



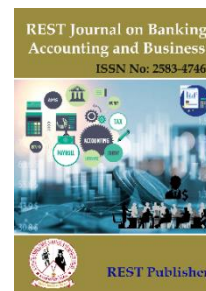
REST Journal on Banking, Accounting and Business

Vol: 3(4), December 2024

REST Publisher; ISSN: 2583 4746

Website: <http://restpublisher.com/journals/jbab/>

DOI: <https://doi.org/10.46632/jbab/3/4/10>



Exploring The Influence of Brand Resonance On Customer Retention in The Fast-Fashion Textile Sector

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Abstract: People live with their choices when they choose a brand. When consumers select a brand, they stand by their decision, creating a significant and enduring connection between the brand and the company's customers. As a result, the brand becomes one of the marketer's most important tools for driving their marketing efforts. This study seeks to investigate factors that influence brand resonance and to analyse the impact of brand resonance on the consumer repurchase intention of products. Data is collected from 209 sample respondents using structured questionnaires. Research shows that perceived brand quality, brand image and brand experience have positive impact on brand loyalty of behavioral loyalty, attitude attachment and community consciousness. Among these three factors, perceived brand quality and brand image have a positive effect on the brand resonance of active participation. It has also been found to have a positive effect on repurchase intention in four dimensions: brand resonance, behavioral loyalty, attitude attachment and community consciousness. Finally, companies need to focus on better quality products and customer engagement in order to maintain their brand image and retain their existing customers. Companies need to create more attractive marketing programs.

Keywords: Brand resonance, Perceived brand quality, Brand image, Brand experience, Behavioral loyalty, Attitude attachment and Community consciousness.

1. INTRODUCTION

The secret to effective brand management is knowing what advantages customers seek out in a good or service. Brands make it easier for customers to discern between the rival goods and services that the market offers. Several issues have made it more difficult for marketers to manage brands and increase consumer interest in them (Keller, 2008). Keeping up with the growing number of new brands is the primary goal of branding in relation to marketing. Customers find it challenging to select from a large selection of products since the products have changed in the brand environment. Second, because today's consumers are pickier, they are searching for more than simply a product's functional benefits. Rather, they are searching for a brand's image, status, personality, way of life, and other attributes that resonate powerfully with them. Therefore, what consumers are looking for is a list of attributes, which go beyond the physical and tangible aspects of a product (Aziz and Yasin, 2010). To meet the disputes faced by brands, researchers and marketers have identified a role for the Brand Equity construct. Researchers. Like Aaker (1991), Keller (1993), Feldwick (1996) started defining Brand Equity from various perspectives. These studies on Brand Equity indicate that Customer-Based Brand Equity projects the current marketing focus of the marketer. Many companies service internationally, so it is essential to understand the Customer-Based Brand Equity from both Global and Indian. based companies. Companies are focusing on building strong brands when positive perceptions of a brand take place. As a result, a list of qualities that transcend a product's tangible and physical components is what buyers are searching for (Aziz and Yasin, 2010). Researchers and marketers have determined that the Brand Equity framework has a role to play in resolving disputes that brands encounter. Scholars. Similar to Aaker (1991), Feldwick (1996), and Keller (1993), they began defining brand equity from a variety of angles. According to these brand equity research, customer-based brand equity

reflects the marketer's present area of interest. Since many businesses provide services abroad, it's critical to comprehend the customer-based brand equity of both Indian and global businesses. When there are favorable opinions of a brand, businesses concentrate on developing powerful brands. That will result in financial gain for the management and shareholders of the branded firm (Davis, 2010). Effective marketing must evoke strong feelings in consumers so they would act positively through consumption, not only raise awareness in their minds.

The emphasis on physical appearance and beauty is strong in today's society. The majority of individuals start worrying about "Fashion." Among these, the apparel sector is one that is highly lucrative, inventive, and expanding quickly. Marketing managers must be aware of the ongoing shifts in consumer purchasing patterns. Because they are more informed, today's consumers have high expectations for the goods produced by the manufacturers. Repurchase intention is generated by achieving brand resonance, and this is the primary factor in a company's sustainability. Building brand resonance in a competitive context is also necessary. The purpose of the study is to look at what influences consumers' intentions to repurchase a brand. Every consumer approaches purchases and consuming with a particular mindset and attitude. Any business that wants to provide goods or services that meet customer needs and wants, understand the elements that influence brand resonance, and successfully execute a particular marketing plan must study brand resonance. . Every consumer approaches purchases and consuming with a particular mindset and attitude. Any business that wants to provide goods or services that meet customer needs and wants, understand the elements that influence brand resonance, and successfully execute a particular marketing plan must study brand resonance. There might be several actions that need to be taken gradually. It is important to remember that a brand develops brand resonance gradually; it cannot happen suddenly (Kumar, 2006).

Identity, meaning, emotion, and interaction are all part of the process of brand building, which aids in customer loyalty (Keller, 2001). Strong brand ties are essential for encouraging tolerance to unfavorable brand information, according to research on the subject. Previous study indicates that the customer brand relationship is the most effective means for a seller to transform negative brand information into positive brand information (Swaminathan, Page, and GurhanCanli, 2007).

2. REVIEW OF LITERATURE

According to Aaker (1991) perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension.

Considering the relationship between perceived quality and brand loyalty, several studies indicate a positive impact of perceived quality on purchase intention (Tsiotsou, 2006). Perceived quality is found to be the main antecedent of brand loyalty (Biedenbach and Marell, 2009). Perceived quality was found to have an effect on brand image (Ming et al., 2011; Chen and Tseng, 2010).

Aaker (1991) defines brand image as a "set of brand association that are anything linked in memory to a brand, usually in some meaningful way" and can be defined as the perception about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory (Rio et al., 2001). On other hand, Kotler and Armstrong (1996) define brand image as "a set of beliefs held about a particular brand". This set of beliefs plays an important role in the buyer's decision making process when customers evaluate alternative brands. Brand image was found to have positive effect on brand loyalty (Sung et al., 2010; Ming et al., 2011).

According to Shim (2012), the brand name, design, symbolism, materials, packaging, surroundings, and others are the main factors determining brand loyalty. Customers' favorable perceptions of the brand are reinforced by the brand experience, which is why it's regarded as an important motivator for brand loyalty (Brakus et al, 2009). When customers have a favorable brand experience, they recognize the brand and supplier, and this could encourage them to repurchase the brand (Goodson, 2011).

These brand extensions are distinct products made by the same company under a separate brand. These researchers concluded that brand experience and brand loyalty are strongly correlated. Both positive and negative brand experiences are possible, and happy and positive brand experiences contribute to customer satisfaction and brand resonance (Brakus et al., 2009). Customers need to look beyond their actions if they want to be devoted to a brand, because recurrent purchases are merely habits (Burgess & Spinks, 2014).

Businesses require a robust product line to develop brand resonance. To ensure that a brand is high on the CBBE model and meets the standards, it is necessary to create brand awareness, brand identity, and product associations before allowing customers to sell the brand (Keller, 2009; Keller, 2013).

The practice of purchasing certain goods or services from the same business is known as buying back (Helder, Geursen, Carr, & Rickard, 2003), and the primary motivation for the purchase is prior experience. After acquiring value (notable in hedonists) and being pleased with prior purchases made from the same supplier, customers have a strong desire to repurchase (Park & Kim, 2003).

Research problem:

The impact of perceived brand quality, brand image, brand experience influence the effect of brand resonance activities practiced by textile industry in increasing the repurchase intention of the customers. As the customers feel behavioral loyalty, attitudinal attachment, sense of community and active engagement towards textile products higher will be the repurchase intention.

3. OBJECTIVES OF THE STUDY

- To examine factors affecting brand resonance.
- To analyze the effect of brand resonance and brand equity on customer repurchase intention
- To know the model fit of brand resonance on customer repurchase intention.

4. ANALYSIS AND INTERPRETATION

4.1 Kendall’s W Test for Significant Difference Between Mean Ranks of Perceived Brand Quality Towards Behavioral Loyalty with Respect To Repurchase Intention

Null Hypothesis: There is no significant difference between mean ranks of the perceived brand quality towards behavioral loyalty with respect to repurchase intention.

Alternative Hypothesis: There is a significant difference between mean ranks of the perceived brand quality towards behavioral loyalty with respect to repurchase intention.

Table 1. Kendall’s w test for significant difference between mean ranks of the perceived brand quality towards behavioral loyalty with respect to repurchase intention.

Perceived brand quality towards behavioral loyalty with respect to repurchase intention.	Mean Rank	Chi-Square value	Degrees of freedom	Asymp. Significant
Variety of products to meet the customer’s expectations	3.17	9.670	4	.046
Products meet customers’ requirements	2.98			
Comparison terms of the product’s design	2.82			
Comparison terms of the product’s design	3.00			
Quality is satisfactory	3.02			

Source: Output generated from SPSS 21

From the above table (4.1), it is found out that all the variables related to the perceived brand quality towards behavioral loyalty with respect to repurchase intention had significance value less than 0.05 at 1 Per cent level of significance, thus the null hypothesis is rejected. Thus, it is concluded that there is significant difference between mean ranks towards the perceived brand quality towards behavioral loyalty with respect to repurchase intention. Out of the five the perceived brand quality towards behavioral loyalty with respect to repurchase intention variables, the “variety of products to meet the customer’s expectations” has the highest rank (3.17). So, that the perceived brand quality towards behavioral loyalty with respect to repurchase intention is influenced by “variety of products to meet the customer’s expectations” Variable. The analysis ascertains the fact that almost all the attributes under the perceived brand quality towards behavioral loyalty with respect to repurchase intention considered for the study are important and the most influencing factor is identified as ‘variety of products to meet the customer’s expectations’ among the respondents. The respondent’s opinion towards perceived brand quality has a variety of fashionable products to meet the customer’s expectations is perceived as a perceived brand quality among the variable statements under perceived brand quality towards behavioural loyalty. Hence among all other attributes under perceived brand quality towards behaviour loyalty with respect to repurchase intention, the above said statement is statistically significant and thus identified as the most influencing variable.

4.2 Kendall’s W Test for Significant Difference Between Mean Ranks of Brand Image Towards Behavioral Loyalty with Respect To Repurchase Intention

Null Hypothesis: There is no significant difference between mean ranks of the brand image towards behavioral loyalty with respect to repurchase intention.

Alternative Hypothesis: There is a significant difference between mean ranks of the brand image towards behavioral loyalty with respect to repurchase intention.

TABLE 2. Kendall’s W Test for Significant Difference Between Mean Ranks of Brand Image Towards Behavioral Loyalty with Respect To Repurchase Intention

Brand image towards behavioral loyalty with respect to repurchase intention.	Mean Rank	Chi-Square value	Degrees of freedom	Asymp. Significant
Brand image gives me a good impression	3.17	9.670	4	.046
Comes to mind in need of new apparel	2.98			
Product’s price matches quality	2.82			
Well known and prestigious	3.00			
Reputation for the quality of its products	3.02			

From the above table (4.2), Out of the five the brand image towards behavioral loyalty with respect to repurchase intention variables, the “Brand image gives a good impression” has the highest rank (3.24). So, that the brand image towards behavioral loyalty with respect to repurchase intention is influenced by “Brand image gives a good impression” Variable. The analysis ascertains the fact that almost all the attributes under the brand image towards behavioral loyalty with respect to repurchase intention considered for the study are important and the most influencing factor is identified as ‘variety of products to meet the customer’s expectations’ among the respondents. The respondent’s opinion towards brand image is that Brand image gives customers a good impression is perceived as a brand image among the variable statements under brand image towards behavioral loyalty. Hence among all other attributes under brand image towards behavioral loyalty with respect to repurchase intention, the above said statement is statistically significant and thus identified as the most influencing variable.

4.3 Kendall’s W Test for Significant Difference Between Mean Ranks of Brand Experience Towards Behavioral Loyalty with Respect to Repurchase Intention

Null Hypothesis: There is no significant difference between mean ranks of the brand experience towards behavioral loyalty with respect to repurchase intention.

Alternative Hypothesis: There is a significant difference between mean ranks of the brand experience towards behavioral loyalty with respect to repurchase intention.

TABLE 3. Kendall’s W Test for Significant Difference Between Mean Ranks of Brand Experience Towards Behavioral Loyalty with Respect to Repurchase Intention

Brand experience towards behavioral loyalty with respect to repurchase intention.	Mean Rank	Chi-Square value	Degrees of freedom	Asymp. Significant
Products are comfortable	3.17	9.670	4	.046
Never disappoints the customers	2.98			
Gives positive feeling and sentiments	2.82			
Suitable for all seasons	3.00			

From the above table (4.3), Out of the four the brand experience towards behavioral loyalty with respect to repurchase intention variables, the “Suitable for all seasons” has the highest rank (3.24). So, that the brand experience towards behavioral loyalty with respect to repurchase intention is influenced by “Suitable for all seasons” Variable. The analysis ascertains the fact that almost all the attributes under the brand experience towards behavioral loyalty with respect to repurchase intention considered for the study are important and the most influencing factor is identified as ‘Suitable for all seasons’ among the respondents. The respondent’s opinion towards brand image is that Suitable for all seasons is perceived as a brand experience among the variable statements under brand image towards behavioral loyalty. Hence among all other attributes under brand experience towards behavioral loyalty with respect to repurchase intention, the above said statement is statistically significant and thus identified as the most influencing variable.

4.4. Krusal-Wallis 1-Way ANOVA Test for perceived brand quality towards behavioral loyalty with respect to repurchase intention with gender and occupation for the customers

TABLE 4.

S.No	Perceived brand quality towards behavioral loyalty with respect to repurchase intention. (Null Hypothesis)	Gender		Occupation	
		Sig. Value	Decision	Sig. Value	Decision
1.	The distribution of PBQ1 is the same across categories of gender.	0.398	Retain	0.131	Retain
2.	The distribution of PBQ2 is the same across categories of gender.	0.444	Retain	0.451	Retain
3.	The distribution of PBQ3 is the same across categories of gender.	0.576	Retain	0.441	Retain
4.	The distribution of PBQ4 is the same across categories of gender.	0.074	Retain	0.189	Retain
5.	The distribution of PBQ5 is the same across categories of gender.	0.016		0.952	Retain

From the above table (4.4), Based on the result generated by SPSS 20, the significant values of all the variables related to perceived brand quality towards behavioral loyalty with respect to repurchase intention are greater than 0.05. So the null hypothesis is accepted in all cases. Therefore, the perceived brand quality towards behavioral loyalty with respect to repurchase intention are same across the categories of the gender and occupation of the consumers. The ratiocinative outcome obtained from the table (4.4) determine the fact that the perceived brand quality aspect statements considered as variables related to behavioral loyalty with respect to repurchase intention had no implications on the gender and occupation of the consumers. The opinion statements of the respondents who are consumers of behavioral loyalty do not vary with any difference based on their gender and occupation. Hence we can confine that there is no statistical significance of the hypothetical statements intended for analysis.

4.5. Krusal-Wallis 1-Way ANOVA Test for brand image towards behavioral loyalty with respect to repurchase intention with gender and occupation for the customers

TABLE 5.

S.No	Brand image towards behavioral loyalty with respect to repurchase intention. (Null Hypothesis)	Gender		Occupation	
		Sig. Value	Decision	Sig. Value	Decision
1.	The distribution of BI1 is the same across categories of gender.	0.827	Retain	0.300	Retain
2.	The distribution of BI2 is the same across categories of gender.	0.775	Retain	0.550	Retain
3.	The distribution of BI3 is the same across categories of gender.	0.176	Retain	0.100	Retain
4.	The distribution of BI4 is the same across categories of gender.	0.327	Retain	0.642	Retain
5.	The distribution of BI5 is the same across categories of gender.	0.491	Retain	0.99	Retain

From the above table (4.5), Based on the result generated by SPSS 20, the significant values of all the variables related to brand image towards behavioral loyalty with respect to repurchase intention are greater than 0.05. So the null hypothesis is accepted in all cases. Therefore, the brand image towards behavioral loyalty with respect to repurchase intention are same across the categories of the gender and occupation of the consumers. The ratiocinative outcome obtained from the table (4.5) determine the fact that the brand image aspect statements considered as variables related to behavioral loyalty with respect to repurchase intention had no implications on the gender and occupation of the consumers. The opinion statements of the respondents who are consumers of behavioral loyalty do not vary with any difference based on their gender and occupation. Hence we can confine that there is no statistical significance of the hypothetical statements intended for analysis.

4.6. Krusal-Wallis 1-Way ANOVA Test for brand experience towards behavioral loyalty with respect to repurchase intention with gender and occupation for the customers

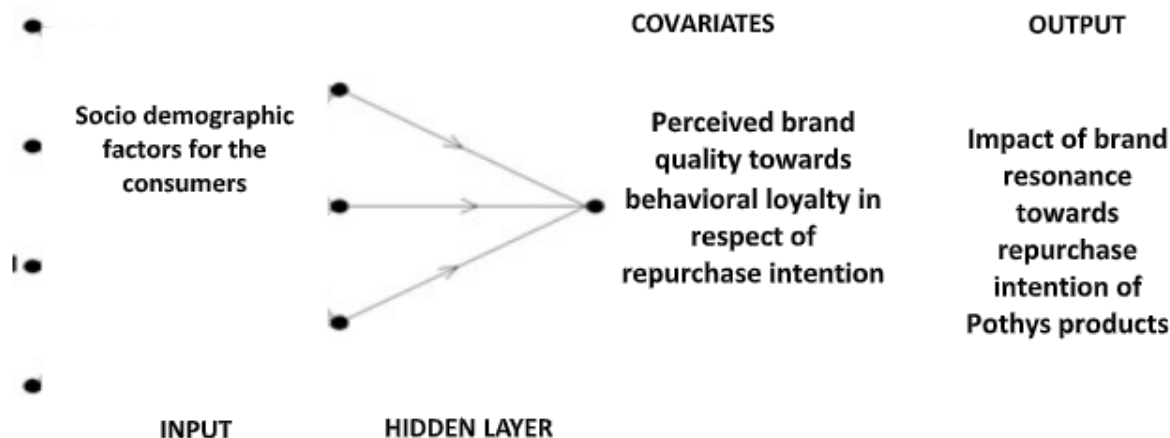
TABLE 6.

S.No	Brand image towards behavioral loyalty with respect to repurchase intention. (Null Hypothesis)	Gender		Occupation	
		Sig. Value	Decision	Sig. Value	Decision
1.	The distribution of BE1 is the same across categories of gender.	0.830	Retain	0.353	Retain
2.	The distribution of BE2 is the same across categories of gender.	0.510	Retain	0.084	Retain
3.	The distribution of BE3 is the same across categories of gender.	0.439	Retain	0.165	Retain
4.	The distribution of BE4 is the same across categories of gender.	0.064	Retain	0.447	Retain

From the above table (4.6), Based on the result generated by SPSS 20, the significant values of all the variables related to brand experience towards behavioral loyalty with respect to repurchase intention are greater than 0.05. So the null hypothesis is accepted in all cases. Therefore, the brand experience towards behavioral loyalty with respect to repurchase intention are same across the categories of the gender and occupation of the consumers. The ratiocinative outcome obtained from the table determine the fact that the brand experience aspect statements considered as variables related to behavioral loyalty with respect to repurchase intention had no implications on the gender and occupation of the consumers. The opinion statements of the respondents who are consumers of behavioral loyalty do not vary with any difference based on their gender and occupation. Hence we can confine that there is no statistical significance of the hypothetical statements intended for analysis.

4.7. Analysis Of Impact Of Brand Equity Towards Pothys Products On Brand Resonance With Respect To Repurchase Intention By Using The Neural Network (Nn) Method

Basic Neuron Model for Impact of brand equity towards Pothys products on brand resonance with respect to repurchase intention



The neural network model stems from the studies on the working of human brain systems, and serves as an associative memory between the input and output patterns. These models contain many densely interconnected elements called Neurons or Nodes.

The neuron has a set of “n” inputs “x”_j, where the subscript “j” takes a value from 1 to “n” and indicates the source of the input signal. Each input “x”_j is weighted before reaching the main body of the processing elements, by the connection strength or weight factor “w_j”. (Multiplied by “w_j”). In addition, it has a bias term “w”₀, a threshold value that has to be reached or exceeded for the neuron to produce a signal, a non-linearity function F that acts on the produced signal (or activation) R, and an output O. The non-linearity function used in this network is the sigmoid. The sigmoid is very popular because it is monotonic, is bounded, and has a derivative: f'(s) = kf(s) [1-f(s)].

The model used in this work is the Feed Forward Multilayer perception, using the Back Propagation Algorithm. Where (4-3-1)

- 7-Input layers
- 10-Covariates layers
- 1-Hidden layers
- 1-Output layer

All inputs are analyzed in the experimental validation part, with appropriate output results by the illustration of graphs so that the influences of the parameters of tensile strength are taken into consideration. The network information is presented in the table. The validation of the estimated NN and Experimental value illustrations is shown in Figure.

4.8. Model Summary for Neural Network Model for perceived brand quality towards behavioral loyalty with respect to repurchase intention

TABLE 7.

Training	Sum of Squares Error	287.481
	Relative Error	1.012
	Stopping Rule Used	1 consecutive step(s) with no decrease in errora
	Training Time	0:00:00.5
Testing	Sum of Squares Error	137.212
	Relative Error	.976
Dependent Variable: behavioral loyalty towards repurchase intention		
a. Error computations are based on the testing sample.		

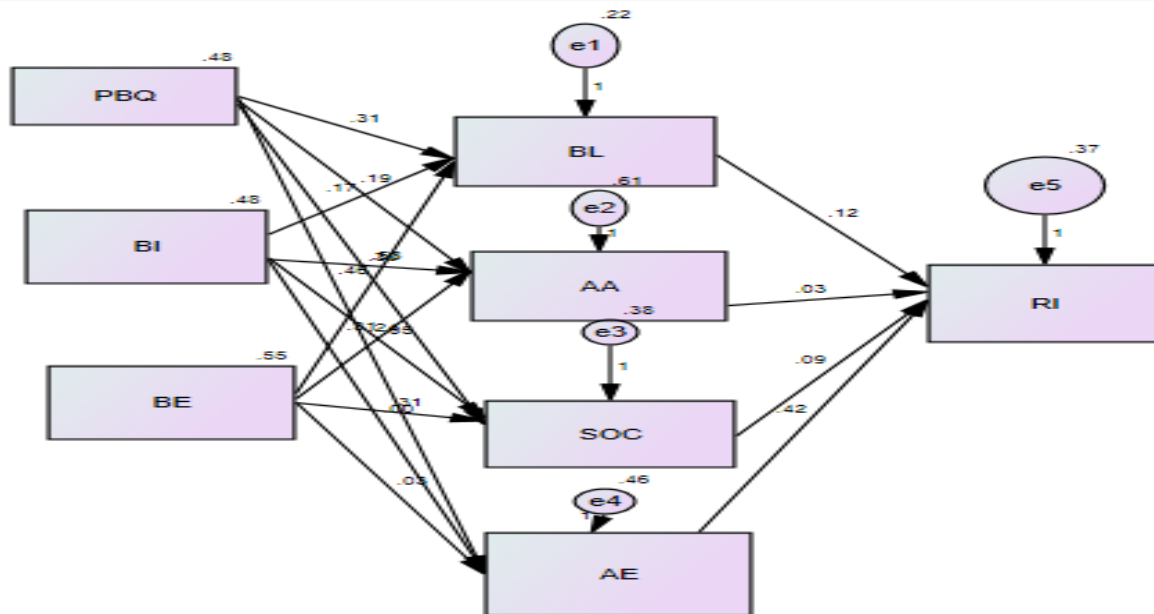
Source: Output generated from SPSS 21

4.9. Neural Network Model for impact of brand equity towards Pothys products on brand resonance with respect to repurchase intention

Table 8.

Input Layer	Factors	1	Age
		2	Occupation
	Covariates	1	PBQ1
		2	PBQ2
		3	PBQ3
		4	PBQ4
		5	PBQ5
		6	BI1
		7	BI2
		8	BI3
		9	BI4
		10	BI5
	11	BE1	
	12	BE2	
13	BE3		
14	BE4		
Number of Unitsa		24	
Rescaling Method for Covariates		Standardized	
Hidden Layer(s)	Number of Hidden Layers		1
	Number of Units in Hidden Layer 1a		1
	Activation Function		Hyperbolic tangent
Output Layer	Dependent Variables	1	Active engagement towards Repurchase intention of consumers
	Number of Units		1
	Rescaling Method for Scale Dependents		Standardized
	Activation Function		Identity
	Error Function		Sum of Squares
a. Excluding the bias unit			

Source: Output generated from SPSS 21.



The factors of the brand equity towards brand resonance with respect to repurchase intention model parameters are modelled by using the Neural Network Method. The parameters are optimized so as to determine the set of parameters, which will influence the increase in the impact of brand equity towards products on brand resonance with respect to repurchase intention by using Neural Networks Architecture and network information.

5. CONCLUSION, FINDINGS AND SUGGESTION

Findings: According to the results of the study, From the table (4.1), it is found out that all the variables related to the perceived brand quality towards behavioral loyalty with respect to repurchase intention had significance value less than 0.05 at 1 Per cent level of significance, thus the null hypothesis is rejected. Thus, it is concluded that there is significant difference between mean ranks towards the perceived brand quality towards behavioral loyalty with respect to repurchase intention. Out of the five the perceived brand quality towards behavioral loyalty with respect to repurchase intention variables, the “variety of products to meet the customer’s expectations” has the highest rank (3.17). So, that the perceived brand quality towards behavioral loyalty with respect to repurchase intention is influenced by “variety of products to meet the customer’s expectations” Variable.

From the table (4.2), Out of the five the brand image towards behavioral loyalty with respect to repurchase intention variables, the “Brand image gives a good impression” has the highest rank (3.24). So, that the brand image towards behavioral loyalty with respect to repurchase intention is influenced by “Brand image gives a good impression” Variable. From the table (4.3) Out of the four the brand experience towards behavioral loyalty with respect to repurchase intention variables, the “Suitable for all seasons” has the highest rank (3.24). So, that the brand experience towards behavioral loyalty with respect to repurchase intention is influenced by “Suitable for all seasons” Variable. From the table (4.3), Out of the four the brand experience towards behavioral loyalty with respect to repurchase intention variables, the “Suitable for all seasons” has the highest rank (3.24). So, that the brand experience towards behavioral loyalty with respect to repurchase intention is influenced by “Suitable for all seasons” Variable. From the (4.4), Based on the result generated by SPSS 20, the significant values of all the variables related to perceived brand quality towards behavioral loyalty with respect to repurchase intention are greater than 0.05. So the null hypothesis is accepted in all cases. Therefore, the perceived brand quality towards behavioral loyalty with respect to repurchase intention are same across the categories of the gender and occupation of the consumers. From the table (4.5), Based on the result generated by SPSS 20, the significant values of all the variables related to brand image towards behavioral loyalty with respect to repurchase intention are greater than 0.05. So the null hypothesis is accepted in all cases. Therefore, the brand image towards behavioral loyalty with respect to repurchase intention are same across the categories of the gender and occupation of the consumers. From the table (4.6), Based on the result generated by SPSS 20, the significant values of all the variables related to brand experience towards behavioral loyalty with respect to repurchase intention are greater than 0.05. So the null hypothesis is accepted in all cases. Therefore, the brand experience towards behavioral loyalty with respect to repurchase intention are same across the categories of the gender and occupation of the consumers.

Suggestion: With ever-increasing levels of competition and brands offering more than one similar product on the market, it has become necessary to label the product to distinguish it from others. So, brand resonance is very important for retailers of consumer goods and services. Brand resonance contributes to the effectiveness of the brand expansion and its presentation. Furthermore, consumer perceptions of different brands are critical to the prosperity or failure of a brand. Thus, a better understanding of brand perception of consumers is needed so that a company can improve its offerings to consumers. This observation is true for all industries, regardless of industry. According to the data obtained, the brand image factor has the lowest average value among all influencing factors, but the average score is always higher than the neutral score. Thus, we can conclude that although a hallmark requires time and effort, it can be improved by adopting some strategies: (1) publish on many channels, (2) interact with people, (3) communicate with influencers, (4) addresses surveys and complaints, (5) optimizes ratings and (6) promotes content presented by the consumer. Sense of community ratio has the lowest average between the four dimensions of brand resonance, but the average score is higher than the neutral score. The reason is online activity is low, when compared to high- end foreign brands, their image is not too strong. Especially in today's market, consumers tend to see the brand image as an integral part of the product or service they are buying. But we can say that the attitude to the brand can improve because of (1) achieving high, sustainable visibility with the target audience, (2) being the first and only brand that has a direct and physical relationship with customers, (3) something new in the history of the brand, (4) strengthening what the brand stands for, and (5) differentiating the brand in terms of method and value. According to the findings, behavioral loyalty is quite good. To increase customer loyalty, the company must retain its existing customers. The company should provide the best service to customers. They must also gather customer feedback and suggestions to provide customer satisfaction. The company must stay in touch with customers by making membership cards. It should offer more promotions and should respond quickly to customer requests. The company needs to build relationships with customers, serve more needs and desires of customers. The company must organize free programs so that customers are satisfied. According to the findings, the company should emphasize the brand experience. The brand experience can be enhanced by adopting these strategies (1) providing frontline workers with power and authority, (2) pursuing any common ground to ensure consistency, (3) creating regular posts for listeners, (4) focus on the solution, and (5) prepare for a (possible) upgrade of the brand. In addition, the company must increase active participation by following these strategies (1) to interact with people, (2) hold contests that people love, (3) increase the popularity of posts, and (4) videos on social networks. A brand can emerge and ensure the involvement of customers in the company so that they can establish themselves in the minds of customers, and drive customer loyalty to the company. The company should focus on attracting customers, such as fashion shows, to keep the brand image among the customers. The company should focus on advertising to increase sales, expand the market and increase reputation. Finally, when all is taken into account, we can say that if a company places more value on social activity and creates more attractive programs, they can attract a huge number of customers.

Conclusion: According to the results of the study customers recognize that their products are of good quality. Brand quality is really important when we make a decision to buy products. Nowadays, people learn about brand quality. According to the trend, people want to buy branded items. All three factors that affect brand quality, brand image and brand experience positively affect behavioural loyalty. In addition, these three factors are positive for attitude and a sense of community. Only active participation is taken into account by a certain brand quality and brand image. This is due to the fact that people are aware of the quality of the product and the brand image as an important part of the correct judgment and evaluation of the company's products. According to the results, all four elements of the resonant brand influence the intention of the purchase. This study shows that the sense of community has a strong influence on trading intentions. This is because the brand is closely connected with customers, creating groups through social networks. Social communication brings great intangible value to customers and emphasizes customer loyalty and re-purchase of this brand.

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