

HOW BRAND EXPERIENCE, SATISFACTION, TRUST, AND COMMITMENT AFFECT LOYALTY: A RE-EXAMINATION AND RECONCILIATION

Qasim Hussain¹, Misbah Rafique², Zaid Memon³, Fatima Nadeem⁴, and Ahmed Mujtaba⁵

Abstract

This investigation reveals that corporate experience, satisfaction, trust, and commitment are the core drivers of brand admiration. It is revealed that the analytics team analyzes the data per factor separately followed by behavioral and attitude and observes that among behavioral loyalty, experience and commitment factors have a greater impact as compared to attitudinal loyalty; trust and satisfaction have a greater impact on attitudinal loyalty. Whereas on the one hand these factors play their role in determining brand preference, this effect is moderated when they are observed jointly. Moreover, it is satisfaction which in most cases inspires customers' loyalty and the encouragement of loyalty towards the brand if evaluated as a whole. Additionally, the study highlights how contextual influences, competitive dynamics, and individual consumer motivations further shape these relationships, offering deeper insights for practitioners and researchers seeking to strengthen long-term brand loyalty.

Keywords: Brand Loyalty, Brand Experience, Brand Satisfaction, Brand Trust, Brand Commitment

INTRODUCTION

Brand loyalty represents one of the foundations of brand equity for Aaker's (2024, 2025) brand equity model, which emphasizes loyalty as a core asset; has cited by many scholars highlight its importance for marketing activities and relationship building (Çömlek, 2025; Wang et al., 2024; Sarmad et al., 2024; Liang, 2022; Banerjee, 2025; Joshi, 2025; Sukandi & Fazry, 2025; Ole et al., 2025; Van Quang & Anh, 2025). Brand loyalty brings, inter alia, competitive barriers, extra revenues, brand extension opportunities, cost savings, viral marketing (Aaker, 2024, 2025; Russo, 2025; Leyshon & Watson, 2025; Zhao & Luo, 2025; Golding, 2025; Giglio, 2025). The concept of brand loyalty has been extensively researched since its development (Desveaud et al., 2024) and has been extensively researched. All authors, even those above and besides, highlighted that there is a need for brand experience, satisfaction, trust, and commitment with some variations.

Nevertheless, how these factors collectively affect brand loyalty is not yet clear due to multiple reasons. First, independent studies have examined a limited number of factors separately, with none of them providing a comprehensive analysis. Second, research has been conducted in varying contexts, and the results may be diverging across the studies. Third, although loyalty is a two-dimensional concept, only a one-dimensional scale is often used in measuring it, leading to methodological challenges. At the same time, the distinguishing and complementary effects of these factors on attitudinal and behavioral loyalty have been unexplored along with possible mediations. For example, recent research has called for investigating the interaction and interaction effects rather than assessing individual contributions of independent variables and moderators (Chatzi et al., 2024; Na et al., 2023).

In response, the current study examines the direct and indirect influence of brand experience, satisfaction, trust, and commitment on brand loyalty while also taking mediation effects into account. The proposed

¹Scholar, College of Business Management (CBM), Institute of Business Management (IoBM), Karachi, Pakistan.Email:std_32861@iobm.edu.pk

²Scholar, College of Business Management (CBM), Institute of Business Management (IoBM), Karachi, Pakistan.Email:std_32568@iobm.edu.pk

³Scholar, College of Business Management (CBM), Institute of Business Management (IoBM), Karachi, Pakistan.Email:std_32500@iobm.edu.pk

⁴Scholar, College of Business Management (CBM), Institute of Business Management (IoBM), Karachi, Pakistan.Email:std_32561@iobm.edu.pk

⁵Scholar, College of Business Management (CBM), Institute of Business Management (IoBM), Karachi, Pakistan.Email:std_29274@iobm.edu.pk

framework can help practitioners create effective loyalty strategies in different sectors. The remaining part of the paper is structured as follows: theoretical underpinnings are reviewed based on them, hypotheses are formulated; the methodology explanation is provided, and the testing of hypotheses is conducted utilizing AMOS 26 Graphics. After that, the results of the study are discussed, along with practice implications and suggestions for further research.

Scope of the Study

The purpose of this research is to examine closely on the fundamental functions of brand loyalty in order to understand the complex interactions consist of brand experience, satisfaction, trust, and commitment among consumers and the brand. The paper intends to demonstrate that the main elements are customer satisfaction, quality and service, price, as well as marketing, positioning, and advertising. Through the investigation of brand loyalty not only from the standpoint of attitude, but also behavior, this study seeks to open new frontiers of understanding, which are too often oversimplified. In its elating elements of empirical work and theoretical knowledge, it seeks to bring useful implications for marketers and practitioners in developing powerful strategies for building-up genuine and durable relationships with consumers.

Problem Statement

In the highly competitive landscape of clothing brands, understanding and fostering brand loyalty is critical for sustained success. While brand loyalty is known to positively impact sales, profits, and word-of-mouth promotion, its drivers, including brand experience, satisfaction, trust, and commitment, remain complex and multifaceted. Consumers' perceptions and emotional connections to clothing brands are influenced by various factors such as brand personality alignment with self-concept and the brand's ability to serve as a source of comfort and support. However, gaps exist in comprehensively understanding how these factors interplay and influence brand loyalty within the context of clothing brands. Moreover, while previous studies have examined individual aspects of brand loyalty, there is a need for a holistic investigation into the combined effects of brand experience, satisfaction, trust, and commitment on brand loyalty in the clothing industry. This study aims to address these gaps by exploring the relationships between brand experience, satisfaction, trust, and commitment, and their collective impact on brand loyalty within the clothing brand sector.

Purpose of the Research

This research aims to delve into the intricate dynamics of brand loyalty within the clothing brand sector, focusing on the interconnected roles of brand experience, satisfaction, trust, and commitment. By examining both attitudes and behaviors, the study seeks to provide nuanced insights into the drivers of brand loyalty, offering valuable implications for marketers to cultivate enduring relationships with consumers.

Purpose of Objective Research

1. Analyze the fundamental functions of brand loyalty within the clothing brand sector.
2. Examine the complex interactions among brand experience, satisfaction, trust, and commitment in shaping brand loyalty.
3. Investigate the role of customer satisfaction, product quality, service, price, and marketing strategies in influencing brand loyalty.

4. Compare and contrast the impact of brand loyalty on both consumer attitudes and behaviors.
5. Provide actionable insights and strategies for marketers to build and nurture genuine and enduring relationships with consumers in the clothing brand industry.

Research Questions

1. What are the key factors influencing brand loyalty within the clothing brand sector, specifically pertaining to brand experience, satisfaction, trust, and commitment?
2. How do consumers perceive brand experience within the clothing brand sector, and how does it contribute to brand loyalty?
3. What role does satisfaction play in fostering brand loyalty among consumers of clothing brands, and how does it influence their purchasing behaviors?
4. How is trust perceived by consumers within the clothing brand sector, and how does it impact their commitment to a particular brand?
5. What is the relationship between brand commitment and brand loyalty within the context of clothing brands, and how do consumers' emotional attachments influence their loyalty?
6. How do brand personality alignment and perceived brand support contribute to consumers' emotional connections and subsequent commitment to clothing brands?
7. What are the implications of understanding the complex interactions between brand experience, satisfaction, trust, and commitment for marketers and practitioners in the clothing brand sector?
8. How can clothing brands effectively leverage brand experience, satisfaction, trust, and commitment to build genuine and enduring relationships with consumers and enhance brand loyalty?

Hypotheses

H₁: Brand experience positively influences brand satisfaction.

Building a brand experience is crucial in establishing brand loyalty. Consumers who have positive experiences with a brand are more likely to be satisfied with it, leading to potential loyalty.

H₂: Brand satisfaction has a stronger effect on attitudinal loyalty than on behavioral loyalty.

Satisfaction with a brand's performance and offerings is expected to have a stronger impact on consumers' attitudes towards the brand rather than their actual purchasing behavior.

H₃: Trust has a stronger effect on attitudinal loyalty than on behavioral loyalty.

Trust in a brand's reliability and integrity is anticipated to have a greater influence on consumers' attitudes towards the brand compared to their actual purchase decisions.

H₄: Commitment will have a stronger effect on behavioral loyalty than on attitudinal loyalty.

Consumer commitment to a brand, driven by emotional attachment and continuance commitment, is expected to have a stronger impact on actual purchasing behavior than on their attitudes towards the brand.

H₅: There will be a chain effect from brand experience to brand satisfaction to brand trust to brand commitment.

It is hypothesized that positive brand experiences will lead to increased satisfaction, which in turn enhances trust in the brand, ultimately resulting in stronger commitment towards the brand.

LITERATURE REVIEW

Recent research emphasizes that brands can be part of a personal moment that is relevant in the lives of

consumers through brand activation and experience can expand and deepen the company or brand relationships with the target market (Chatzi et al., 2024; Magdalena et al., 2024; Wang et al., 2024). Brand experience is a subjective internal consumer response (sensation, feeling, and cognition) and behavioral responses generated by brand-related stimuli that are part of the design and brand identity, packaging, communication, and environment (Brakus et al., 2009; Çömlek, 2025).

Brand trust is essential for creating memorable brand experiences and long-term sustainable relationships with consumers, based on the integrity, honesty and courtesy of the brand (Çömlek, 2025; Na et al., 2023). Recent studies define brand trust as the degree to which an individual is confident and eager to act based on the words, actions, and results of the brand (Lim, 2024, 2025). So, consumers will remember the good of a brand based on the experience of consumers after using the brand. In addition to brand experience and brand trust, as for one variable that can increase consumer loyalty to the brand of a food and beverage product is brand satisfaction. Brand satisfaction is a customer's response to the actual quality of a product and the expectations that the customer wants after the customer has consumed it (Chatzi et al., 2024; Kamath et al., 2020). Consumer satisfaction with a brand is an important factor in brand competition of a product and forming consumer experience and trust to brand a product.

Brand experience, as conceptualized by contemporary research, encompasses subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli that are part of brand's design and identity, packaging, communications, and environments (Çömlek, 2025; Rini et al., 2024; Tran & Chang, 2022). This means that an internal response of the consumer (senses, feelings, and cognition) and consumer responses generated by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the brand environment are marketed. Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience can be felt directly or indirectly when consumers see ads or also when marketers communicate products through the website (Wang et al., 2024; Ong et al., 2018).

Contemporary research states that trust is a positive hope that others will not act opportunistically (Lim, 2024, 2025). From these definitions it can be explained that belief is a common hope maintained by an individual whose speech from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and the other. Trust is defined as a perception of reliability from the point of view of consumers based on experience, or more on the order of transactions or interactions characterized by the fulfillment of expectations of product performance and satisfaction (Liang, 2022; Lacap & Tungcab, 2020). The main characteristic of trust is the positive perception formed by experience.

Satisfaction is a customer's response to the actual quality of a product and the expectation that the customer wants after the customer has consumed it (Çömlek, 2025; Chatzi et al., 2024). Satisfaction is primarily a key measurement where the needs and wants of consumers of a product can be met (Kamath et al., 2020; Mofokeng, 2021). Brand loyalty is a measure of consumer loyalty to a brand. Recent studies argue that brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue to buy it in the future (Wang et al., 2024; Sarmad et al., 2024); while contemporary brand equity models define brand loyalty as a measure of customer relationship to a brand (Aaker, 2024, 2025; Desveaud et al., 2024). This measure is able to give an idea of the possibility of a customer switching to another product, especially in a brand that there is a change, whether related to price or other attributes.

Theoretical Framework

Brand Loyalty

Brand loyalty can be portrayed as a constant commitment from its customers to patronize the company's goods as an increasingly. When the switch to another brand occurs, it refers as brand switching. These loyalty effects make brands reliable, allow products to be associated with good results such as increased sales and profits (Desveaud et al., 2024; Lim, 2024, 2025) and tend to be positively promoted by word-of-mouth promotion (Wang et al., 2024; Sarmad et al., 2024). Through the beginning brand commitment factor was basing on and measuring recurrence purchasing behavior (Çömlek, 2025; Na et al., 2023). As for the second case, the beginning of brand loyalty as the result of customer attitudes toward the brand was proposed (Liang, 2022; Desveaud et al., 2024). Brand loyalty currently has two concepts, one of psychic nature of customers and the other of customers' actual behaviors (Wang et al., 2024; Ong et al., 2018). This perception derives from the realisation that firms which are loyal only to those clients buying, but not in the minds, might be superficial loyalty exhibited but the entity referred to as latent loyalty shows that loyalty is deeper; being exhibited by the mind.

Brand Experience

Creation of brand loyalty starts off with proffering a brand experience of paramount quality (Rini et al., 2024; Tran & Chang, 2022; Amer et al., 2023) that calls for the prioritization of brand experience management by any brand (Çömlek, 2025; Magdalena et al., 2024; Wang et al., 2024). Marketing and research of brand experience is understood as internal subjective reactions (feeling, thoughts and sensations) stimulated by brand elements such as design, identity, packaging, communications and environment (Çömlek, 2025; Chatzi et al., 2024). It encompasses five dimensions: people not only create new sensory, emotional, behavioral, intellectual, and social experiences, but also integrate pre-experienced ones (Wang et al., 2024; Ong et al., 2018; Rini et al., 2024). Consumers deal with brands either directly or indirectly, getting involved with sources, channels, and media that affect their experiences (Liang, 2022; Lacap & Tungcab, 2020). Furthermore, brand experience can be cross-created with consumers as well as communities, social bunches, and institutions and is varies in terms of positivity, intensity, and length time (Tran & Chang, 2022; Yu & Kim, 2020). Consumers might experience awareness that has gone from extremely positive to neutral or experienced some degree of intensity. Over time, consumers gradually develop intimacy with a brand after daily use and exposure from different experience. Next, they evaluate the quality of product and judge its ability to fulfil it commitments which may lead to the development of loyalty if the brand is able to deliver of its promises.

Brand Satisfaction

Brand satisfaction is reflected in the expectation gap that defines the consumer perception of a product or service performance. Brand satisfaction is one of the vital ingredients for brand loyalty that has consistently and effectively been shown in the works of several researches and scholars (Çömlek, 2025; Chatzi et al., 2024; Kamath et al., 2020; Mofokeng, 2021). Assessing the satisfaction is dependent, from customers' point of view, on the interaction with the product or service (Liang, 2022; Quan et al., 2019). There are two forms of brand satisfaction: specific to a transaction, revolving around consumers' inclination to note on the features of a product or service at a particular moment, and they are total of all the evaluations made over time (Chatzi et al., 2024; Kamath et al., 2020). The kind of satisfaction accumulated tends to influence mainly attitude and behavioral traits compared to normative remembrance results (Liang, 2022; Lacap & Tungcab, 2020). Furthermore, the levels of brand satisfaction are also

analyzable. The intensity ranges from moderately held satisfaction to strongly held satisfaction, which is important in building customer loyalty (Lim, 2024, 2025; Desveaud et al., 2024). Many of the researchers have reported the positive effects of satisfaction the brand has on customer loyalty, related to the loyalty (Çömlek, 2025; Wang et al., 2024; Sarmad et al., 2024).

Brand Trust

Trust is undoubtedly the thing that motivates the excellent interactions and exchanges among human beings (Lim, 2024, 2025; Na et al., 2023); therefore, it is frequently the most important concept in the relationship marketing (Palmatier et al., 2006; Liang, 2022) and it is one of the keys factors that Brand trust is considered to be the most of all of the factors estimated the explanatory power of loyalty; the study runs for about 33 per cent or more, according to recent research (Lim, 2024, 2025; Çömlek, 2025). Brand trust is erected on the consumer perception of the brand ability in keeping up with the set functions as right by definition (Na et al., 2023; Tran & Chang, 2022). It contains a variety of elements where some of them are either directly or indirectly affected and satisfaction produced through them is accumulated (Liang, 2022; Lacap & Tungcab, 2020). It also consists of cognitive and emotional dimensions (Çömlek, 2025; Chatzi et al., 2024). There is a lot of trust that customers place in the company that involves having confidence in the products and services they sell and trust in the staff they recruit to serve the customers. They have faith in the quality of the merchandise provided (as it is assured by the company), the reliability of the products on offer (that can be trusted for value for money), and the honesty and integrity of the company and its employees (Lim, 2024, 2025; Wang et al., 2024). In particular; consumers being assured that the company and its employees do not have hidden interests to exploit their vulnerabilities in forming the core of trust (Na et al., 2023; Rini et al., 2024). Trust mitigates information-bearing risks and limitations of products that may be encountered by the customers (Liang, 2022; Tran & Chang, 2022).

Brand Commitment

Brand commitment is a state of an individual where there is a reasonable emotional link with the brand. This makes the consumer to favor the same brand, the possibilities of choosing other brands is minimal and extra efforts to other products are resisted (Wang et al., 2024; Na et al., 2023). This commitment comprises two dimensions: increasing affective commitment and continuance commitment is seen as the base aim (Lim, 2024, 2025; Desveaud et al., 2024). Consumers now have a lot to lose for being influenced by a brand they don't trust enough (Çömlek, 2025; Chatzi et al., 2024). Brand attachment is the main driving force behind purchasing decisions. People are strongly connected to brands by two primary factors. A strong presence of brand personality which represents the individual's self-concept is key. This is because authentic individuals want to integrate relevant others, such as brands, into their self-concepts (Liang, 2022; Sarmad et al., 2024; Lacap & Tungcab, 2020).

Consumers can have a mental connection with the brand if space defines them as a place where they go physically and emotionally when needed. The brand can be a relief and support they need. It is intensity wise that this attachment has some kind of 'simplicity,' and includes affection, connection, passion, and even love that developed overtime during the consumer-brand interactions (Tran & Chang, 2022; Yu & Kim, 2020; Amer et al., 2023). Consumers do not only look for developing an emotional link with a brand, but they also believe in investing lofty measures to create and maintain a long lasting consumer-brand relation, in which the consumers not only allow but also make some serious sacrifices in terms of monetary, time and social resources to keep the relationship nourished (Rini et al., 2024; Wang et al., 2024). Such brand loyal consumers are ready to pay a little greater than other brands, because they

recognize and appreciate a brand by being determined to buy and recommend it to others (Desveaud et al., 2024; Lim, 2024, 2025). Enthusiastic consumers oftentimes act through their loyalty by repeating the purchase of their favorite brand, having a low possibility to pay for analogs of the same quality, and disregarding other brands' advertising which tries to gain their attention (Wang et al., 2024; Sarmad et al., 2024; Çömlek, 2025).

Conceptual Framework

Our framework shows how brand experience leads to satisfaction, trust, commitment, and ultimately, loyalty. Positive experiences make customers happy, which builds trust and keeps them committed to the brand over time. There are two ways this happens: directly and indirectly. In the direct path, good experiences lead to satisfaction, trust, commitment, and loyalty. In the indirect path, good experiences indirectly influence loyalty through satisfaction, trust, and commitment. Both paths show how positive brand experiences can lead to long-term loyalty.

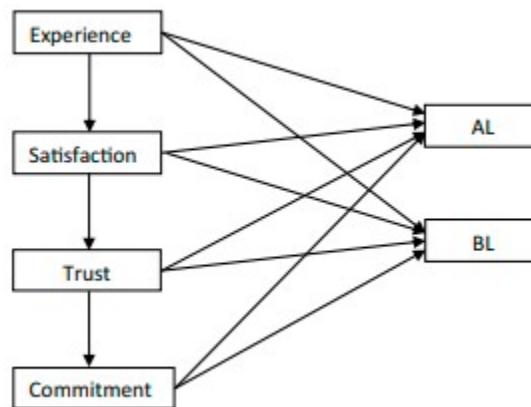


Figure 1: The Proposed Model

Note: *AL* Attitudinal loyalty, *BL* behavioral loyalty

We've come up with hypotheses to test these relationships. By using advanced statistical methods, we can see how brand experience, satisfaction, trust, and commitment affect both how consumers feel about a brand and how they behave towards it.

METHODOLOGY

Research Design

The study adopted a cross-sectional design to examine the impacts of brand experience, loyalty, commitment, trust, and satisfaction on additional and brand loyalty. The participants were instructed to imagine that they were wearing a clothing brand of their choice while answering the question in the Google Form survey. The survey was based on the Likert scale that was used to gauge the respondents' perception and attitudes towards the brand constructs. A demographic analysis, with the focus on age, gender, and income, was employed to know the extent of differences in responses across different demographic groups.

Data Collection

Data collection was conducted through an online survey delivered through Google Forms. Participants were recruited via the different channels and were asked to imagine the clothing brand while completing the survey questions. The survey was composed of items which measured brand experience, commitment, trust, satisfaction and brand loyalty, as well as attitudinal loyalty, all rated on a Likert scale. The demographic data, such as age, gender, and income of the respondents was collected to have the demographic differences into the responses.

Questionnaire Design

Since it is a quantitative study we have designed an open-ended questionnaire from the past researches and literature reviews to evaluate the impact of brand experience, satisfaction, trust, and commitment on loyalty. Our questionnaire consists of 34 scale items of 6 different constructs (Brand Experience, Satisfaction, Trust, Commitment, Attitudinal Loyalty and Brand Loyalty) and the responses are collected on the Likert Scale of 1 to 5 i.e., Strongly Agree to Strongly Disagree respectively. The first part of our questionnaire is the Introduction where we are briefly explaining what the research is about and that the data provided by the respondents is confidential. The second part of the questionnaire is designed to collect demographic data of the respondents. The remaining parts of our questionnaire ask the respondents questions related to the variables of our study.

Statistical Technique

The data from the Google Forms survey were exported to an Excel spreadsheet, with the responses coded for analysis. Thereafter, the data were inputted into SPSS (Statistical Package for the Social Sciences) for statistical analysis. Numerous tests were run on SPSS to determine the relation among the constructs and variables, e.g. between brand constructs and loyalty measurements. Moreover, demographic analysis was conducted to see if there are demographic factors that affect the opinions and attitudes of people towards the brand.

RESULTS & DISCUSSIONS**Respondents' Profile**

The table 1 mentioned below shows that we had 51 participants in our online survey. The percentages of males and females participated in our survey was 46.9% and 50.1% which means that we had more women participating in the survey.

Table 1
Respondents' Profile

VARIABLES		FREQUENCY	PERCENTAGE
GENGER	Male	23	49.9
	Female	26	50.1
AGE	18 - 20 Years	26	53.1
	21 - 30 Years	22	44.9

	31 - 40 Years	0	0
	41 - 50 Years	0	0
	51 - 60 Years	0	0
	Above 60	1	2
	0-25000 PKR	38	77.6
	25000- 50000PKR	2	4.1
INCOME	50000- 150000PKR	6	12.2
	ABOVE 150000	3	6.1
	unemployed	36	73.5
STATUS	Employed	6	12.2
	Self employed	6	12.2
	Retired	1	2

Constructs Reliability

The reliability of all the constructs that we used in our research has been tested through SPSS and the findings are summarized in the table 2, All the contracts apart from brand loyalty have Cronbach's Alpha value greater than 0.7 which shows that all our constructs are reliable and consistent.

Table 2
Constructs Reliability

CONSTRUCTS	CRONBACH'S ALPHA ON STANDARDIZED ITEM	NO. OF ITEMS	MEAN	S.D
Brand experience	0.769	7	18.33	4.32
Satisfaction	0.755	4	7.92	2.553
Brand loyalty	0.659	3	6.2	6.2
Trust	0.892	4	7.86	2.217
Commitment	0.897	9	24.04	6.91
Attitudinal loyalty	0.928	7	13.53	4.55

In this analysis Cronbach's alpha coefficients have been calculated to determine the internal consistency reliability of standardized items related to various constructs in a research study. Analysis has shown

medium to high degree of the internal consistency for most constructs, Cronbach's alpha values ranging from 0.659 to 0.928. However, the measures of trust, commitment and attitudinal loyalty exhibited the notable alphas of 0.89 and higher. This implies that the elements within the constructs display consistent measurement of the designated ideas. In spite of the fact that the Cronbach's alpha coefficient value for brand loyalty is 0.659, which is significantly lower than that for the other constructs, it still indicates a slightly weaker internal consistency reliability. However, the overall conclusion shows that the measurement tools used in the study demonstrate high internal consistency reliability, and therefore the reliability of the selected constructs of brand experience, satisfaction, brand loyalty, trust, commitment, and extra loyalty is valid.

Correlation Analysis

Correlation Analysis is done in order to ensure that all the constructs used in our research are correlated with each other. Therefore we ran the test on SPSS to verify that all the constructs used in our research are correlated with each. The results are summarized in the table 3. After correlation analysis, we check Multicollinearity in our data whose results are also showed in the table 3.

Table 3
Correlations

		BE	S	T	C	AL	BL
BE	Pearson Correlation	1					
S	Pearson Correlation	0.521	1				
T	Pearson Correlation	0.441	0.569	1			
C	Pearson Correlation	0.676	0.449	0.593	1		
AL	Pearson Correlation	0.616	0.714	0.499	0.48	1	
BL	Pearson Correlation	0.266	0.175	0.341	0.371	0.22	1

(BE-Brand Experience, S-Satisfaction, T-Trust, C-Commitment, AL-Attitudinal Loyalty and BL-Brand Loyalty)

According to established research methodology standards (Hair et al., 2019; Kline, 2015), the correlation amongst the constructs should be in between 0.20 – 0.90. The above table 1.4 shows that the correlation among our different constructs almost lays within the required criteria so we can conclude that the different constructs used in this research are correlated with each other. The above table shows that the correlation between Commitment & Brand Loyalty is the strongest that is 0.593.

Table 4
Multicollinearity Test

	Collinearity Statistics	
	Tolerance	VIF
BE2	0.209	4.779
BE3	0.169	5.93
BE4	0.247	4.05
BE5	0.137	7.289
BE6	0.157	6.379
BE7	0.231	4.335
S1	0.123	8.131
S2	0.239	4.182
S3	0.089	11.249
S4	0.085	11.723
T1	0.044	22.545
T2	0.054	18.608
T3	0.102	9.799
T4	0.083	12
C1	0.136	7.35
C2	0.161	6.215
C3	0.099	10.095
C4	0.066	15.247
C5	0.129	7.766
C6	0.11	9.101
C7	0.108	9.257
C8	0.159	6.286
C9	0.185	5.419
AL1	0.145	6.891
AL2	0.089	11.217
AL3	0.053	18.838
AL4	0.043	23.343
AL5	0.135	7.407
AL6	0.067	14.928
AL7	0.148	6.744
BL1	0.361	2.772
BL2	0.155	6.435
BL3	0.18	5.555

a. Dependent Variable: BE1

(BE-Brand Experience, S-Satisfaction, T-Trust, C-Commitment, AL-Attitudinal Loyalty and BL-Brand Loyalty)

According to established research methodology standards (Hair et al., 2019; DeVellis, 2017; Kline, 2015),

the value of tolerance must not be less than 0.20 whereas the value of VIF must not exceed 5.0 other wise there is high inter-association among all the constructs. The above table 1.5 shows that all the constructs are not unique and distinguishing and do possess high inter-association because the value of tolerance of each construct is less than 0.20 and the VIF of many construct is greater than 5.00. It means that our constructs have high multicollinearity amongst each other.

Exploratory Factor Analysis (EFA)

Exploratory factor Analysis is carried out in a research to describe variability among different constructs used in the study. As per the rule of thumb, the loadings in the exploratory factor analysis should be greater than 0.7 or at least greater than 0.5. We have also applied exploratory factor analysis test on our data through SPSS. The results are shown in the table 5.

Table 5
EFA for the Constructs

Constructs	Kaiser-Meyer Olkin	Barley Test of Sphericity
Brand Experience	0.723	148.52; P=.000
Satisfaction	0.63	65.55; P=.000
Brand loyalty	0.53	0.336; P=.000
Trust	0.702	153.42; P=.000
Commitment	0.85	258.53; P=.000
Attitudinal loyalty	0.878	252.33; P=.000

The above table shows that all the assumptions of moderate correlations, independent sampling and linear relationships were met. Kaiser-Meyer-Olkin (KMO) for all the constructs, used in the research, is greater than 0.6 brand loyalty which is greater than 0.5 which is acceptable according to established research standards (Hair et al., 2019; Tabachnick & Fidell, 2019; Field, 2018). According to methodological guidelines (Worthington & Whittaker, 2006), if one or two variables are failed to satisfy the condition of 0.6 then there is no issue. The Barley Test of Sphericity for all the constructs was found to be significant at $P < .05$.

Regression Analysis

Regression analysis is done through ANOVA table. It is used to calculate impact of IV on DV and for the hypothesis assessment to conclude our research findings and study. ANOVA table is also used for Goodness of Fit for our conceptual model. In ANOVA, if the F value is greater than 3.86. It shows GOODNES OF FIT of the model. R-square is amount of variance in DV because of all IV. It should be greater than 30%. Beta shows 1 unit change in IV will change DV by what units. Error shows the unexplained change in DV because of other IVS that does not include in our research. Hypothesis Testing

is based on the value of sigma. Hypothesis is rejected if the value of sigma is greater than 5% which means t_value should be greater than 1.96 for the acceptance of hypothesis.

Table 6
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	0.542	0.512	0.45477

a. Predictors: (Constant), T, S, C
IV: Trust, satisfaction, commitment.
DV: Attitudinal loyalty

The above table 6 shows that our model explains 52.4% of variance in DV because of IV. The remaining 47.6% is the unexplained part of variance because of other factors that our not included in our research.

Table 7 (a)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	11.024	3	3.675	17.768	.000 ^b
	Residual	9.307	45	0.207		
	Total	20.331	48			

a. Dependent Variable: AL
b. Predictors: (Constant), T, S, C

With reference to the above Table 1.9, since p=0.00 and the f value is greater than 3.86, it means that our model has satisfied the condition of Goodness of Fit.

Table 7 (b)
Coefficients^a

Model		Unstandardized Coefficients		Unstandardized Coefficients			95% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Band	Upper Band
1	(Constant)	0.184	0.276		0.669	0.507	-.371	0.739
	C	0.152	0.108	0.181	1.413	0.164	-.065	0.369
	S	0.624	0.128	0.606	4.873	0.000	0.366	0.881
	T	0.055	0.162	0.047	0.338	0.737	0.272	0.381

a, Dependent Variable : AL
IV: (S-Satisfaction, T-Trust, C-Commitment, AL-Attitudinal Loyalty)

The above Table 2.0 contains the summarized results of regression for the overall model of the research study. R² = 0.524; P<.05, F (17.786).

The results of the regression analysis for the overall model indicates that the predictors Brand loyalty · Brand experience · Brand satisfaction · Brand trust · Brand commitment match up with Brand Loyalty of

customers ($R^2=0.524$, $F(17.786)$ $p<.05$), is a large effect. Furthermore the hypothesis assessment summary is as follows:

H2: Brand satisfaction will have a stronger effect on attitudinal loyalty than on behavioral loyalty. (ACCEPTED)

H3: Trust will have a stronger effect on attitudinal loyalty than on behavioral loyalty. (REJECTED)

H4: Commitment will have a stronger effect on behavioral loyalty than on attitudinal loyalty. (REJECTED)

H5: There will be a chain effect from brand experience to brand satisfaction to brand trust to brand commitment.

(ACCEPTED)

CONCLUSION

The research revealed the complex web of variables that influence brand experience satisfaction, trust, commitment, and behavioral as well as attitudinal loyalty. The research provided perceivable evidence of consumer behavior and brand dynamics. Additionally, brand experience has been revealed to be a key ingredient in forming brand loyalty, whereby it emphasizes the importance of providing favorable and memorable encounters with customers. Additionally, it was discovered that brand satisfaction had more influence on attitudinal loyalty than on behavioral loyalty, underlining the key role consumers' perceptions and emotional association with the brand play. The actual results were, interestingly enough, that the trust did not show more powerful effect on attitudinal loyalty than behavioral loyalty, which implies that the relationship between trust and brand loyalty is more complicated than expected. Moreover, the assumption about the relationship between the commitment and behavioral loyalty versus attitudinal loyalty was falsified; suggesting some research was needed to uncover the reasons for brand commitment. Basically, the study showed that such a chain of experience-satisfaction-trust-relation with the brand exists, recognizing the interdependence of these concepts in building consumer loyalty to the brand. These results thus provide useful hints to marketers and brand managers in enhancing customer loyalty and building good rapport with customers.

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