

## **A STUDY ON THE PERCEIVED BRAND ATTACHMENT AND CUSTOMERS LOYALTY TOWARDS FASHION RETAILS**

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### **ABSTRACT**

This study focuses on perceived brand attachment and its influence on customer loyalty in the fashion retail sector. In today's competitive fashion market, brands aim to build strong emotional connections with customers in order to increase loyalty and long-term relationships. Brand attachment plays an important role in shaping consumer attitudes, preferences, and repeat purchasing behaviour. The main objective of this study is to examine how factors such as brand image, product quality, price, advertisement, and emotional connection influence brand attachment and customer loyalty among consumers in fashion retail. The research adopts a descriptive research design and primary data was collected through a structured questionnaire from 100 respondents. Various statistical tools such as percentage analysis, Likert scale analysis, ranking method, and chi-square test were used to analyse the collected data. The findings of the study indicate that emotional attachment, brand trust, product quality, and attractive marketing strategies significantly influence customer loyalty. Customers who feel emotionally connected to a fashion brand are more likely to prefer the same brand and recommend it to others. The study highlights that building a strong brand relationship helps fashion retailers improve customer satisfaction, increase repeat purchases, and strengthen brand loyalty. Overall, perceived brand attachment is an important factor that contributes to long-term customer loyalty and competitive advantage in the fashion retail industry.

### **KEYWORDS**

Perceived Brand Attachment, Customer Loyalty, Fashion Retail, Brand Preference, Consumer Behaviour, Brand Image, Emotional Connection, Brand Trust.

### **INTRODUCTION**

In today's highly competitive retail environment, the fashion industry has emerged as one of the fastest growing and most dynamic sectors. Fashion retailing is no longer limited to selling apparel and accessories; it now focuses on creating meaningful relationships between brands and customers. Now a days fashion retail tries to build emotional relationship with their customers to keep them loyal with the rapid growth of shopping malls, branded outlets, and online fashion platforms, consumers are exposed to a wide variety of fashion retailers offering similar products at competitive prices. In such a scenario, developing a strong emotional connection with customers has become a crucial factor for the long-term success of fashion retailers.

Brand attachment refers to the emotional bond that consumers develop with a particular brand over time. Positive brand attachment occurs when customers feel emotionally connected, satisfied, and confident with a brand, leading to trust and preference

## **STATEMENT OF PROBLEM**

- 1.The fashion retail industry is highly competitive, with many brands offering similar products and styles. Customers are often influenced by trends and price changes, which affect their brand attachment. This creates a challenge for brands to maintain long-term customer loyalty.
- 2.Many customers develop emotional connections with fashion brands, but the strength of this attachment differs among individuals. It is important to understand how emotional brand attachment influences repeat purchases. Lack of strong attachments may lead customers to switch to alternative brands.
- 3.Price plays a significant role in shaping customer preference and loyalty in fashion retail. Customers may shift towards affordable brands even if they have an emotional connection with another brand. This creates a need to analyze the relationship between price sensitivity and brand attachment.

## **OBJECTIVES OF THE STUDY**

- To study the brand preference of customers in fashion retail.
- To understand the level of customer loyalty among teenagers in fashion retail.
- To analyze the influence of price on customer brand preference.
- To analyze the role of advertisement in building brand attachment.
- To analyze the concept of emotional brand attachment in fashion retail.

## **RESEARCH METHODOLOGY**

### **DATA COLLECTION PRIMARY**

#### **DATA:**

Primary data is collected directly from 100 respondents, mainly teenagers and young customers in fashion retail stores, using structured questionnaires. The questions focus on brand preference, customer loyalty, emotional attachment

towards fashion brands, influence of price, and advertisement impact on purchasing behaviour.

### **SECONDARY DATA:**

Secondary data is collected from books, research journals, articles, company reports, and reliable online sources related to brand attachment, customer loyalty, and consumer behaviour in fashion retail. This data helps to support and validate the results of the primary research

### **SAMPLE DESIGN**

The present study follows a non-probability convenience sampling method. The respondents were selected based on their availability and willingness to participate in the survey. The sample consists of customers, especially teenagers, who purchase fashion retail products and are aware of different fashion brands. This method helps in collecting relevant data within limited time and resources. The sampling design is suitable for understanding customer opinions, preferences, and emotional attachment towards fashion brands. It also helps in gathering practical information about customer loyalty behaviour in the fashion retail sector. The selected respondents provide valuable insights that support the objectives of the study.

### **SAMPLE SIZE**

Sample was collected from 100 selected respondents around different colleges and organizations.

### **TOOLS FOR ANALYSIS**

- Percentage
- Ranking analysis

### **LIMITATION OF STUDY:**

1. The study is restricted to a limited number of respondents, which may not represent the views of all customers in the fashion retail market.
2. The research is conducted within a specific geographical area, which may limit the generalization of the findings to other locations.

3. The study depends on the accuracy and honesty of the respondents' answers, which may sometimes lead to biased or inaccurate data.

## REVIEW OF LITERATURE

Sharma and Verma (2025)<sup>1</sup>

The research explained that customers who emotionally connect with fashion brands develop strong trust and commitment. The study highlighted that attachment increases repeat purchase behaviour and strengthens customer relationships. It also revealed that emotional bonding encourages brand preference even when competitors offer alternatives. The findings confirmed a strong positive relationship between perceived brand attachment and loyalty.

Roy and Banerjee (2025)<sup>2</sup>

The study explained that emotional branding strategies such as storytelling, visual identity, and customer experience create emotional connections with consumers. The research found that customers who emotionally relate to brands tend to develop stronger attachment and brand preference. The study also stated that emotional branding increases customer satisfaction and loyalty. It emphasized that fashion brands using emotional appeal gain long-term customer relationships.

## DATA ANALYSIS AND INTERPRETATION

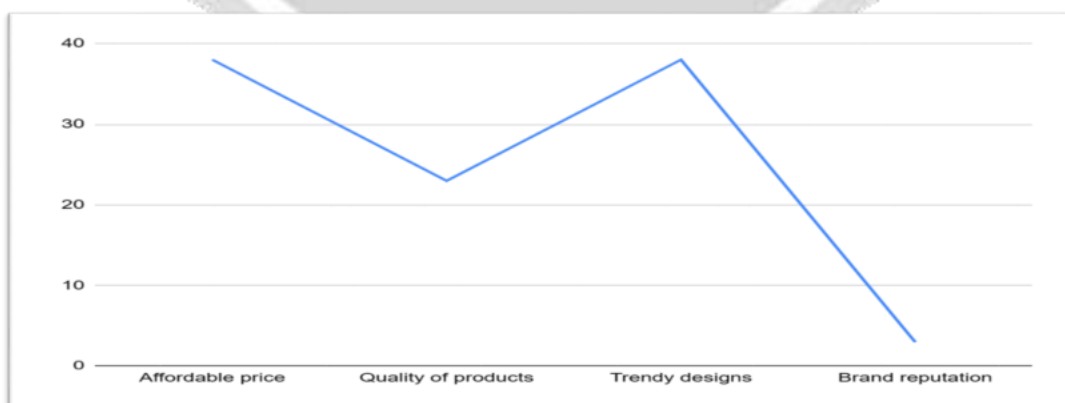
### PERCENTAGE ANALYSIS

S NO	FASHION RETAIL BRAND	NO OF RESPONDENTS	PERCENTAGE
1	QUALITY OF PRODUCTS	23	23%
2	AFFORDABLE PRICE	38	38%

3	TRENDY DESIGNS	37	37%
4	BRAND REPUTATION	2	2%
	TOTAL	100	100%

**INTERPRETATION:**

The table shows the fashion retail brand factors of the respondents. it is observed that 38% of the respondents prefer affordable price. this is followed by 37% of the respondents who prefer trendy designs. about 23% of the respondents prefer quality of products, while 2% of the respondents prefer brand reputation. hence, majority 38% of the respondents prefer affordable price.

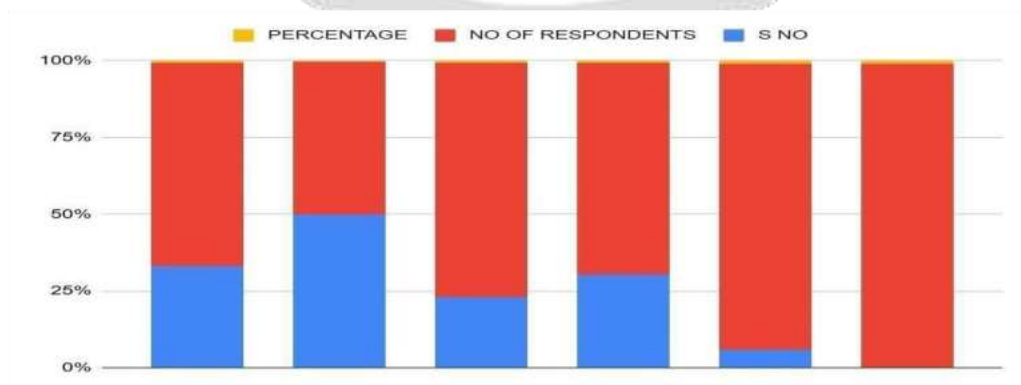


**RANKING ANALYSIS**

FACTORS	5	4	3	2	1	TOTAL	RANK
PROMOTIONS	120	140	60	30	10	330	I
INFLUENCERS	110	130	70	35	15	305	II
CAMPAIGN	95	120	85	40	20	280	III
DISPLAYS		80	110	90	45	250	IV
EVENTS		70	100	95	50	220	V

**INTERPRETATION:**

The table shows the ranking of marketing factors that attract customers towards fashion brands. Promotions rank first with a total score of 330. Influencers rank second with a total score of 305. Campaigns rank third with a total score of 280. Displays rank fourth with a total score of 250. Events rank fifth with a total score of 220. This indicates that the majority of the respondents are mainly attracted by promotions while choosing a fashion brand, making it the most influential marketing factor among the respondents.



## **FINDINGS**

- About 38% of the respondents prefer fashion brands mainly because of affordable prices, highlighting the importance of price in brand preference
- Around 30% of the respondents strongly agree that promotional And marketing activities influence their attraction towards fashion brands.

## **SUGGESTIONS**

- Retailers should improve store ambiance to enhance customer experience.
- Retailers should create membership benefits and reward points systems. .

## **CONCLUSION**

Overall, the research concludes that fashion retailers must focus on building strong emotional relationships with customers rather than relying only on promotional offers. Sustainable such customer loyalty can be achieved through consistent quality, pricing, customer satisfaction, and meaningful .

