simonsen	1	1,3%			1	1,3%
Bershka	1	1,3%			1	1,3%
G-Star	1	1,3%			1	1,3%
Uniqlo	1	1,3%			1	1,3%
Adias	1	1,3%			1	1,3%
Polo Ralph Lauren	1	1,3%			1	1,3%
Nike	1	1,3%			1	1,3%
Prana	1	1,3%			1	1,3%
Lee	1	1,3%			1	1,3%
Vans	1	1,3%			1	1,3%
Carhartt	1	1,3%			1	1,3%
Wrangler					1	2,6%
Calvin Klein			1	2,6%	1	2,6%
Desigual			1	2,6%	1	2,6%
Wood wood			1	2,6%	1	2,6%
Hugo Boss			1	2,6%	1	2,6%
MVP			1	2,6%	1	2,6%

Saint Laurent		1	2,6%	1	2,6%
Acne Studio		1	2,6%	1	2,6%
Lindbergh		1	2,6%	1	2,6%

N=117

## Appendix 4: Female brand preferences within both generations

### Female brand preferences

Brand name	Generation Y		Generation Z		Total	
	N	%	N	%	N	%
Levi's	18	14,8%	4	8,9%	22	13,2%
Gina Tricot	14	11,5%	5	11,1%	19	11,4%
No preference	10	8,2%	6	13,3%	16	9,6%
H&M	8	6,6%	6	13,3%	14	8,4%
Only	6	4,9%	5	11,1%	11	6,6%
Monki	6	4,9%	3	6,7%	9	5,4%
Weekday	5	4,1%	1	2,2%	6	3,6%
Zara	5	4,1%	1	2,2%	6	3,6%
Vero Moda	4	3,3%	1	2,2%	5	3,0%
Pieces	2	1,6%	2	4,4%	4	2,4%
Topshop	1	0,8%	2	4,4%	3	1,8%
Samsøe samsøe	1	0,8%	1	2,2%	2	1,2%
Won Hundred	1	0,8%	1	2,2%	2	1,2%
Dr. Denim	3	2,5%				
Tommy Hilfiger	2	1,6%				
Pull & Bear	2	1,6%				
Zalando	2	1,6%				
Lee	1	0,8%				
Red by EMP	1	0,8%				
Cheap Monday	1	0,8%				
Kings of Indigo	1	0,8%				
River Island	1	0,8%				
Zizzi	1	0,8%				
Asos	1	0,8%				
Inditex	1	0,8%				
Wrangler	1	0,8%				
Laurie	1	0,8%				

Bershka	1	0,8%		
New Yorker	1	0,8%		
Five units	1	0,8%		
Pulz jeans	1	0,8%		
Ivy	1	0,8%		
Mosh Mosh	1	0,8%		
The Ragged Priest	1	0,8%		
Fjallraven	1	0,8%		
Adidas	1	0,8%		
contigo	1	0,8%		
Mango	1	0,8%		
Primark	1	0,8%		
VRS	1	0,8%		
Acne Studio	1	0,8%		
Lucy & Yak	1	0,8%		
OYSHO	1	0,8%		
Boody	1	0,8%		
Asos	1	0,8%		
Stradivarius	1	0,8%		
Pepe jeans	1	0,8%		
Uniqlo	1	0,8%		
Nike	1	0,8%		
& other stories			1	2,2%
Nelly			1	2,2%
NA-KD			1	2,2%
Global Funk			1	2,2%
Part two			1	2,2%
Stine Goya			1	2,2%
Selected femme			1	2,2%

N=167

## Appendix 5: Survey results: Hedonic Values

Hedonic Values	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
H1: I think shopping is a very pleasant experience.	I strongly disagree	9	4%	2	2%
	I disagree	28	14%	14	16%
	Neither agree nor disagree	42	21%	22	25%
	I agree	91	45%	32	37%
	I strongly agree	31	15%	17	20%
H2: Shopping is boring.	I strongly disagree	32	16%	11	13%
	I disagree	91	45%	40	46%
	Neither agree nor disagree	43	21%	15	17%
	I agree	28	14%	19	22%
	I strongly agree	7	3%	2	2%
H3: Shopping itself is an enjoyable activity regardless of product purchase.	I strongly disagree	19	9%	13	15%
	I disagree	63	31%	26	30%
	Neither agree nor disagree	39	19%	19	22%
	I agree	69	34%	23	26%
	I strongly agree	11	5%	6	7%
H4: I enjoy looking around at new products.	I strongly disagree	6	3%	4	5%
	I disagree	19	9%	6	7%
	Neither agree nor disagree	34	17%	12	14%
	I agree	98	49%	49	56%
	I strongly agree	44	22%	16	18%
H5: When I am sad, I feel better if I go shopping.	I strongly disagree	50	25%	27	31%
	I disagree	48	24%	23	26%
	Neither agree nor disagree	41	20%	20	23%
	I agree	52	26%	11	13%
	I strongly agree	10	5%	6	7%
H6: I enjoy looking around a shopping center without having a specific plan to buy something.	I strongly disagree	28	14%	15	17%
	I disagree	39	19%	11	13%
	Neither agree nor disagree	34	17%	16	18%
	I agree	75	37%	29	33%
	I strongly agree	25	12%	16	18%
H7: I think shopping is a waste of time.	I strongly disagree	35	17%	22	25%
	I disagree	80	40%	25	29%
	Neither agree nor disagree	48	13%	28	32%
	I agree	27	13%	11	13%
	I strongly agree	11	5%	1	1%

N=288



## Appendix 6: Survey results: Brand Self-Congruity

Brand Self-Congruity	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
Sc1: The typical user of the brand reflects the type of person who I am.	I strongly disagree	19	9%	13	15%
	I disagree	39	19%	17	20%
	Neither agree nor disagree	73	36%	35	40%
	I agree	63	31%	20	23%
	I strongly agree	7	3%	2	2%
Sc2: I like to see myself as a typical user of the brand.	I strongly disagree	14	7%	9	10%
	I disagree	37	18%	16	18%
	Neither agree nor disagree	72	36%	31	36%
	I agree	68	34%	27	31%
	I strongly agree	10	5%	4	5%
Sc3: The image of the brand users corresponds to my self-image in many respects.	I strongly disagree	21	10%	12	14%
	I disagree	53	26%	25	29%
	Neither agree nor disagree	61	30%	27	31%
	I agree	58	29%	20	23%
	I strongly agree	8	4%	3	3%
Sc4: I like to be known as the brand user.	I strongly disagree	40	20%	21	24%
	I disagree	48	24%	19	22%
	Neither agree nor disagree	77	38%	33	38%
	I agree	29	14%	12	14%
	I strongly agree	7	3%	2	2%
Sc5: I feel a close connection to the brand users.	I strongly disagree	58	29%	31	36%
	I disagree	64	32%	25	29%
	Neither agree nor disagree	59	29%	24	28%
	I agree	19	9%	7	8%
	I strongly agree	1	0%	0	0%

N=288

## Appendix 7: Survey results: Price

Price	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
P1: The brand provides good value for money.	I strongly disagree	2	1%	2	2%
	I disagree	5	2%	3	3%
	Neither agree nor disagree	38	19%	21	24%
	I agree	113	56%	43	49%
	I strongly agree	43	21%	18	21%
P2: The brand's prices do not affect my purchase decisions.	I strongly disagree	30	15%	20	23%
	I disagree	84	42%	34	39%
	Neither agree nor disagree	47	23%	22	25%
	I agree	29	14%	10	11%
	I strongly agree	11	5%	1	1%
P3: The brand's pants are reasonably priced.	I strongly disagree	3	1%	3	3%
	I disagree	17	8%	9	10%
	Neither agree nor disagree	52	26%	18	21%
	I agree	95	47%	48	55%
	I strongly agree	34	17%	9	10%
P4: Even if the prices of the brand's pants were to increase, I would still continue purchasing from the same brand.	I strongly disagree	17	8%	11	13%
	I disagree	52	26%	22	25%
	Neither agree nor disagree	73	36%	27	31%
	I agree	54	27%	23	26%
	I strongly agree	5	2%	4	5%
P5: If alternative brands are on discount, I would still purchase from my preferred brand.	I strongly disagree	18	9%	12	14%
	I disagree	69	34%	26	30%
	Neither agree nor disagree	55	27%	19	22%
	I agree	48	24%	24	28%
	I strongly agree	11	5%	6	7%

N=288

## Appendix 8: Survey results: Perceived Quality

Perceived Quality	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
Q1: Products having this brand's name are of good quality.	I strongly disagree	3	1%	3	3%
	I disagree	10	5%	10	11%
	Neither agree nor disagree	51	25%	18	21%
	I agree	96	48%	35	40%
	I strongly agree	41	20%	21	24%
Q2: The fabric used in this brand's products is of good quality.	I strongly disagree	0	0%	2	2%
	I disagree	9	4%	5	6%
	Neither agree nor disagree	49	24%	19	22%
	I agree	105	52%	38	44%
	I strongly agree	38	19%	23	26%
Q3: The brand's construction quality is good.	I strongly disagree	1	0%	2	2%
	I disagree	12	6%	4	5%
	Neither agree nor disagree	48	24%	25	29%
	I agree	113	56%	33	38%
	I strongly agree	27	13%	23	26%
Q4: The brand's products are flawless.	I strongly disagree	6	3%	7	8%
	I disagree	58	29%	21	24%
	Neither agree nor disagree	85	42%	25	29%
	I agree	44	22%	27	31%
	I strongly agree	8	4%	7	8%
Q5: The brand's products are durable.	I strongly disagree	2	1%	2	2%
	I disagree	14	7%	9	10%
	Neither agree nor disagree	46	23%	21	24%
	I agree	109	54%	35	40%
	I strongly agree	30	15%	20	23%
Q6: The brand's products are reliable.	I strongly disagree	0	0%	2	2%
	I disagree	5	2%	3	3%
	Neither agree nor disagree	43	21%	22	25%
	I agree	132	66%	43	49%
	I strongly agree	21	10%	17	20%

N=288

## Appendix 9: Survey results: Offline Store Environment

Offline Store Environment	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
Offs1: The brand's stores have good locations and are easy to access.	I strongly disagree	11	5%	5	6%
	I disagree	16	8%	13	15%
	Neither agree nor disagree	51	25%	23	26%
	I agree	87	43%	34	39%
	I strongly agree	36	18%	12	14%
Offs2: The brand's stores interior displays are attractive.	I strongly disagree	4	2%	3	3%
	I disagree	16	8%	3	3%
	Neither agree nor disagree	75	37%	33	38%
	I agree	81	40%	36	41%
	I strongly agree	25	12%	12	14%
Offs3: The brand's stores colour schemes are pleasing.	I strongly disagree	2	1%	2	2%
	I disagree	13	6%	2	2%
	Neither agree nor disagree	73	36%	36	41%
	I agree	83	41%	37	43%
	I strongly agree	30	15%	10	11%
Offs4: The brand's store's lighting are pleasing to me.	I strongly disagree	2	1%	1	1%
	I disagree	21	10%	4	5%
	Neither agree nor disagree	90	45%	41	47%
	I agree	74	37%	36	41%
	I strongly agree	14	7%	5	6%
Offs5: The brand's stores environment makes it pleasurable to shop in.	I strongly disagree	5	2%	2	2%
	I disagree	18	9%	7	8%
	Neither agree nor disagree	91	45%	40	46%
	I agree	72	36%	33	38%
	I strongly agree	15	7%	5	6%

N=288

## Appendix 10: Survey results: Online Store Environment

Online Store Environment	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
Ons1: The website displays a visually pleasing design.	I strongly disagree	4	2%	1	1%
	I disagree	12	6%	5	6%
	Neither agree nor disagree	72	36%	30	34%
	I agree	100	50%	40	46%
	I strongly agree	13	6%	11	13%
Ons2: The website is visually appealing.	I strongly disagree	4	2%	1	1%
	I disagree	8	4%	5	6%
	Neither agree nor disagree	73	36%	30	34%
	I agree	100	50%	41	47%
	I strongly agree	16	8%	10	11%
Ons3: The website projects an image consistent with the retailer's image.	I strongly disagree	2	1%	2	2%
	I disagree	3	1%	3	3%
	Neither agree nor disagree	79	39%	38	44%
	I agree	100	50%	40	46%
	I strongly agree	17	8%	4	5%
Ons4: The website fits with my image of the retailer.	I strongly disagree	2	1%	1	1%
	I disagree	9	4%	1	1%
	Neither agree nor disagree	81	40%	38	44%
	I agree	96	48%	43	49%
	I strongly agree	13	6%	4	5%

N=288

## Appendix 11: Survey results: Online Trust

Online Trust	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
Ton1: Promises made by the brand's Social Media page are likely to be reliable.	I strongly disagree	4	2%	1	1%
	I disagree	10	5%	7	8%
	Neither agree nor disagree	105	52%	50	57%
	I agree	66	33%	22	25%
	I strongly agree	16	8%	7	8%
Ton2: I do not doubt the honesty of the brand's Social Media page.	I strongly disagree	6	3%	3	3%
	I disagree	22	11%	8	9%
	Neither agree nor disagree	102	51%	50	57%
	I agree	63	31%	20	23%
	I strongly agree	8	4%	6	7%
Ton3: I expect that the advice given by the brand's Social Media page is its best judgement.	I strongly disagree	9	4%	3	3%
	I disagree	23	11%	9	10%
	Neither agree nor disagree	112	56%	48	55%
	I agree	51	25%	23	26%
	I strongly agree	6	3%	4	5%
Ton4: I believe the brand's Social Media page have my information safety in minds.	I strongly disagree	9	4%	3	3%
	I disagree	20	10%	8	9%
	Neither agree nor disagree	116	58%	49	56%
	I agree	48	24%	23	26%
	I strongly agree	8	4%	4	5%
Ton5: The brand's Social Media page give me an impression that it keeps my privacy information safe.	I strongly disagree	9	4%	3	3%
	I disagree	18	9%	3	3%
	Neither agree nor disagree	123	61%	54	62%
	I agree	44	22%	24	28%
	I strongly agree	7	3%	3	3%
Ton6: The brand's Social Media page is trustworthy.	I strongly disagree	6	3%	2	2%
	I disagree	10	5%	2	2%
	Neither agree nor disagree	108	54%	44	51%
	I agree	67	33%	30	34%
	I strongly agree	10	5%	9	10%

N=288

## Appendix 12: Survey results: Offline Trust

Offline Trust	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
Toff1: The brand delivers what it promises.	I strongly disagree	0	0%	1	1%
	I disagree	4	2%	1	1%
	Neither agree nor disagree	39	19%	17	20%
	I agree	132	66%	52	60%
	I strongly agree	26	13%	16	18%
Toff2: The brand product claims are believable.	I strongly disagree	1	0%	0	0%
	I disagree	5	2%	2	2%
	Neither agree nor disagree	46	23%	26	30%
	I agree	129	64%	47	54%
	I strongly agree	20	10%	12	14%
Toff3: Ads about the brand are not believable.	I strongly disagree	10	5%	9	10%
	I disagree	82	41%	32	37%
	Neither agree nor disagree	93	46%	38	44%
	I agree	13	6%	7	8%
	I strongly agree	3	1%	1	1%
Toff4: My experiences with this brand make me skeptical of their claims.	I strongly disagree	24	12%	16	18%
	I disagree	103	51%	40	46%
	Neither agree nor disagree	59	29%	24	28%
	I agree	15	7%	7	8%
	I strongly agree	0	0%	0	0%
Toff5: This brand has a name you can trust.	I strongly disagree	1	0%	1	1%
	I disagree	9	4%	3	3%
	Neither agree nor disagree	55	27%	26	30%
	I agree	115	57%	42	48%
	I strongly agree	21	10%	15	17%

N=288

## Appendix 13: Survey results: Satisfaction

Satisfaction	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
S1: If there is another brand as good as this brand, I still prefer to buy this brand.	I strongly disagree	11	5%	12	14%
	I disagree	78	39%	34	39%
	Neither agree nor disagree	65	32%	23	26%
	I agree	38	19%	17	20%
	I strongly agree	9	4%	1	1%
S2: Even if another brand has same features as this brand, I would prefer to buy this brand if I need a product of this nature.	I strongly disagree	12	6%	10	11%
	I disagree	80	40%	31	36%
	Neither agree nor disagree	55	27%	24	28%
	I agree	48	24%	22	25%
	I strongly agree	6	3%	0	0%
S3: If another brand is not different from this brand anyway, it seems smarter to purchase this brand if I need a product of this nature.	I strongly disagree	10	5%	5	6%
	I disagree	47	23%	24	28%
	Neither agree nor disagree	78	39%	35	40%
	I agree	54	27%	21	24%
	I strongly agree	12	6%	2	2%

N=288

## Appendix 14: Survey results: Engagement

Engagement	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
E1: I really like to talk about the brand with others.	I strongly disagree	50	25%	22	25%
	I disagree	71	35%	27	31%
	Neither agree nor disagree	46	23%	20	23%
	I agree	29	14%	17	20%
	I strongly agree	5	2%	1	1%
E2: I am always interested in learning more about the brand.	I strongly disagree	56	28%	19	22%
	I disagree	69	34%	31	36%
	Neither agree nor disagree	38	19%	25	29%
	I agree	33	16%	10	11%
	I strongly agree	5	2%	2	2%
E3: I recommend the brand to someone who seeks my advice.	I strongly disagree	11	5%	11	13%
	I disagree	14	7%	8	9%
	Neither agree nor disagree	44	22%	12	14%
	I agree	115	57%	47	54%
	I strongly agree	17	8%	9	10%



N=288

## Appendix 15: Survey results: Brand Loyalty

Brand Loyalty	Measurement	Generation Y		Generation Z	
		N	Percentage	N	Percentage
L1: This brand is the one brand I would prefer to buy.	I strongly disagree	23	11%	9	10%
	I disagree	35	17%	18	21%
	Neither agree nor disagree	52	26%	22	25%
	I agree	76	38%	30	34%
	I strongly agree	15	7%	8	9%
L2: I buy this brand whenever I can.	I strongly disagree	24	12%	17	20%
	I disagree	46	23%	23	26%
	Neither agree nor disagree	60	30%	22	25%
	I agree	59	29%	21	24%
	I strongly agree	12	6%	4	5%
L3: I consider myself loyal to this brand.	I strongly disagree	28	14%	22	25%
	I disagree	59	29%	24	28%
	Neither agree nor disagree	57	28%	22	25%
	I agree	48	24%	18	21%
	I strongly agree	9	4%	1	1%

N=288

## Appendix 16: Test of Normality -Shapiro Wilk

Tests of Normality

	Age	Shapiro-Wilk		
		Statistic	df	Sig.
Hedonic_Values	1997-2015	0,989	87	0,667
	1981-1996	0,976	201	0,002
Brand_Self_Congruity	1997-2015	0,975	87	0,094
	1981-1996	0,983	201	0,014
Perceived_Quality	1997-2015	0,957	87	0,006
	1981-1996	0,979	201	0,005
Price	1997-2015	0,973	87	0,066
	1981-1996	0,977	201	0,002
Offline_Store_Environment	1997-2015	0,948	87	0,002
	1981-1996	0,971	201	0
Online_Store_Environment	1997-2015	0,907	87	0
	1981-1996	0,916	201	0
Online_Trust	1997-2015	0,879	87	0
	1981-1996	0,921	201	0
Offline_Trust	1997-2015	0,974	87	0,073
	1981-1996	0,971	201	0
Satisfaction	1997-2015	0,962	87	0,011
	1981-1996	0,97	201	0
Engagement	1997-2015	0,955	87	0,004
	1981-1996	0,977	201	0,002
Brand_Loyalty	1997-2015	0,95	87	0,002
	1981-1996	0,969	201	0

\* This is a lower bound of the true significance.

a Lilliefors Significance Correction

## Appendix 17: Test of Homogeneity of Variances

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Hedonic _Values	Based on Mean	0,205	1	286	0,651
	Based on Median	0,108	1	286	0,742
	Based on Median and with adjusted df	0,108	1	284,189	0,742
	Based on trimmed mean	0,186	1	286	0,667
Brand_Self_Congruity	Based on Mean	0,028	1	286	0,867
	Based on Median	0,051	1	286	0,821
	Based on Median and with adjusted df	0,051	1	285,824	0,821
	Based on trimmed mean	0,033	1	286	0,856
Perceived_Quality	Based on Mean	10,158	1	286	0,002
	Based on Median	10,138	1	286	0,002
	Based on Median and with adjusted df	10,138	1	260,002	0,002
	Based on trimmed mean	10,243	1	286	0,002
Price	Based on Mean	1,067	1	286	0,302
	Based on Median	0,899	1	286	0,344
	Based on Median and with adjusted df	0,899	1	285,836	0,344
	Based on trimmed mean	1,130	1	286	0,289
Offline_Store_Environment	Based on Mean	0,745	1	286	0,389
	Based on Median	0,601	1	286	0,439
	Based on Median and with adjusted df	0,601	1	285,952	0,439
	Based on trimmed mean	0,751	1	286	0,387
Online_Store_Environment	Based on Mean	0,116	1	286	0,734
	Based on Median	0,001	1	286	0,970

	Based on Median and with adjusted df	0,001	1	282,707	0,970
	Based on trimmed mean	0,108	1	286	0,743
Online_Trust	Based on Mean	0,003	1	286	0,954
	Based on Median	0,022	1	286	0,883
	Based on Median and with adjusted df	0,022	1	284,223	0,883
	Based on trimmed mean	0,003	1	286	0,955
Offline_Trust	Based on Mean	2,772	1	286	0,097
	Based on Median	2,767	1	286	0,097
	Based on Median and with adjusted df	2,767	1	286,000	0,097
	Based on trimmed mean	2,770	1	286	0,097
Satisfaction	Based on Mean	0,275	1	286	0,600
	Based on Median	0,391	1	286	0,532
	Based on Median and with adjusted df	0,391	1	283,403	0,532
	Based on trimmed mean	0,266	1	286	0,606
Engagement	Based on Mean	1,914	1	286	0,168
	Based on Median	2,024	1	286	0,156
	Based on Median and with adjusted df	2,024	1	284,137	0,156
	Based on trimmed mean	1,949	1	286	0,164
Brand_Loyalty	Based on Mean	1,472	1	286	0,226
	Based on Median	1,328	1	286	0,250
	Based on Median and with adjusted df	1,328	1	285,828	0,250
	Based on trimmed mean	1,466	1	286	0,227

## Appendix 18: Robust Tests of Equality of Means

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Hedonic_Values	Welch	0,125	1	169,331	0,724
Brand_Self_Congruity	Welch	1,820	1	162,204	0,179
Perceived_Quality	Welch	0,000	1	126,870	1,000
Price	Welch	1,372	1	148,902	0,243
Offline_Store_Environment	Welch	0,068	1	169,129	0,794
Online_Store_Environment	Welch	0,000	1	161,241	0,993
Online_Trust	Welch	0,449	1	161,564	0,504
Offline_Trust	Welch	0,289	1	147,381	0,592
Satisfaction	Welch	2,509	1	161,311	0,115
Engagement	Welch	0,017	1	146,813	0,895
Brand_Loyalty	Welch	2,554	1	158,751	0,112

a. Asymptotically F distributed.

## Appendix 19: ANOVA

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Hedonic_Values	Between Groups	0,085	1	0,085	0,121	0,728
	Within Groups	200,914	286	0,702		
	Total	200,999	287			
Brand_Self_congruity	Between Groups	1,204	1	1,204	1,832	0,177
	Within Groups	187,996	286	0,657		
	Total	189,200	287			
Perceived_Quality	Between Groups	0,000	1	0,000	0,000	0,999
	Within Groups	137,546	286	0,481		
	Total	137,546	287			
Price	Between Groups	0,619	1	0,619	1,493	0,223
	Within Groups	118,541	286	0,414		
	Total	119,159	287			
Offline_Store_Environment	Between Groups	0,029	1	0,029	0,066	0,797
	Within Groups	127,486	286	0,446		
	Total	127,515	287			
Online_Store_Environment	Between Groups	0,000	1	0,000	0,000	0,993
	Within Groups	116,361	286	0,407		
	Total	116,361	287			
Online_Trust	Between Groups	0,181	1	0,181	0,453	0,501
	Within Groups	113,893	286	0,398		
	Total	114,074	287			
Offline_Trust	Between Groups	0,093	1	0,093	0,317	0,574
	Within Groups	83,440	286	0,292		
	Total	83,533	287			
Satisfaction	Between Groups	1,700	1	1,700	2,538	0,112
	Within Groups	191,595	286	0,670		
	Total	193,295	287			

Engagement	Between Groups	0,015	1	0,015	0,019	0,890
	Within Groups	217,420	286	0,760		
	Total	217,435	287			
Brand_Loyalty	Between Groups	2,305	1	2,305	2,619	0,107
	Within Groups	251,649	286	0,880		
	Total	253,953	287			

## Appendix 20: Mann-Whitney U Test

Test Statistics <sup>a</sup>											
	Hedonic_Values	Brand_Self_Congruity	Perceiyved_Quality	Price	Offline_Store_Environment	Online_Store_Environment	Online_Trust	Offline_Trust	Satisfaction	Engagement	Brand_Loyalty
Mann-Whitney U	8286,000	7861,000	8481,500	8304,500	8519,000	8705,000	8318,500	8383,500	8012,500	8588,500	7912,000
Wilcoxon W	12114,000	11689,000	28782,500	12132,500	12347,000	12533,000	28619,500	28684,500	11840,500	28889,500	11740,000
Z	-0,706	-1,364	-0,405	-0,681	-0,349	-0,061	-0,677	-0,560	-1,138	-0,241	-1,290
Asymp. Sig. (2-tailed)	0,480	0,173	0,685	0,496	0,727	0,951	0,498	0,576	0,255	0,810	0,197
a. Grouping Variable: Age											