

# Factors Influencing the Supply Chain of Muslimas Fashion (Hijabs) on Brand Loyalty

Rozita Naina Mohamed<sup>#1</sup>, Norzehan Abu Bakar<sup>#2</sup>, Bahtiar Mohamad<sup>\*3</sup>,

<sup>#</sup>*Department of Marketing, Faculty of Business Management,  
Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia*

<sup>\*</sup>*School of Multimedia Technology and Communication,  
Universiti Utara Malaysia, UUM Sintok, Kedah, Malaysia*

<sup>1</sup>rozita449@puncakalam.uitm.edu.my

<sup>2</sup>norzehan@salam.uitm.edu.my

<sup>3</sup>mbahtiar@uum.edu.my

**Abstract**— Fashion must have value and purpose and truly resonate to the consumer. Strong brands with consistent powerful messages can create loyalty and a sense of worth that transcends the burden of choice. Therefore, this study is carried out to identify the factors that influenced brand loyalty towards supply chain of Muslimas fashion (Hijabs) in Malaysia. Based on a review of the existing literature in a range of fields, this study proposes that brand loyalty indicates the importance of brand name, product quality, price, store environment, promotion, service quality and style. The success of a firm depends largely on the factors that influencing the supply chain and its capability to attract consumers towards its brands. A quantitative methodology was used in this study. 400 respondents of Muslimas fashion customers in Shah Alam were used to gather information about their perception on the brand loyalty towards supply chain of Muslimas fashion. The research results showed that there is a significant relationship between factors of brand loyalty (price, promotion, service quality, store environment, and style) with Muslimas fashion brand loyalty.

**Keywords**—Brand Loyalty, Muslimas Fashion, Hijab, Brand Name, Brand Quality

## 1. Introduction

The supply chain of fashion industry is keeps changing, especially for women's fashion. In Malaysia, hijab industry is growing and receiving encouraging response from local and international hijab fans [1]. There are many Muslimas brands in the Malaysian market such as Bella Ammara, Naelofar, Sugarscarf, Duckscarves, Alhumaira Contemporary and Alya Sarah. Besides the existing brands, many new entrants start selling and providing similar products. Celebrities are also taking the opportunities to introduce and create their own Muslimas fashion brand name and sell it to the market. One of the most successful hijab brand that were introduced by a celebrity is the famous Duckscarves from its founder, Vivv Yusof who is a famous blogger [1].

Since there are many players in the market and the competition is fierce, companies try to enhance brand loyalty among their customers in order to survive in the market. Brand loyalty has become one of the most important factors, due to the increasing unpredictability, reduced product differentiation, as well as increase in competitive pressure [2].

According to Hill and Lee, [3], if the brand loyalty for an organization in fashion industry is low, they might face many impacts. The impacts include customers going to competitor's side, unbalance of income, low brand image and satisfaction by the customers.

In order to pursue a good marketing strategy, it is crucial to investigate the antecedents of brand loyalty. According to Chan and Mansori, [4] the factors are: brand name, product quality, price, style, store environment, promotion and service quality to attract its customers could be the significant gap or the research problem encountered.

## 2. Literature Review

### 2.1 Brand Loyalty

In this competitive and aggressive market of supply chain management, companies are aware of the significance of keeping existing customers and some companies even organize other activities to build long term relationship or in simpler words, improve brand loyalty [5], [6].

Companies lose their customer base every year, which shows that challenges in the competitive environment of the modern world. In order to achieve mere 1% annual growth, sales need to increase by 14% to both new and existing customers [7].

Company with high rate of loyal customers have a competitive advantage over its rivals and this loyalty will link to the success and profitability of a company as loyal customers will purchase more frequently, willing to spend more money to try new products of the brand, and will

recommend products to others [8].

Malik et. al., [9] stated that loyal customers just make a purchase confidently on the basis of previous experiences without evaluating the brand. It occurs because consumers perceive that the brand offers the right product features, images or level of quality at the right price.

Sasmita and Suki [10] stated that characteristics of loyal customer is preference and consistency to make purchase while the importance of loyal customer also thought to act as information channels, informally linking network of friends, relatives and other potential customers to the product.

According to Adeleke [11], the organization that have good brand loyalists have greater market share and higher rates of return on investments, in turn. Thus, brand loyalty is the paramount importance for marketers as brand loyalty not only benefits the company by having loyal customer base, but it also result in having a competitive advantage over its rivals, less advertising efforts, higher market share and reduce instability [12]. Khraim [12] mentioned seven factors that influence consumer's brand loyalty. The factors were: brand name, product quality, price, style, store environment, promotion and service quality.

## 2.2 Brand Name

A Brand name was found to have significant positive relationship with brand loyalty [12]. Since brand name represents ideas and attributes of a brand, it may be possible for consumers to form complex attitudes toward the brand name [12].

Brand name is important for the firm to attract customers to buy the product and influence repeat purchasing behavior. There are many unfamiliar brand names and alternatives available, so consumers may prefer to trust major famous brand names [12].

While the image associated with a brand name can be built with advertising over time, brand managers realize that a carefully created and chosen name can bring natural and instant value to the brand [13]. The development of a brand name is an essential part of the process since the name is the basis of a brand's image which is important for the firm to attract customers to purchase the product [13].

Consumers tend to perceive the products from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product [12].

## 2.3 Product Quality

If customers prefer a specific brand and tend to repurchase products of that brand, the brand must have outperformed other brands in some ways or make customers delighted (Khan et al., 2016). This is because consumers remain loyal if a given brand delivers a superior value to them [14].

Beneke et al., [15] examined the effect of product quality on buying decision of other household goods. The results showed that product quality has positive effect on buying decisions. A research conducted by Kianpour et al., [16] also found that product quality has positive significant effect on consumers. If marketers do not pay attention to the quality of the products or services, consumers would become disloyal [17]. As a result, the sales of products or services will tend to decline [18].

## 2.4 Price

Price has a direct impact on customer loyalty. This loyalty can reduce the marketing costs by preventing customers from switching to other brands [12]. He further pointed that price is the most critical element for general consumers but high brand loyalty consumer is willing to pay the brand with a premium price as consumer will compare and evaluate alternative brands and has strong belief of their favorite brand in the price and value, consumer will purchased the product if the perceived value is beyond the cost thus consumer purchase intention will not easily affected by price.

According to Ong et al., [19], price is one of the considerations made by Malaysian consumers to choose either the local or the imported products, Malaysian consumers are less focused on the product's price as consumers always perceive a better value from high price compared to low price. Consumer purchase intention will not affected easily by price as the brand loyalty already built into the brand and loyal customer ready to pay more even if the price increases to avoided any perceived risks [20].

## 2.5 Store Environment

Store environment can influence behaviours from people within the store [21]. The background music played in the stores also influence attitudes and behavior of the customers [22]. The slow-beat music can lead to higher sales volume because consumers spend more time and money in a conducive environment [12].

Store environment and layout can influence customers to stay in the store longer, increasing the probability that they may buy an item. Conversely, it can also have a negative effect on consumer's behaviour by influencing them to leave the premises prematurely. This shows that the attributes of the store has a significant influence on making customers satisfied with a brand and becoming loyal [12]. Besides the store environment, the location of the store and number of outlets are crucial in altering consumer shopping and purchasing patterns. If consumers find the store to be highly accessible during their shopping trip and are satisfied with the store's assortment and services, these consumers may become

loyal afterwards [22]. This means that the accessibility to this product or brand in the store is important. Consumers will not go to another store just to find the brand. Instead, they will stay put and choose another brand [12].

## 2.6 Promotion

According to Clow [23], promotion in supply chain is an important element of a firm's marketing strategy. Promotion is used to communicate with its channel members and its customers about product offerings, and it is a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users.

Through advertising, ideas or perception can be established in the consumer's mind as well as help customers differentiate products against competitors [22]. De Chernatory [24] mentioned that advertising is a powerful tool to create functional and emotional values of brand and it is used primarily by the firms to achieve sales by informing the consumers about new or improved products.

## 2.7 Service Quality

In today's competitive conditions, customer's retention and also attracting competitor's customers are considered as the most important strategies of every business [25]. In such circumstances, one of the techniques for strengthening the competitiveness ability is creating loyalty in customers. Companies must know how they can improve their customer's perception regarding service quality because a good service will make customers delighted. Delighted customers in turn will remain loyal and always have a positive impression towards the company and its product [26].

Consumers like to shop at specific stores because they like the services provided and are assured of certain service privileges [25]. The impact of salespeople-consumer relationships will generally result in long term orientation of consumers towards the store or brand. Trust in salespeople appears to relate to overall perceptions of the store's service quality, and results in the consumer being very satisfied with the stores in the end [12].

## 2.8 Style

Consumers' judgment depends on the consumers' level of fashion consciousness, so judgment will be conditioned by their opinion of what is currently fashionable and in trend [27]. Brands that supply stylish muslimah attire attract loyal consumers who are fashion conscious. Fashion leaders or followers usually purchase or continue to

repeatedly purchase their fashion garments in stores that are highly fashionable. Fashion leaders and followers gain satisfaction from wearing the latest fashion and style which also satisfies their ego [12].

## 3. Research Method

### 3.1 Study Population, Unit of Analysis, and Sampling Design

According to Shah Alam, Malaysia City Council, the total population of Shah Alam is 481,654. According to Cochran [28] declared that the population is large thereby researcher is impossible collect all the views of individual in population. Krejcie and Morgan [29] provides a sample table to determine the required size of a random sample. Based on Krejcie and Morgan [29], the sample size for 481,654 people is 382 and those questionnaires will be distributed around Shah Alam. At the same time, the unit of analysis is focuses on individual; the questionnaire will be answered individually by the target population. On the other hand, gender as a controllable variable means the questionnaire will only target on female with the age between 22 to 37 years of age. Additionally, convenience sampling method will be used because the information can be collected quickly and efficiently within the time constraint, especially for study like this study where there is a major time constrain [30].

### 3.2 Questionnaire Design

For this research, self-administered survey would be done through structured questionnaires. The questionnaire adopted for this research consists three sections where section A, focuses on respondents' demographic profile, meanwhile section B is related to their behavior and section C is related to the variables which are brand name, perceived quality, price, service quality, promotion, store environment, style and brand loyalty. The Section A of the questionnaire consists of five simple questions that include age, marital status, education level, occupation and income. In section B, questions whether the respondents are loyal to a brand and whether they have purchased a Muslimas outfit in the past six months were asked. The remaining parts of the questionnaire in this research are using five-point Likert scales to measure (from strongly disagree =1 to strongly agree =5) was adapted from Khraim [12].

### 3.2 Data Analysis Technique

According to Krejcie and Morgan [29], descriptive analysis and multiple regression analysis was conducted to demonstrate that the significant relationship among the

variables involved in the research will be analysed. Several analyses can be performed to test the total variables and perhaps the most famous methods were the Pearson correlation and even linear regression method. Pearson correlation is denoted by the letter  $r$  and it describes both strength and direction of a relationship. Identified by the  $+$  or  $-$ , they literally represent the direction of the relationship which the positive  $r$  indicates direct relationship and negative  $r$  indicates the indirect relationship that will be mentioned in the hypotheses testing result .

#### 4. Results

Based on the Table 1, majority of the respondents were from the age group of 22 - 25 years old which consisted of 34.6% of them, followed by 31.6% of them were 26 -29 years old, 18% were between 30 - 33 years old followed by 15.8 % who are from the age of 34 - 37 years old. The demographic profile indicated that out of 367, 46.9% of them are single followed by 52% of the respondents were married, while the remaining 1.1% were divorced. Besides, majority of the respondents have bachelor's degree which consisted of 51.8% while 40.9% of the respondents have SPM, STPM or Diploma and 7.4% of the respondents have master's degree. Most of the respondents are students which consists of 39.2%, 37.9% worked in the private sector, 17.7% of them worked in the government sector while the remaining 5.2% are homemakers. Additionally, most of the respondents' monthly income are below RM 1,000 which consisted of 40.1%, which was then followed by 21.3% of them have RM 2,001-RM 3,000 monthly income, followed by 18.3% of the respondent have RM 3,001-RM 4,000 monthly income, 17.4% of the respondent monthly income have more than RM 4,000 and the remaining 3% of the respondent have RM 1,001-RM 2,000 monthly income.

**Table1.** Summary of Descriptive Statistics

Item	Frequency	Percent
<b>Age</b>		
22 - 25 years	127	34.6
26 - 29 years	116	31.6
30 - 33 years	66	18.0
34 - 37 years	58	15.8
<b>Total</b>	<b>367</b>	<b>100.0</b>
<b>Marital Status</b>		
Single	172	46.9
Married	191	52.0
Divorced	4	1.1
<b>Total</b>	<b>367</b>	<b>100.0</b>
<b>Education</b>		
SPM/STPM/Diploma	150	40.9
Bachelor's degree	190	51.8
Master's degree	27	7.4
<b>Total</b>	<b>367</b>	<b>100.0</b>
<b>Occupation</b>		
Student	144	39.2
Government Sector	65	17.7
Private Sector	139	37.9

Homemaker/Self-Employ	19	5.2
<b>Total</b>	<b>367</b>	<b>100.0</b>
<b>Income</b>		
≤ RM1000	147	40.1
RM1001 – 2000	11	3.0
RM2001-3000	78	21.3
RM3001- 4000	67	18.3
>RM4001	64	17.4
<b>Total</b>	<b>367</b>	<b>100.0</b>

The reliability of Table 2 lists the Cronbach's Alpha (coefficient alpha) of each variable. All the variables show a moderate degree of reliability. Table 2 shows that there were seven independent variable factors of brand loyalty that were tested by the researcher through the questionnaires distributed to respondents.

**Table 2.** Reliability Analysis of Factor of Brand Loyalty

Variables	Cronbach's Alpha
Brand Name	.555
Product Quality	.438
Price	.520
Store Environment	.741
Promotion	.415
Service Quality	.619
Style	.607
Brand Loyalty	.649

The result is derived from the highest mean score of factors of brand loyalty based on the respondents' answers. The cutting point for the reliability for this study will be 0.5.

**Table 3.** Ranking factors of brand loyalty

No	Factors of Brand Loyalty	Mean	Std. Deviation	Rank
2	<b>Brand Name</b>	<b>4.12</b>	<b>.273</b>	
	1. This brand is reputable.	4.13	.401	
	2. This brand name is prestigious.	4.16	.479	
	3. This brand image attracts me to purchase.	4.13	.461	<b>4</b>
	4. This brand name is selected regardless of its price.	4.13	.507	
	5. This brand reflects my own personality.	4.08	.419	
3	<b>Product Quality</b>	<b>4.18</b>	<b>.268</b>	
	1. The size measurement of the outfits fit me very much.	4.19	.448	
	2. The materials used by this brand are comfortable.	4.15	.396	<b>2</b>
	3. This brand has sufficient colour choice of outfits I need.	4.16	.444	
	4. Outfit of this brand is durable.	4.22	.268	
4	<b>Price</b>	<b>4.09</b>	<b>.273</b>	
	1. I find myself comparing the prices of even basic muslimah attire.	4.15	.437	<b>6</b>
	2. I will compare the price of each muslimah fashion product before	4.07	.413	

	buying.			
	3. The increased price of this brand would not hinder my purchase intention.	3.99	.490	
	4. This brand provides good value for money.	4.17	.436	
5	<b>Store Environment</b>	<b>4.16</b>	<b>.298</b>	
	1. This brand has good store locations.	4.23	.467	
	2. The store layout makes it easy for me to move around.	4.13	.378	
	3. This brand has sufficient outlets.	4.19	.481	3
	4. The interior display of this brand is attractive.	4.13	.401	
	5. The colour of the stores are attractive.	4.14	.391	
6	<b>Promotion</b>	<b>4.21</b>	<b>.229</b>	
	1. Advertisement of this brand is attractive.	4.20	.437	
	2. Promotion schemes are attractive (e.g. Sale discount)	4.19	.419	
	3. Advertisement of this brand convince me to purchase.	4.14	.407	1
	4. Window displays of the stores are attractive.	4.28	.469	
	5. The advertisement can provide relevant information about the brand.	4.26	.487	
7	<b>Service Quality</b>	<b>4.10</b>	<b>.270</b>	
	1. Salespersons of the stores are well-trained.	4.16	.493	
	2. Salespersons of the stores are willing to help me.	4.06	.383	
	3. Salesperson of the store gives me individual attention.	4.08	.454	5
	4. Salespersons of the stores are courteous.	4.11	.417	
	5. Salespersons of the stores have neat appearance.	4.08	.385	
8	<b>Style</b>	<b>4.09</b>	<b>.216</b>	
	1. This brand provides wide variety of styles.	4.17	.417	
	2. Styles of this brand are suitable for me.	4.10	.355	
	3. Styles of this brand have distinctive features.	4.05	.277	7
	4. Styles of this brand are trendy.	4.07	.340	
	5. Styles of this brand are fashionable.	4.06	.329	

The result shows that promotion is the most important factor compared to style, service quality, store environment, product quality, price and brand name. In the Malaysian environment respondents particularly choose promotion as the main factor that influences them to be brand loyal customers.

#### 4.1 Hypotheses Testing

As shown in Table 4, the figures illustrate that all factors had a strong relationship with brand loyalty ( $p < 0.01$ ).

However, the correlation between brand loyalty and price ( $r=0.121$ ) was not significant compared with the other items (brand name:  $r=0.273$ , product quality:  $r=0.285$ , store environment:  $r=0.355$ , promotion:  $r=0.387$ , service quality:  $r=0.135$  and style:  $r=0.307$ ).

**Table 4.** Significance of brand loyalty factors with brand loyalty

	1	2	3	4	5	6	7	8
TBL								
Pearson	1	.273**	.285**	.121*	.355**	.387**	.135**	.307**
Correlatio		.000	.000	.020	.000	.000	.010	.000
n								
Sig. (2-tailed)								

\*\* Significant at 0.01 level

1=TBL, 2=TBN, 3=TPQ, 4=TP, 5=TSE, 6=TPR, 7=TSQ, 8=TS

**Table 5.** Coefficients table for multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	1.202	.294		4.089	.000
TBN	.084	.054	.087	1.562	.119
TPQ	.090	.057	.092	1.570	.117
TP	-.139	.052	-.144	-2.651	.008
TSE	.253	.047	.287	5.403	.000
TPR	.323	.059	.282	5.469	.000
TSQ	-.189	.056	-.194	-3.354	.001
TS	.279	.065	.229	4.298	.000

From Table 5 above, the largest beta coefficient is store environment which is 0.287. This means that this variable makes the strongest contribution to explain brand loyalty in Muslimas fashion brands (dependent variable), when the variance explained by all other variable in the model is controlled for. It follows by promotion (0.282), Style (0.229), service quality (0.092) and brand name (0.087). While, product quality (-0.144) and service quality (-0.194) has a negative relations with the brand loyalty.

Brand name and product quality are not significant, as the significance values are 0.119 and 0.117 which are higher than 0.05 respectively. Besides that, the other significant variable for this study are price, store environment, promotion, service quality and style. In this case, the price, store environment, promotion, service quality and style does influence millennial to be loyal to a brand. Therefore, only H3, H4, H5, H6, and H7 are accepted as there is a significant relationship between these variables and brand loyalty.

## 5. Discussion and Research Implication

The purpose of this study is to examine the factors that influence the supply chain of Muslimas (hijabs) fashion brand loyalty in terms of price, service quality, store environment, promotion and style. To attract more loyal customers, from the perspective of theoretical the variables that they should mainly focus on building their pricing strategy, store environment, improve service quality, enhance promotional activities as well as come out with new styles [26]. Although the final result shows that only price, service quality, store environment, promotion and style affect customers' brand loyalty, brand name and product quality still have a strong relationship with brand loyalty. Hence, it is not easy for entrepreneurs to keep existing customers and cultivate them into loyal consumers. From the practical point of view, the industry players should achieve this objective, where the brand managers should not only focus on building their pricing strategy, store environment, improve service quality, enhance promotional activities as well as come out with new styles, but should also pay attention to their brand name and product quality.

### 5.1 Research Limitation and Future Direction

One of the major limitations of this study is the geographical focus is limited to one city of Malaysia and it could not be the demonstrative of the all citizens of Malaysia. This will limit the accuracy of the results of describing the consumer intention in the country. Besides that, this study only uses questionnaires to analyse consumers' brand loyalty towards Muslimas fashion brands.

Some of the respondents might not be honest and sincere in answering the questionnaire. Hence, this will limit the research in understanding deeper about the real intention of consumer towards Muslimas fashion brands. Therefore, it causes the study to be not representative enough to understand and describe the factors that affect consumers' brand loyalty in Muslimas fashion. Furthermore, due to time and cost constraints, the sample size of this study is only 400 respondents and this will limit the study to analyse consumers' brand loyalty generally in the whole Malaysia.

Suggestion for future direction that the government is expected to be able to boost the performance of exports and consumption of the domestic community, because so far Malaysia's economic growth has been driven more by the performance of exports and household consumption which is still quite strong; Policies regarding investment licensing must be further simplified and there is a guarantee of the availability of supply chain management on materials supplies for the textile industry production. The government must also try to increase investment in the textile industry sector especially to modernize old or

worn fashionable Muslimas (hijabs) so that the textile industry can expand production.

## 6. Conclusion

Based on the results of data analysis and discussion some conclusions were obtained, namely: price, service quality, store environment, promotion and style affect customers' brand loyalty, brand name and product quality still have a strong relationship with brand loyalty. This study provides some references for brand managers in making business plans and changing their existing strategies. In summary, the Muslimas industry has already attracted a vast number of consumers and this trend is continuously growing. This research will help managers of Muslimas companies learn more about the Muslimas fashion market, customers, and their brand loyalty toward Muslimas fashion brands.

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