

Analyzing the Relationship Between Online Fashion Brand Recognition, Brand Experience and Brand Love

Hajar KARRIT¹

ABSTRACT

This study delves into the intricate dynamics that define the relationship between online fashion brand recognition, brand experience, and brand love within the unique context of Türkiye. Employing a quantitative research design, the study gathers data through online surveys from diverse participants from all regions of Türkiye, the target group for the study included English-speaking, fashion-savvy consumers in Türkiye who had previous contact with fashion brands. Due to a lack of resources, a sample of 400 respondents was chosen using non-probability sampling and an online survey. By employing validated measurement scales and questionnaires, the research scrutinizes the perceptions of participants regarding brand recognition, brand experience, and brand love concerning distinct online fashion brands.

The study aims to shed light on the elements influencing Turkish consumers' emotional connections to online fashion businesses and how brand experience and brand recognition support the development of brand love. Employing advanced statistical analyses, the study seeks to unveil potential associations and interconnections among these variables. During the study period, the findings are anticipated to offer useful information for brand management and marketing strategies for online fashion, allowing firms to understand customer behavior better and fortify brand allegiance within Türkiye's rapidly evolving online fashion landscape. The study adds to the body of knowledge on consumer behavior and branding in the context of the Turkish fashion sector while acknowledging potential limits.

Keywords: *Brand, Online Fashion Brand Recognition, Brand Experience, Brand Love*

¹ Istanbul Aydin University, Department of Business Administration, hajarkarrit@stu.aydin.edu.tr, ORCID: 0009-0008-0180-7937

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Online Moda Marka Bilinirliđi, Marka Deneyimi ve Marka Aşkı Arasındaki İlişkinin İncelenmesi

ÖZ

Bu çalışma, çevrimiçi moda marka bilinirliđi, marka deneyimi ve marka sevgisi arasındaki ilişkiyi Türkiye'ye özgü bir bağlamda tanımlayan karmaşık dinamikleri incelemektedir. Nicel bir araştırma tasarımı kullanan çalışma, Türkiye'nin tüm bölgelerinden çeşitli katılımcılardan çevrimiçi anketler yoluyla veri topluyor; çalışmanın hedef grubu, Türkiye'de İngilizce konuşan, moda konusunda bilgili ve daha önce moda markalarıyla teması olan tüketicilerden oluşuyordu. Kaynak eksikliği nedeniyle, olasılığa dayalı olmayan örnekleme ve çevrimiçi anket kullanılarak 400 katılımcıdan oluşan bir örnek seçildi. Doğrulanmış ölçüm ölçekleri ve anketler kullanan araştırma, katılımcıların farklı çevrimiçi moda markalarına ilişkin marka bilinirliđi, marka deneyimi ve marka sevgisine ilişkin algılarını inceliyor.

Çalışma, Türk tüketicilerin çevrimiçi moda işletmeleriyle olan duygusal bağlarını etkileyen unsurların yanı sıra marka deneyimi ve marka bilinirliđinin marka sevgisinin gelişimini nasıl desteklediğine ışık tutmayı amaçlıyor. Gelişmiş istatistiksel analizler kullanan çalışma, bu değişkenler arasındaki potansiyel ilişkileri ve bağlantıları ortaya çıkarmayı amaçlıyor. Çalışma süresi boyunca bulguların, marka yönetimi ve çevrimiçi moda ya yönelik pazarlama stratejileri için yararlı bilgiler sunması, firmaların müşteri davranışlarını daha iyi anlamalarına ve Türkiye'nin hızla gelişen çevrimiçi moda ortamında marka bağlılığını güçlendirmelerine olanak sağlaması bekleniyor. Çalışma, potansiyel sınırları kabul ederken, Türk moda sektörü bağlamında tüketici davranışı ve markalaşmaya ilişkin bilgi birikimine katkıda bulunuyor.

Anahtar Kelimeler: *Marka, Çevrimiçi Moda Marka Tanıma, Marka Deneyimi, Marka Aşkı*

INTRODUCTION

In our endeavor to maintain consistency with our self-concept, or how we perceive ourselves as consumers, brands deeply embedded in our self-concept prompt us to align our subsequent behaviors and interactions with our self-concept to mitigate cognitive dissonance. Such self-evaluation is pivotal in cultivating an accurate and stable self-concept, providing a sense of coherence and control in the social milieu (Swann & Read, 1981). To preserve consistency and reduce cognitive dissonance, self-evaluation is defined as a key factor in determining how we behave and interact with companies, as emphasized by Swann and Read (1981). Consumers often aim to identify and project their identities during purchasing decisions. The concept of self-identity holds significance for both consumers and brands in the social context. Self-identity encompasses individuals' self-perceptions and self-categorizations (Grubb & Grathwohl, 1967). The importance of the idea of self-identity, which includes self-perception and self-categorization, is emphasized for both customers and brands. Notably, customers tailor their behavior to align with or enhance their self-identities (Rosenberg, 1981). When a brand aligns with a customer's self-concept, self-brand connections can emerge (Escalas & Bettman, 2005).

The level of a customer's integration of a brand into their self-concept is known as self-brand association (Escalas & Bettman, 2005). This association, influencing the strength of the customer-brand relationship, manifests when a customer attributes specific attributes of their self-concept to the brand.

A pivotal facet of brand recognition, brand experience, implicitly influences consumer behavior, particularly customer satisfaction and loyalty (Brakus, et al., 2009). This study examines the multifaceted aspects of brand experience, encompassing emotional responses, social interactions, and cognitive perceptions elicited by brand-related enhancements (Brakus, et al., 2009).

Unlike isolated instances of brand-related interactions, this approach captures holistic brand experiences, brand love and recognition, contributing to a profound understanding of consumer-brand interactions.

Given the rapid evolution of technology and the dynamic fashion industry, both domestically and internationally. By examining the Turkish context, this research strives to contribute to our comprehension of consumer be-

havior and effective brand management strategies within the ever-changing landscape of online fashion. The subsequent sections will unveil the research design, methodology, findings, and implications, further enriching the researchers insight into the interplay of online fashion brand dynamics in Türkiye.

In summary, this study delves into the intricate relationship between online fashion brand recognition, brand experience, and brand love within Türkiye 's unique context. It seeks to unravel the interconnections and implications of these variables, providing invaluable insights into the realm of consumer behavior and brand management strategies in the online fashion sector.

LITERATURE REVIEW

The evolving theory of consumer-brand connections is highlighted by Alvarez and Fournier (2016), asserting that brands hold not only functional value but also symbolic significance in aiding individuals' self-expression and individuality development (Chernev et al., 2011; He et al., 2012). Brands serve as tools for generating customer experiences through social or personal relationships (Schmitt et al., 2015), often delivering self-expressive messages (Escalas & Bettman, 2005). This incorporation of brands into self-perception leads to the "brand as self" concept (Cheng et al., 2012). Self-brand association, distinct from self-congruity, reflects the extent to which a brand becomes integrated into an individual's self-concept (Dwivedi, 2014; Harmon-Kizer et al., 2013). This concept suggests that strong self-brand associations can even resist negative associations with a brand (Hammerl et al., 2016).

Meanwhile, brand experience, as indicated by (Brakus et al. 2009), encompasses emotional responses and behavior reactions to brand-related enhancements, influencing purchasing experiences. The brain's involvement in consumption experiences is noted (Kim et al., 2015), and extraordinary consumer experiences can lead to attitude shifts (Schouten et al., 2007). Regarding whether the consumer experience is coordinated (Tumbat & Belk, 2011) or unstructured (Arnould & Price, 1993), academics disagree. According to (Arnould & Price, 1993), the antithesis to the consumer experience emphasises commercial success, freedom from boundaries, and social and regular reason. According to (Tumbat & Belk, 2011), the experience of consumption is fundamental and encompasses elements that are commercial, personal, typical, unauthentic, and even minded.

Role models, whether close relationships like parents or influential figures in society, significantly impact individuals' behavior and emotional states (Gibson & Barron, 2003). Emotional levels can be gauged through chosen images, indicative of one's mental state (Aron & Westbay, 1996). Brand love, reflecting deep attachment to a brand, involves passion, connection, positive attitudes, and warmth (Ahuvia, 2005). Brand love influences customer citizenship behavior (CCB) as consumers genuinely care for products they love, fostering a sense of responsibility (Putra, 2019). The link between brand love and consumption behavior lies in brand experience, which encompasses emotional responses and social reactions triggered by brand-related stimuli, influencing brand love formation (Brakus et al., 2009). Utilization experience, capturing interactions with products, significantly affects brand love and overall consumer behavior (Putra et al., 2020).

Brand Experience

Brand experience, as outlined by (Brakus et al., 2009), encompasses emotional and internal responses along with social reactions triggered by brand-related enhancements across a brand's strategy, packaging, interactions, and environment. This experience is multifaceted, involving physical, emotional, academic, and social components, leading to a deeper connection between consumers and brands. Brands are recognized not solely for their tangible attributes, but also for their emotional and intellectual appeal, evoking customer interest and curiosity. This concept aligns with the current "experience economy", where brands aim to establish enduring emotional bonds through distinct and memorable experiences at every touchpoint (Sebastian, 2019). Such experiences resonate beyond mere transactional elements, fostering customer loyalty and brand confidence.

Effective engagement through brand experience expands beyond the conventional 4Ps of Marketing, emphasizing emotions, sensations, and sentiments (Schmitt, 2009). Studies suggest that brand experience contributes to customer customization and retention, encapsulating the comprehensive dynamics of customer-brand interactions (Kim & Chao, 2019). The recognition that brand experience extends beyond traditional marketing paradigms underlines its significance in creating meaningful connections in the contemporary market landscape.

Brand Love

Brand love is a significant component in the relationship between consumers and companies, influencing consumer behaviors and attitudes. Aaker et al. (2004) explain that brand love can stem from certain brand personality traits that customers attribute to brands, resulting in a strong emotional connection. This emotional connection offers protection against negative information and influences customer engagement and loyalty. Brand love develops over time through customer-company interactions, solidifying emotional connections and driving positive behaviors. This emotional attachment also leads to self-exposure, where satisfied customers are likely to share personal information with the brand (Batra, et al., 2012). Factors such as improved quality of life and positive post-utilization behaviors further contribute to brand love. Customers are more likely to participate actively with a business when it has a strong sense of brand character and affection. Brand love has a notable impact on brand responsibility and loyalty, and it promotes positive word-of-mouth recommendations and advocacy among customers. This affectionate relationship between customers and brands is crucial for long-term brand success and loyalty (Carroll & Ahuvia, 2006).

Additionally (Turgut & Gultekin, 2015) have demonstrated what brand loyalty implies in terms of repurchase objectives for apparel brands.

Brand Recognition

Brand information, the ability of consumers to recall purchasing facts from memory, plays a crucial role in buying decisions, especially when choosing between familiar brands (Lin, 2013). Recognizable brands, due to their established memory traces, are more likely to be preferred by customers. In the fashion industry, where symbolic value is paramount, branding strategies need to be tailored to the unique nature of this rapidly growing market (Holbrook, 2001). Neuroscience suggests that while emotions influence decision-making, recognition also significantly impacts purchasing choices.

According to (Hauser, 2011), Brand recognition, availability, and even price fluctuations can sway customers' decisions. Strong brand recognition is linked to both predisposition to buy and purchasing behavior, with price reductions and promotions enhancing brand recognition and influencing customers' cost-conscious choices. This interplay between brand familiar-

ity, emotions, and pricing contributes to the complexity of consumer decision-making in various contexts, ultimately shaping purchasing behaviors (Ndlela & Chuchu, 2016).

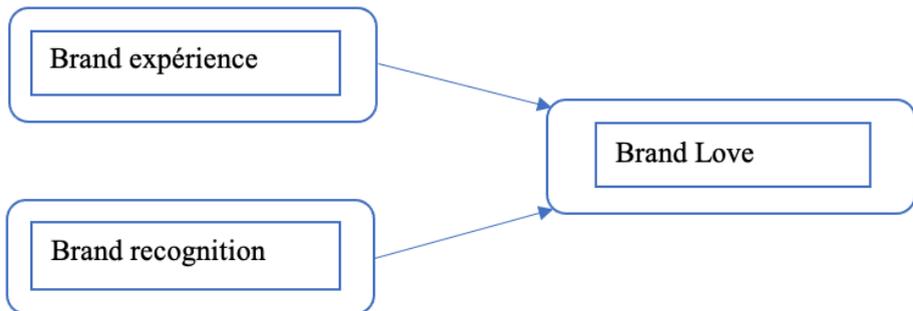
RESEARCH METHODOLOGY AND FINDINGS

Finally, statistical methods were employed to describe data and test hypotheses.

H₁: There is a significant relationship between online fashion brand recognition and brand love.

H₂: There is a significant relationship between brand experience and brand love.

This model has been taken from: (Rahman, et al., 2020) and (Ferreira & Rodrigues, 2019).



Research Methodology

This research was designed to analyse the relationship between online fashion brand recognition, brand experience and brand love in Türkiye. By employing an online survey approach to gather the necessary data for this study and a valid and reliable scale that the researchers designed, evaluated, and published, the study's premise was put to the test. This is a sectional correlational descriptive study that aims to identify any connections between the studied variables.

In order to add to the body of knowledge already known about consumer behaviour and branding in the fashion business, the technique would be created to offer useful insights into the relationship between online fashion brand recognition, brand experience, and brand love in Türkiye.

Data Collection

The study employed valid questionnaire for primary data collection and secondary literature sources to analyze the correlation between online brand recognition, brand experience, and brand love. Eligible participants meeting specific criteria related to fashion interest, prior engagement with fashion brands, English proficiency, and residence in Türkiye were granted access to an online survey, with the possibility of referring others after completion. The survey instrument consisted of demographic and three survey sections, each rated on a five-point Likert scale. It encompassed questions regarding demographics, brand experience, fashion brand recognition, and brand love.

The target group for the study included English-speaking, fashion-savvy consumers in Turkey who had previous contact with fashion brands. Due to a lack of resources, a sample of 400 respondents was chosen using non-probability sampling and an online survey. It was necessary for participants to have interacted with online fashion merchants, and they were sought out from different regions of Türkiye. The sample size was estimated based on statistical power concerns.

Data collected for studying is tested by many statistical tests in order to check its validity using statistical applications: SPSS “Statistical packages for social scientists”, which are used to apply the tests on data variation and the relationships between all the data, each of them, and the dependent and independent variables as well as between them.

Research Findings

In this phase, the research findings are statistically examined, translated into tables and given with an interpretation.

Demography:

Table 1: Gender Frequency Distribution of Participant

	Frequency	Percent
Male	132	30,8
Female	230	53,7
PNS	38	8,9

According to the data in the table, of the 400 study participants, 132 (30.8%) were men, 230 (53.7%), were women, and 38 (8.9%) preferred not to be identified. After accounting for those who would rather remain anonymous, it has been shown that women make up the majority of participants—more so than men.

Table 2: Age Frequency Distribution of Participants

	Frequency	Percent
18 to 24 years	105	24,5
25 to 34 years	261	61,0
35 to 45 years	34	7,9

As stated in this Table, of the 400 people participating in the study, 105 (24.5%) 18-24 years old, 261 (61%) 25-34 years old, 34 (7.9%) 35-45 years old.

Table 3: Education Level of the Participants

	Frequency	Percent
Completed high school	11	2,6
High school graduated	3	,7
Completed college	26	6,1
Associate degree	15	3,5
Bachelor's degree	82	19,2
Master's degree	234	54,7
Phd, law or medical degree	29	6,8

As started in this table, of 400 participants in this study, 11 (2.6%) of completed high school, 3 (.7%) High school graduated, 26 (6.1%) completed degree, 15 (3.5%) associate degree, 82 (19.2%) bachelor's degree, 234 (54.7%) master's degree, and we finish with 29 (6.8%) phd, law or medical degree.

Descriptive Statistics:

Table 4: Descriptive Statistics of the Overall Score Scale

	N	Minimum	Maximum	Mean	Std. D
BL	400	1,00	5,00	3,9381	,95794
BE	400	1,00	5,00	4,2395	,85369
BR	400	1,00	5,00	4,0373	,81601

The table presents descriptive data for the total score scales. The range for overall brand love scores is 1 to 5, with an average score of 3.93. The standard deviation for brand experience score is 0.95, with a minimum of 1 and maximum of 5. The mean brand experience score is 4.2, and its standard deviation is 0.85. For overall brand fashion recognition, the range is 1 to 5, with a mean score of 4.03 and a standard deviation of 0.81.

Descriptive: Brand Love

Table 5: Descriptive Statistics of Each Question of Brand Love

	N	Mean	Std. D	Variance	Skewness	Kurtosis
6.	395	3,72	1,103	1,216	-1,184	,865
7.	400	3,74	1,160	1,345	-1,153	,587
8.	400	3,80	1,120	1,255	-1,207	,882
9.	390	3,77	1,066	1,137	-1,126	,891
10.	391	4,05	1,094	1,198	-1,342	1,266
11.	390	4,05	1,044	1,090	-1,389	1,667
12.	400	4,18	1,106	1,222	-1,570	1,846
13.	392	4,18	1,073	1,151	-1,577	2,054

Table shows the mean and standard deviation of the views of participation in the brand Love. The question with the highest score was “I feel I have a personal relationship with ASOS brand.” and the question with the lowest average score was “How much confidence do you have in these overall feelings and evaluations you just gave above.”

Descriptive: Brand Experience

Table 6: Descriptive Statistics of Each Question of Brand Experience

	N	Mean	Std. D	Variance	Skewness	Kurtosis
14.	400	3,94	1,121	1,257	-1,282	1,017
10.	391	4,05	1,094	1,198	-1,342	1,266
11.	390	4,05	1,044	1,090	-1,389	1,667
12.	400	4,18	1,106	1,222	-1,570	1,846
13.	392	4,18	1,073	1,151	-1,577	2,054
15.	400	4,23	1,036	1,072	-1,599	2,095
16.	394	4,21	1,050	1,102	-1,513	1,818
17.	400	4,22	1,060	1,123	-1,624	2,180

18.	400	4,32	,957	,916	-1,719	2,905
19.	383	4,34	,938	,879	-1,682	2,735
20.	400	4,28	1,050	1,103	-1,709	2,441
21.	380	4,26	1,072	1,148	-1,685	2,304
22.	400	4,27	1,056	1,116	-1,677	2,252
23.	382	4,33	,945	,893	-1,728	3,016
24.	400	4,26	1,045	1,093	-1,690	2,483
25.	400	4,24	1,000	1,000	-1,524	1,984
26.	386	4,24	1,007	1,015	-1,494	1,865
27.	400	4,23	1,066	1,136	-1,598	2,009
28.	386	4,20	1,002	1,005	-1,493	1,985

Table shows the mean and standard deviation of the views of participation in the brand experience. The question with the highest score was “I would favor ASOS brand over others as it is in line with my ideal self-concept.” and the question with the lowest average score was “It is important that I’m a satisfied with a product that I have purchased.”

Descriptive: Brand Recognition

Table 7: Descriptive Statistics of Each Question of Brand Recognition

	N	Mean	Std. D	Variance	Skewness	Kurtosis
29.	391	3,97	1,089	1,186	-1,382	1,500
30.	386	3,94	1,084	1,176	-1,324	1,322
31.	390	4,03	1,020	1,040	-1,499	2,259
32.	400	4,13	,927	,860	-1,568	3,033
33.	385	4,08	,934	,872	-1,366	2,271
34.	400	4,03	1,022	1,044	-1,411	1,851
35.	400	4,10	,964	,929	-1,522	2,626
36.	379	4,03	,964	,930	-1,344	1,969
37.	400	4,03	1,005	1,009	-1,427	2,034
38.	400	4,04	,993	,986	-1,336	1,706
39.	381	4,02	,972	,944	-1,189	1,333
40.	383	3,99	,987	,974	-1,288	1,660
41.	385	3,99	,975	,950	-1,239	1,519
42.	385	4,08	,934	,872	-1,347	2,056

This table shows the mean and standard deviation of the views of participation in the brand recognition. The question with the highest score was “I am familiar with the ASOS online fashion brand retail outlet.” and the question with the lowest average score was “Online familiarity may guide the consumer’s attention to specific fashion brands.”

Reality: Brand Love

Table 8: Brand Love: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach’s Alpha if Item Deleted
6.	27,76	46,456	,838	,813	,952
7.	27,75	44,936	,899	,893	,948
8.	27,70	45,642	,879	,881	,949
9.	27,71	46,689	,859	,796	,951
10.	27,44	46,109	,877	,796	,949
11.	27,42	48,456	,750	,657	,957
12.	27,31	46,456	837	,783	,952
13.	27,30	47,826	,767	,726	,956

In summary, these statistics aid in evaluating the characteristics of individual items concerning the overall scale. Items with higher corrected item-total correlations, squared multiple correlations, and Cronbach's alpha values if deleted contribute more to the scale's reliability and explain more unique variance.

Moreover, items with higher scale means and variances if deleted exert a more substantial influence on the overall scores and variability of the scale.

Table 9: Brand Love: Reliability Statistic

Reliability Statistics		
Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	N of Items
,958	,957	8

The "Reliability Statistics" table shows that the scale has a high level of internal consistency reliability. The Cronbach's alpha coefficients, both for the raw and standardized items, are reported as 0.958 and 0.957, respectively. These values indicate that the items in the scale are strongly correlated and consistently measure the same underlying construct. With 8 items in total, the scale demonstrates reliability in capturing the intended construct.

Reality: Brand Experience

Table 10: Brand Experience:Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
14.	59,59	147,151	,716	,654	,968
15.	59,29	146,720	,796	,729	,967
16.	59,32	145,246	,842	,796	,966
17.	59,32	145,137	,832	,771	,966
18.	59,19	148,294	,803	,717	,967
19.	59,17	149,300	,773	,686	,967
20.	59,25	145,553	,819	,758	,966
21.	59,25	145,697	,815	,840	,966
22.	59,24	145,690	,827	,843	,966
23.	59,19	148,288	,822	,777	,966
24.	59,26	146,730	,797	,716	,967
25.	59,28	146,635	,836	,799	,966
26.	59,26	147,897	,795	,753	,967
27.	59,29	145,263	,830	,767	,966
28.	59,30	147,239	,826	,734	,966

The "Item-Total Statistics" table offers various statistics for each item within a scale. These statistics include the scale mean if the item is deleted (indicating the item's impact on the overall mean score), scale variance if the item is deleted (showing the item's contribution to overall score variance), corrected item-total correlation (measuring the association of the item with the total score while considering shared variance), squared multiple correlation (indicating the item's unique contribution to scale variance explained by other items), and Cronbach's Alpha if the item is

deleted (reflecting the item's influence on the scale's overall reliability). In essence, these statistics help assess individual items in the context of the entire scale, with higher values indicating greater impact on reliability, variance explanation, mean score, and overall scale influence.

Table 11: Brand Experience: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,969	,969	15

The "Reliability Statistics" table indicates that the scale exhibits a high level of internal consistency reliability. Both the Cronbach's alpha coefficient and the Cronbach's alpha based on standardized items are reported as 0.969, reflecting a strong correlation among the scale items and indicating that they reliably measure the same underlying construct. With 15 items in total, the scale demonstrates excellent reliability in capturing the intended construct consistently.

Reality: Brand Recognition

Table 12: Brand Recognition: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
29.	52,21	119,163	,770	,745	,962
30.	52,22	117,951	,840	,820	,960
31.	52,12	120,673	,769	,744	,961
32.	52,04	122,681	,739	,709	,962
33..	52,09	122,562	,767	,642	,961
34.	52,14	119,946	,797	,750	,961
35.	52,06	121,151	,798	,732	,961
36.	52,12	121,380	,788	,733	,961
37.	52,16	118,995	,850	,833	,960
38.	52,14	120,358	,804	,743	,961
39.	52,13	121,412	,778	,689	,961
40.	52,18	120,964	,784	,695	,961
41.	52,19	120,239	,834	,753	,960
42.	52,08	121,939	,790	,691	,961

The "Item-Total Statistics" table provides important information about the individual items in a scale. It reveals how each item contributes to the overall scale by examining statistics such as the mean and variance if the item is deleted. Additionally, the table presents the corrected item-total correlation, squared multiple correlation, and Cronbach's alpha if the item is removed. These statistics help assess the item's impact on the scale's reliability, association with the total score, and unique contribution to the overall variance. By analyzing these measures, researchers can gain insights into the significance of each item and their role in capturing the intended construct of the scale.

Table 13: Brand Recognition: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,964	,964	14

The "Reliability Statistics" table reveals that the scale exhibits a high level of internal consistency reliability. Both the Cronbach's alpha coefficient and the Cronbach's alpha based on standardized items are reported as 0.964, indicating a strong correlation among the scale items and consistent measurement of the underlying construct. With 14 items in total, the scale demonstrates excellent reliability in capturing the intended construct consistently. This suggests that the scale can be relied upon as a reliable tool for measuring the targeted concept.

Hypothesis Testing

H_1 : There is a significant relationship between online fashion brand recognition and brand love

Table 14: Hypothesis Testing 1: Anova

BL					
	Sum of Squares	Df	Mean Square	F	P
Between Groups	283,768	57	4,978	20,669	<,001
Within Groups	82,376	342	,241		
Total	366,144	399			

The ANOVA results for the variable BL indicate a significant difference between groups. The Between Groups sum of squares is 283.768, with 57 degrees, resulting in a mean square of 4.978. The Within Groups sum of squares is 82.376, with 342 Df, yielding a mean square of 0.241. The F-value of 20.669 is highly significant (<0.001), suggesting meaningful variations in the BL variable among the groups. In summary, the ANOVA analysis confirms that there are significant differences in the BL variable across the groups, indicating distinct characteristics or effects associated with each group.

H_2 : There is a significant relationship between brand experience and brand love

Table 15: Hypothesis Testing 2: Anova

BL					
	Sum of Squares	Df	Mean Square	F	P
Between Groups	275,442	60	4,591	17,158	$<,001$
Within Groups	90,702	339	,268		
Total	366,144	399			

The ANOVA results for the variable BL indicate a significant difference between groups. The analysis reveals that the variation between groups, as measured by the sum of squares, is statistically significant with an F-value of 17.158 and a significance level of <0.001 . This suggests that there are meaningful differences in the BL variable across the groups being compared. The Between Groups sum of squares is 275.442, and the Within Groups sum of squares is 90.702. In conclusion, the ANOVA analysis confirms the presence of significant variations in the BL variable among the groups, indicating distinct characteristics or effects associated with each group.

Number	Hypothesis	P Value	Result
H_1	There is a significant relationship between online fashion brand recognition and brand love.		Accepted
H_2	There is a significant relationship between brand experience and brand love.		Accepted

RESULTS AND DISCUSSION

The purpose of this study was to determine how brand love and experience in Türkiye are influenced by online fashion brand recognition. A survey using a reliable questionnaire was given to 400 participants online. Using SPSS, the acquired data underwent statistical analysis, including testing for reliability in descriptive statistics and hypotheses. The findings supported both H_1 and H_2 , showing a strong correlation between brand experience, brand love, and brand recognition for online fashion brands.

The scale demonstrates a high degree of internal consistency reliability, according to the Reliability Statistics tables. Since the scale items have a high correlation with one another and are based on standardized items, Cronbach's alpha coefficient and Cronbach's alpha both demonstrate that the two measures accurately capture the same underlying construct. Strong positive correlations between brand love, brand experience, and brand recognition were found on the scale, indicating great reliability in reliably capturing the intended construct.

The results from the various tables offer insightful information about the participants' brand recognition, love and experience. The results show a strong association between brand love and the variables, significant correlations between them, accurate measurement of the construct, and significant group differences. These findings advance our knowledge of customers' attitudes and actions toward lifestyle brands, which is useful for developing marketing and branding strategies.

CONCLUSION

Studies compared the connections between significant manufacturers: fashion brand recognition and brand experience within love. The importance of brand recognition in influencing consumer choice and recurring business is emphasized. An important portion of the decision-making process is influenced by emotions, especially feelings of acknowledgment.

Brand experience is defined as a multidimensional construct that comprises emotional, cognitive, and social responses to brand-related stimuli. It is said to have an effect on brand perceptions, views, satisfaction, and loyalty. Brand love, which is characterized by strong feelings toward brands, has been demonstrated to strengthen and prolong relationships between customers and companies. This study emphasizes the significance of these

elements in the fashion sector and the demand for strong branding tactics that develop emotional ties, capitalize on brand familiarity, and produce outstanding brand experiences to cultivate brand love. Designing effective marketing tactics in the competitive fashion market requires a thorough understanding of consumers' emotional reactions and brands.

Future studies should concentrate on extending the connection between brand recognition, brand experience and additional elements that influence brand love and purchase intention in the fashion industry. To improve brand strategies and customer experiences in the fashion business, the following suggestions might be made:

In the fashion industry, the proposal makes improvements to brands and customer experiences. It advises concentrating on examining how brand experience and elements influencing brand love and purchase intent are related.

The suggestions For the future include fostering brand love, embracing innovation and adaptability, measuring brand recognition, fostering brand experience, and emphasizing brand love. They also include strengthening brand recognition through innovative marketing, offering memorable brand experiences, understanding customer preferences and emotions through research, and providing memorable brand experiences.

By implementing these recommendations, fashion brands can enhance brand love, create solid relationships with their patrons, and gain a strategic advantage in the fast-paced fashion industry.

The study's reliance on existing literature and theoretical frameworks might not fully capture the complexity of real consumer behavior in the fashion industry, as real-life decisions are influenced by various factors not fully considered in the analysis. Additionally, the absence of original empirical data and statistical analysis weakens the support for the relationships between brand recognition, brand experience, and brand love. The cited literature itself might have limitations such as small samples or publication bias, affecting the generalizability of findings. The lack of transparency about methodologies in the cited studies raises concerns about the reliability of conclusions. The analysis also potentially overlooks other influential variables like price, product quality, culture, and advertising strategies.

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