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Factors Affecting the Brand Loyalty of Footwear Customers: A Study on Apex, Tangail, Bangladesh

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ABSTRACT

This research deals with identifying the factors influencing the brand loyalty of footwear customers. The main focus of this study is to examine the relationship between factors including brand name, style, product quality, service quality, price, and promotion with brand loyalty of footwear customers. This study covered Apex footwear customers in the Tangail district, Bangladesh. Descriptive Statistics and multiple regression analysis were conducted to reach the result using SPSS (a popular computer program for analyzing marketing data). The findings of this study revealed that brand name, product quality, and service quality have a positive association with brand loyalty whereas style, promotion, and price have not any significant impact on brand loyalty. The results provide crucial insights regarding the factors on which practitioners should concentrate to better tailor their contents and strategies. This research is of great importance for footwear companies like Apex in a mature Bangladeshi market to identify the drivers of brand loyalty. This study generated fruitful findings, which can be exploited by managers to implement successful customer loyalty strategies.

1. Introduction

Shoes are now seen as more than just a means of foot protection and comfort; they are also a fashion accessory that may be used to show one's personality. Customers are now more conscious of what they wear and the prices they are willing to spend.

Bangladesh has historically exported footwear. The quality of the high-grade leather used to make the nation's footwear is well-known around the world. The nation is becoming more successful in this field. According to business experts, if we apply advanced technology to produce high-quality footwear, this industry can boost our foreign profits. This sector's development depends on the government authority and business community putting appropriate policies into practice. Improved and high-quality footwear plays a significant role in meeting the quality standards set by consumers on the global market. The World Trade Organization (WTO) offers the chance to benefit from a decrease in tariffs and other non-tariff obstacles. Additionally, this presents a chance for emerging nations like Bangladesh, enabling them to increase their exports. According to the experts, the footwear market has the potential to grow to be as large as the garment market. Industry insiders estimate

that the annual global market for all types of footwear is around \$240 billion. If our company owners concentrate on making all types of footwear, sales of footwear may surpass those of other goods. They voiced the optimism that if our entrepreneurs concentrated on producing all varieties of footwear, the profits from footwear may outpace those from RMG goods. China, the world's largest exporter of footwear, is having difficulties in this area, and its manufacturing industry is not faring any better.

Analysts claim that this is one of the main reasons for the nation's recent fall in leather exports. Large merchants are turning to nations like Vietnam, the Philippines, India, and Bangladesh as a result of growing labor prices in China. Bangladesh has emerged as a desirable location for the leather industry as a result of the availability of high-quality raw hides at a time when the benefit of low labor costs has emerged.

In the nearby Export Processing Zones (EPZs), some foreign investors have established shoe manufacturing facilities. The experts said that strong backward links, particularly in the area of leather procurement, were urgently needed because the country's footwear industry is currently in a preliminary position to contribute more

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to Bangladesh's export success in the coming ten years. Since the last ten years, the sector has seen a spectacular rise, they continued. Bangladesh currently only controls 1% of this market.

Industry insiders advised Bangladeshi entrepreneurs to target both the top markets like the USA, China, and Japan as well as emerging countries like Mexico, which is booming by 2018, in order to capture a larger share of the sector. Growing middle-class populations in major Asian economies like China and India suggest that the demand for goods like footwear would rise significantly in this region. This will make it possible to market expensive goods locally, they continued. In addition, the domestic market has solid development potential because of increased per capita income.

Industry insiders encouraged Bangladeshi business owners to focus on developed nations like the USA, China, and Japan as well as emerging ones like Mexico, which is expected to experience rapid growth by 2018. Growing middle-class populations in major Asian nations like China and India indicate that there would be a large increase in demand for products like footwear in this region. They continued by saying that it would be able to sell pricey goods locally as a result. Additionally, the domestic market has a promising future for growth thanks to rising per capita income.

Product value, trustworthiness, and quality attributes all play a role in fostering brand loyalty. Outstanding customer service, top-notch products, and prior brand experience are other important considerations. Brand loyalty is a well-balanced combination of various elements, including customer happiness, trust, emotional connection, and positive product experience. Customers today are more informed due to the development of modern technology, which serves as a communication medium. As a result, they are knowledgeable about competing items and their brand reputation. Due to the market's intense competition, business has drastically transformed. The duty of advertising has completely changed as a result of client concerns and the high-quality options that are now available. In this instance, maintaining long-term relationships with clients is thought to be urgent in order to generate repeat business. In accordance with this, businesses are placing more emphasis on boosting brand loyalty to profit from repeat business. Along with the garment and clothing sectors, the footwear sector is likewise simultaneously impacted by fashion trends. drastically as a result of the market's intense competition. Customers who feel positively about a brand are more likely to utilize that feeling as a heuristic cue in making decisions and need less information than customers who feel negatively (Batra and Stayman, 1990). This study aims to identify the factors influencing the brand loyalty of footwear customers in Bangladesh.

2. Literature Review

In Bangladesh, most of the customers are familiar with footwear brands like Bata, Bay Emporium, Fortuna, and

Apex as these brands are popular. There is relatively little study being done specifically on the Bangladesh footwear sector, despite the fact that government data and online market research experts revealed that shoe consumption is believed to be vital in the day-to-day life of women. Most of the studies seemed to be conducted based on developed countries.

Positive brand reactions, real brand loyalty, and repeat purchase behavior are all regarded as major advantages for businesses. Because these loyal consumers have the ability to bring in new customers and are willing to pay higher costs for products with a good reputation, they are less expensive to serve. The performance quality of the good or service and trust are the main factors that influence repeat purchases (Holbrook and Chaudhuri, 2011). Khasawneh and Hasouneh (2010) claimed that when consumers were making purchasing decisions, they typically considered a brand's reputation. Customers prefer branded items over non-branded ones despite the fact that they are more expensive because they believe that branded goods come with greater prestige and value than non-branded goods made locally.

According to Tucker (2004), when a customer has concerns about the brand loyalty of a certain branded product, he needs to be fully aware of the product's development stages. Additionally, he clarified that biased buying and repurchasing behavior is what is meant by brand loyalty. In this instance, he drew attention to the psychology theory, which was intended to imply that by choosing something, one would quickly understand what it is to love and how to choose what one loves. Tucker continued by saying that even if there aren't many variations between brands, certain people will get more devoted to a particular one. They will choose goods from a well-known brand even if the labeled goods of several brands look identical. On the other hand, Fournier (2008) highlighted the elements of brand loyalty that strengthen the longevity and stability of the relationship between consumers and brands through time. She also looked at the six elements that support effective brand relationships. In addition, Fournier made it abundantly evident that both powerful brands and customer behavior can have an impact on the interaction between quality brands. According to Forney, Park, and Brandon's (2005) study, extended brands are often chosen based on factors including image, quality, color and style, and design and attractiveness of clothing. In order to categorize and assess the amount of importance of shoe exorcism in Kolkata, India. Saha, Dey, and Bhattacharaya (2010) employed the 4Ps of marketing mix and found that market promoters and producers commonly consider 5 factors. The research of Saha, Dey, and Bhattacharyya (2010) was expanded by Laiwechpittaya and Udomkit (2012) by tying the retail mix (6Ps) with additional presentation-related elements. They found that out of 50 shoe features, "comfort, durability, odorless, value, and quality" were the most frequently cited by customers in Thailand. These 50 attributes were then further subdivided into five

additional factors using exploratory factor analysis. They came to the conclusion that these elements positively influence client loyalty. Kim and Karpova (2010) looked at the intentions and purchasing patterns of US female college students when they purchased counterfeit clothing in the fashion industry. Finally, they discovered that these students placed a strong emphasis on the items' normal susceptibility elements, value consciousness, and attractiveness. Ling (2009) used the TPB (Theory of Planned Behavior) to the luxury fashion items market in China and looked at purchasing intentions with the inclusion of cultural orientation. The three TPB factors were found to have a substantial impact on the intention to acquire luxury fashion items, but not cultural orientation. Aydin & Ozer (2005) made the case that, when looking at the Turkish GSM market 4 factors were believed to be the key antecedents of customer loyalty. Loyal consumers may purchase more, pay more, and have a good word-of-mouth effect. They looked into the relationship between each of these elements and client loyalty. Using structural equation modeling (SEM), they arrived to the conclusion that perceived service quality is a required but insufficient condition of customer loyalty. While Beerli, Martin, and Quintana (2004) employed a structural equations model and came to the conclusion that personal switching costs and satisfaction are the main factors influencing customer loyalty, with satisfaction having the greatest impact, perceived quality is a byproduct of satisfaction. The outcome showed that there is no moderating influence of bank selection procedure on the causal relationship between customer satisfaction/switching costs and loyalty. Martenson (2007) looked at how corporate shop image affected consumer happiness and store loyalty in the realm of supermarket retailing. According to the report, brand is most important for ensuring consumer satisfaction. Retailers must be skilled at what they do. Customers are really delighted when a store is tidy and colorful and when they believe that the store understands their needs, he continued. He added that only specific customer segments are drawn to retail brands. Loyal clients are developed from satisfied ones. Ndubisi (2007) intended to determine the effect of relationship marketing approach on customer loyalty, taking into account 220 bank clients in Malaysia. They evaluated the impact of four core relationship marketing contrasts—trust, commitment, communication, and conflict management—on client loyalty using multiple regression analysis. The four variables were then shown to have a considerable impact and account for a sizable amount of the variance in customer loyalty. He also mentioned how closely they are related to one another.

Shang, Chen, and Liao (2006) conducted another study using Apple computer users to determine the effects of consumers' lurking and posting habits in online consumer communities on unwavering brand loyalty. The results showed that lurking and posting had different causes and effects. The impact of lurking on brand loyalty is bigger than the impact of posting, and the primary goal of lurking is to find information on the functionality and performance of products rather than to meet the affective needs of customers. The research that supported the notion of relative attitude as a combination of purchase engagement and perceived brand differences was once again acknowledged by Jensen & Hansen (2006).

Based on a theoretical discussion, Consuegra, Molina, and Esteban (2007) conducted a study on brand loyalty and demonstrated both the direct and indirect effects of customer satisfaction on price acceptance. They used to demonstrate how perceived price justice impacts consumer loyalty and happiness. Additionally, in Bangkok's retail banking sector, Mandhachitara and Poolthong (2011) described how perceived service quality, a concept connected to services, and corporate social responsibility, a concept unrelated to services, interact to predict consumer behavior and attitude loyalty. They argued that corporate social responsibility (CSR) has a significantly strong and positive association with loyalty using partial least squares (PLS).

Santouridis & Trivellas (2010) looked into the elements of service quality and customer satisfaction that influence customer loyalty in the Greek mobile telephony market. They argued that the use of metrics for measuring the quality of a service, such as pricing, billing, and customer service, has a larger favorable effect on customer satisfaction, which has a considerable positive effect on customer loyalty. Contextual considerations have a significant impact on customers' purchase decisions, according to Shukla (2009). Contextual considerations also have an impact on customer switching and brand loyalty.

To ascertain if brand trust and brand effect function as intermediaries in this relationship, Matzler (2008) examined the connection between a customer's risk aversion and brand loyalty. As a result, Matzler found that the customer's risk aversion is strongly related to loyalty. Hoare & Butcher (2008) also noted that cultural characteristics and the three service quality dimensions are strongly and favorably related to both customer satisfaction and customer loyalty. All of the consumers, according to Ko, Kim, Kim, Li, Zou, & Zhang (2009), consider brand equity to maintain their brand loyalty. The main aspect impacting brand equity is perceived pricing.

Table 1. List of Literature Regarding Factors Influencing Brand Loyalty

Authors name	Influencing Factors
Tucker (2004)	Biased purchasing and repurchasing behavior
Fournier (2008)	Self-connection, commitment, passion and love, interdependence, intimacy, and brand partner quality.
Forney, Park and Brandon (2005)	Image, quality, color/style, and design/beauty of fashion

Laiwechpittaya and Udomkit (2012)	“Product quality and functions”, well-trained and experienced sales force”, “attractive store and product presentation”, “health and comfort”, “price and perceived value”, and “fashion and trends”.
Saha, Dey, Bhattacharyya (2010)	Comfort, durability, odorless, value, and quality
Kim and Karpova (2010)	Value consciousness, product appearance, normative susceptibility factors of the products, and past purchase behavior.
Ling (2009)	Attitude, subjective norms, and perceived behavioral control
Aydin & Ozer (2005)	Perceived service quality, corporate image, trust, and customer switching costs
Beerli, Martin, & Quintana (2004)	Personal switching costs and customer satisfaction
Martenson (2007)	Corporate store image, neat and colorful store appearance
Ndubisi (2007)	Relationship marketing contrast (trust commitment, communication, and conflict handling)
Shang, Chen , & Liao (2006)	Involvement, participation, trust, and attitudes
Consuegra, Molina, & Esteban (2007)	Price fairness, loyalty, customer satisfaction, and price acceptance
Mandhachitara & Poolthong (2011)	Corporate social responsibility (CSR)
Santouridis & Trivellas (2010)	Customer service, pricing structure, and billing system
Matzler (2008)	Customer’s risk aversion
Hoare & Butcher (2008)	Interaction quality, food appeal, and performance comparison

3. Conceptual Framework and Hypotheses

3.1. Conceptual Framework

To give a framework for hypotheses, a conceptual framework describes the link between the dependent and independent variables (Sekaran, 2003). Brand name, product quality, service quality, style, promotion, and

pricing are the independent variables in this study, whereas “Brand loyalty” is the dependent variable.

This framework was created to demonstrate the relationship between the dependent variable and the independent variables based on the literature review and earlier investigations.

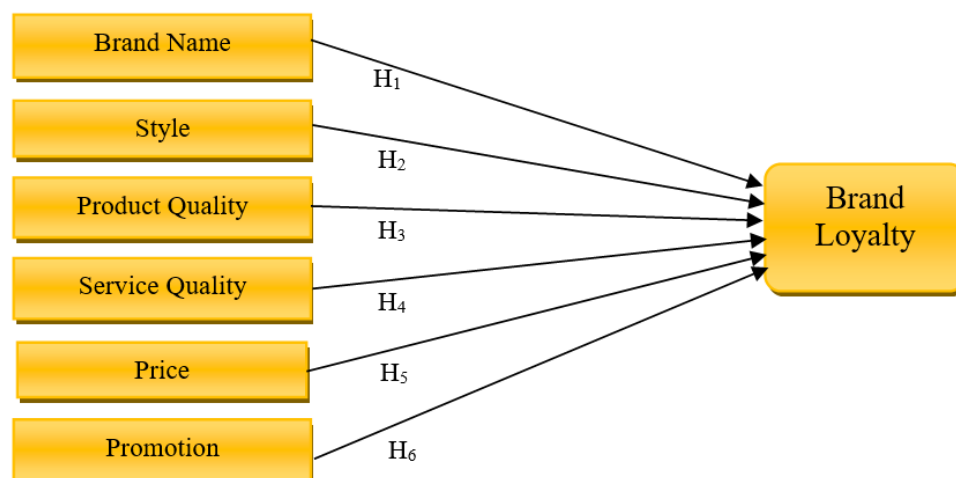


Figure 1. Conceptual Framework (Created by author)

3.2. Hypothesis

Brand Name → *Brand Loyalty*

Famous brand names are more likely to be remembered than less well-known ones, which can help disseminate the benefits of a product. There are many unknown brand names and imitations on the market. Consumers may choose to believe in well-known brands. These well-known brand names and their associated images, according to Cadogan and Foster (2000), motivate buyers to acquire the product, promote repeat purchases, and minimize price-related switching behaviors. Brand personality connects the brand’s expressive and emotional

benefits for differentiation. This is significant for brands that are employed in social settings where they can convey a picture of the consumer yet have few physical variances.

H1: There is a significant and positive relationship between brand name and brand loyalty of footwear customers.

Style → *Brand Loyalty*

Style, which is primarily a product’s outward appearance, includes the line, silhouette, and other characteristics that affect the consumer’s perception of the product (Frings, 2005). Style is one of the main elements on a composite

list of garment characteristics, according to Abraham and Littrell (1995). The degree of fashion consciousness will be influenced by consumers' perceptions of what is selling well in the stores.

H2: There is a significant and positive relationship between style and brand loyalty of footwear customers.

Product Quality → Brand Loyalty

Quality refers to all of a product's attributes that have an impact on its capacity to meet either explicit or implicit needs. "According to Russell and Taylor (2006), "fitness for use" or "conformance to requirement" are two further definitions of product quality. Consumers may repurchase specific brands or switch between a variety of other brands as a result of the visibly higher quality of the provided items.

H3: There is a significant and positive relationship between product quality and brand loyalty of footwear customers.

Service Quality → Brand Loyalty

According to Parasuraman (1985), "the global evaluation or attitude of overall excellence of services" is how service quality is defined. Zeithaml et al. (1996) claim that a higher-level relationship between service quality and customer retention demonstrates how individual consumer behavior is influenced by service quality, with better service quality resulting in positive behavioral intentions like customer loyalty and inferior service quality resulting in negative behavioral intentions.

H4: There is a significant and positive relationship between service quality and brand loyalty of footwear customers.

Promotion → Brand Loyalty

A method of consumer communication, promotion is a component of the marketing mix. Promotion takes many different forms, including advertising, sales promotions, personal selling, and publicity. In the mainstream media, advertising is the impersonal presentation of information about a product, brand, company, or store. It has a large impact on how customers view and feel about products and brands, which in turn affects the decisions they make when making purchases (Lovelock, 2010). This shows how promotion, especially through advertising, may help cement ideas or perceptions in customers' minds and help distinguish products from rival brands.

H5: There is a significant and positive relationship between promotion and brand loyalty of footwear customers.

Price → Brand Loyalty

According to Cadogan and Foster (2000), for the average buyers, price is likely the most crucial factor. Pricing has less of an effect on the purchasing decisions of customers who have a strong feeling of brand loyalty since they are willing to pay more for their favored brands. Additionally,

consumers are prepared to compare and analyze prices with those of other businesses because they have such a strong belief in the price and value of their favored brands (Keller, 2003). By comparing prices to actual expenses and values, one can also improve consumer satisfaction. When consumers feel that a product's perceived value exceeds its price, they are more likely to purchase it. Loyal customers are willing to pay more even though the price has grown because they believe the risk to be so big and would prefer to do so to avoid the possibility of any change (Yoon and Kim, 2000).

H6: There is a significant and positive relationship between price and brand loyalty of footwear customers.

4. Materials and Method

Both qualitative and quantitative data have been gathered and taken into consideration when conducting this investigation. There have been descriptive and exploratory research statistics conducted, respectively. In order to learn more about brand loyalty in the footwear industry and to examine and pinpoint potential influencing factors that might be taken into consideration when making shoe-purchasing decisions, this study first conducted exploratory research. Then, to experiment with the data and test the hypothesis, descriptive research statistics were started.

4.1. Sources of data

To achieve its research goals, this study collected the data it needed from both primary and secondary sources. Particularly in this article, the literature section relies heavily on secondary sources of information that were gathered from various research articles, websites, and magazines. Some of those in this paper were also subjected to a critical review in this research. The majority of the quantitative data used in this study are primary data, which is essential for descriptive research.

4.2. Measurement & Scaling Techniques

A well-structured questionnaire based on a five-point Likert Scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used in this study. Six independent variables and one dependent variable were rated by respondents on the scale of agreement or disagreement with respect to a specific purchasing decision. The point that most accurately reflects how the respondents would characterize the object being evaluated has been noted. The questions were written such that they could be analyzed using the necessary statistical methods and tools.

4.3. Sampling Design & Procedure

Target population

Elements: Both male and female customers (aged 18-60)

Sampling Units: Customers of Apex footwear from local areas of Tangail District.

Extent: Tangail, Bangladesh

4.4. Sampling Technique and Sample Size

Data have been collected using a quota (non-probability) sampling method and in the study, the total sample size is 100 as the study covers the Apex customers over the Tangail district. At first males & females of age (18-23, 24-29, 30-34, 35-39, 40 and above) have been selected to gather their opinion towards selected independent variables to explore linkage with the dependent variable.

4.5. Statistical Techniques Used to Analyze the Data

In the beginning, descriptive statistics was carried out to have the findings of demographic factors, SPSS (a

prominent computer program for analyzing marketing data) has also been employed. Six factors that are closely related to consumer brand loyalty have been the subject of data collection. The dependent variable was then analyzed using multiple regression to demonstrate how the independent factors' changes affect the dependent variable.

5. Results and Discussion

Table 2 shows that a total of 52% of respondents are male and 48% respondents are female. Most of the respondents' ages are in the range of 24-29 years old. The majority of Apex customers are employed (49%)

Table 2. Demographic Profile of the Respondents

Diameters	Range	Frequency	Percentage
Gender	Male	52	52
	Female	48	48
Age	18-23	21	21
	24-29	37	37
	30-34	22	22
	35-39	13	13
	40-44	7	7
Occupation	Student	47	47
	Employed	49	49
	Unemployed	2	2
	Retired	2	2
Marital Status	Married	38	38
	Unmarried	55	55
	Divorced	6	6
	Widowed	1	1
Income	Tk 20000 and below	24	24
	21000-30000	34	34
	31000-40000	25	25
	Above 40000	17	17

Remark: Total sample size N=100

Source: Own Field Survey

and the next majority of customers are students (47%). About 55% of respondents are unmarried and 38% of respondents are married. Respondents who earn 21000 Tk. to 30000 Tk per month are the majority customers of Apex footwear.

Table 3. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.379	6	4.230	9.352	.000b
1 Residual	42.061	93	.452		
Total	67.440	99			

Source: Field Survey

a. Dependent Variable: Brand loyalty

b. Predictors: (Constant), Price, Service quality, Style, Promotion, Brand name, Product Quality

Table 4. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613a	.376	.336	.673

a. Predictors: (Constant), Price, Service quality, Style, Promotion, Brand name, Product quality

5.1. Findings and Comments from Regression Analysis

5.1.1. Regression Analysis

Regression analysis is used in this section to assess the variables influencing footwear customers' brand loyalty. Here brand loyalty is considered the dependent variable and price, service quality, style, promotion, brand name, and product quality are considered independent variables.

5.2. Explanation

5.2.1. Interpretation of R

Here, the Value of $R=0.613$. The independent and dependent variables exhibit a strong positive association.

Table 5. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	1.376	.419			3.287	.001
Brand name	.148	.074	.192		1.998	.049
Style	.100	.082	.115		1.226	.223
Product quality	.300	.090	.335		3.314	.001
Service quality	.199	.073	.264		2.740	.007
Promotion	-.061	.069	-.083		-.885	.378
Price	.038	.062	.058		.614	.540

Source: Field Survey

a. Dependent Variable: Brand loyalty

5.2.2. Comment on model fitting

Here, the value of $R^2=0.376\%$ or 38% . The regression model can account for 38% of the variation in the dependent variables.

5.2.3. Interpretation of adjusted R

Here, the value of adjusted $R^2=0.336$ or 34% . Adjusted R^2 suggested that the addition of the other independent variables does not help to explain the variation in the dependent variable.

5.2.4. Comments on significance

The estimated model is,

$$\text{Brand loyalty} = 1.376 + 0.148 * (\text{Brand Name}) + 0.100 * (\text{Style}) + 0.300 * (\text{Product quality}) + 0.199 * (\text{Service quality}) - 0.061 * (\text{Promotion}) + 0.038 * (\text{Price})$$

The results of the study were then put to the test using a multiple regression analysis to determine the associations between each of the six impact factors and customer brand loyalty for Apex footwear. To identify whether the factors affect the brand loyalty of footwear customers, the standard approach was chosen over multiple regression analysis. The results show that brand name ($t = 1.998$, $\beta = 0.192$, $p < 0.05$), product quality ($t = 3.314$, $\beta = .335$, $p < 0.05$), service quality ($t = 2.740$, $\beta = 0.264$, $p < 0.05$), have significant effects on brand loyalty. Other three variables of this study like style ($t = -1.226$, $\beta = .115$, $p \text{ value} > 0.05$), promotion ($t = 3.314$, $\beta = .335$, $p \text{ value} > 0.05$) and price ($t = 0.614$, $\beta = .058$, $p \text{ value} > 0.05$) have not significantly affected brand loyalty.

6. Conclusions and Implications

Loyalty to the brand and value distinction may get the

customer ready to spend more for the brand. Brand loyalty is essential for a business since it guarantees that customers will remember its goods and that they won't switch to other brands. This study sought to identify the factors that influence footwear customers' brand loyalty, particularly among the customers of Tangail district. Six elements were determined to be significant predictors of brand loyalty on the basis of a literature review. According to the findings of the study, among the six factors, brand name, product quality, and service quality are significantly associated with brand loyalty. Other three factors including style, promotion, and pricing have no significant influence on customers' brand loyalty.

One sector in the economy of Bangladesh with significant customer market potential is the footwear industry. More trustworthy and encouraging research on the footwear sector would be very beneficial for customers, advertisers, and policymakers. This study provides a profound understanding of the factors like brand name, product, and service quality on which an organization should focus to capture customers and this can also be used as a means to increase their profit margin. Furthermore, marketing managers can realize that customers are more conscious about quality products. Consequently, that drives them toward branded and quality products.

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Appendix

Factors affecting the brand loyalty of footwear customers: A study on Apex, Tangail, Bangladesh
This questionnaire is designed to gather data on "Assessing Customers Brand Loyalty for Apex Shoes".

General Information

- Gender: 1. Male 2. Female
Age: (a) 18-23 (b) 24-29 (c) 30-34 (d) 35-39 (e) 40 and above
Occupational Status: 1. Student 2. Employed 3. Unemployed 4. Retired
Marital Status: 1. Married 2. Unmarried 3. Divorced 4. Widowed

Income: (a) Taka 20,000 and bellow (b) 21,000-30,000 (c) 31,000-40,000 (d) Above 40,000
 Strongly Agree (SA), Agree (A), Neutral (N), Disagree (DA), strongly disagree (SD)

Variables	Questions	SA	A	N	DA	SD
Brand name	1. Apex is a well-reputed Brand. 2. I choose Apex regardless of price. 3. Apex represents my own personality. 4. The Brand Image of Apex encourages me to purchase.					
Variables	Questions	SA	A	N	DA	SD
Brand name	1. Apex is a well-reputed Brand. 2. I choose Apex regardless of price. 3. Apex represents my own personality. 4. The Brand Image of Apex encourages me to purchase.					
Style	1. Apex has different styles. 2. The product styles of Apex suit me well. 3. Product styles of Apex are fashionable and trendy. 4. Styles of this brand have unique features.					
Product Quality	1. Products of Apex last longer compared to other brands. 2. Apex has products of diverse colors. 3. The materials used by Apex are comfortable. 4. The products of Apex have good functional quality.					
Service Quality	1. Salesperson in Apex stores eager to help you. 2. Salespersons in Apex stores are polite and friendly. 3. The salespersons of the stores have neat and clean appearance.					
Promotion	1. Advertisements of Apex promote me to purchase. 2. Advertisements of Apex are attractive. 3. Window displays in Apex stores are attractive.					
Price	1. An increase of price does not obstruct me from purchasing. 2. Apex provides superior value for money. 3. The brand provides reasonable prices and good discounts.					
Brand Loyalty	Overall, I am loyal to Apex					