Ekonomi

Establishing brand loyalty in the fashion and lifestyle industry of Bangladesh: A qualitative investigation

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ABSTRACT

This qualitative study examines the factors driving brand loyalty in Bangladesh's fashion and lifestyle sector, focusing on three leading brands: Le Reve, Sailor, and Infinity. Through in-depth interviews with brand managers and both loyal and occasional customers, the research identifies key influences on brand loyalty, such as ethical practices, shopping experience, perceived value, and brand uniqueness. The findings highlight that customers prioritize product quality, affordability, and a positive shopping experience, with brands that offer personalized services, loyalty programs, and continuous innovation achieving stronger loyalty. Additionally, ethical practices and corporate social responsibility (CSR) emerge as significant differentiators, while the increasing importance of online presence and digital engagement is noted as crucial for fostering and sustaining loyalty. These insights provide valuable direction for fashion and lifestyle brands in Bangladesh aiming to enhance customer retention and solidify their market position.

I. Introduction

In today's highly competitive business environment, branding has become a critical priority for organizations. Brands serve as navigational tools for consumers, guiding them through a crowded marketplace and helping them choose from an array of options (Davis, 2005). While branding initially functioned as a symbol of ownership (Clifton, 2009), its role has significantly evolved. Modern brands now go beyond mere names or symbols; they embody ideas, emotions, and lifestyles (Jokinen, 2016).

The success of a brand is often closely linked to customer satisfaction with its products, as this satisfaction fosters brand loyalty. Given the strong correlation between brand loyalty and both growth and profitability, organizations must prioritize its cultivation. Many businesses strive to build a dedicated customer base, viewing it as the "Holy Grail" of business success (McAlexander et al., 2002). Achieving this loyal client base through satisfied customers remains a top priority for any organization.

Brand loyalty is defined by a customer's commitment to a brand, demonstrated through repeat purchases and positive behaviors such as word-of-mouth promotion, even when competitors offer alternatives. This loyalty becomes evident when consumers consistently choose a brand despite the availability of competing options. A strong emotional connection with a brand increases the likelihood of sustained consumer engagement and sales. Genuine brand loyalty is rooted in the consistent delivery of high-quality products and services, and recent studies have highlighted the challenges businesses face in maintaining this loyalty, sparking interest among both academics and industry professionals.

Despite its significance, the fashion and lifestyle sector lacks clear guidelines for fostering brand loyalty. Moreover, the development of brand loyalty within Bangladesh's fashion and lifestyle industry has often been overlooked in prior research. This paper aims to explore the factors influencing brand loyalty in the Bangladeshi market. To gain a deeper understanding of the dynamics driving Bangladeshi consumers' loyalty to fashion and lifestyle brands, both qualitative and quantitative research methods are required. The rise of online shopping has introduced new dynamics to consumer behavior. The convenience and flexibility of online retailing allow customers to easily adjust their preferences and take advantage of features like cash refunds, which are not typically available in physical stores (Farah et al., 2018). As a result, online retailing has become a strategic tool in the fashion industry contributing to organizational success and growth (Kawaf and Istanbulluoglu,

2019). Research by McCormick and Ram (2022) suggests that women with higher levels of education and better career opportunities possess greater purchasing power, making them more inclined toward luxury brands.

In the fashion industry, brand awareness is crucial for success. Companies with strong brand identities tend to excel on a global scale, leading to increased sales and overall growth (Ibrahim et al., 2021). Multinational luxury fashion companies employ various strategies to enhance their global brand recognition. Guan et al. (2021) assert that consumers are more likely to remain loyal to brands that resonate with their values, especially when there is an emotional connection. Furthermore, Le et al. (2021) highlight that fostering customer loyalty can significantly impact business success, even without changes to the production process.

Consumer satisfaction is a key driver of brand loyalty, with successful companies often being those that manage to keep their customers happy. Retaining existing customers is not only crucial but also more cost-effective than acquiring new ones (Garfinkel, 2019). Loyal customers contribute to a brand's reputation through word-of-mouth, reducing the need for extensive marketing efforts. T

he relationship between brand loyalty and consumer satisfaction is essential for a company's success, with emotional connections to customers being key to maintaining a loyal client base (Devi and Yasa, 2021).

Frequent customer engagement, often facilitated through social media, where brands can share ongoing promotions and offers, enhances customer involvement and is an effective strategy for building brand loyalty (Rahman, 2023). Brand loyalty is characterized by positive consumer associations with a particular product or brand, as evidenced by repeat purchases despite competitors' efforts to attract the same customers (Bhardwaj et al., 2021). Companies invest heavily in marketing and customer service to create and sustain lasting brand loyalty (Bhardwaj et al., 2021). A strong brand identity and a memorable image are critical to a company's success (Bhardwaj et al., 2021). Effective branding not only increases organizational value but also differentiates the brand from competitors and enhances its reputation, positively influencing purchasing decisions (Bhardwaj et al., 2021).

Brand loyalty has always been vital to a business's sustainability and profitability, as retaining existing customers is less costly than acquiring new ones (Bhardwaj et al., 2021). Unlike previous generations, millennials, also known as Generation Y, represent a unique and distinct market segment (Bhardwaj et al., 2021). While some view millennials as disloyal, others argue that they are driven by the desire to project a fashionable social image and see brands as a means of expressing their identities (Bhardwaj et al., 2021). Therefore, brand identity plays a crucial role in analyzing the brand loyalty of this generation (Bhardwaj et al., 2021). Research by Işık et al. (2024a, 2024b, 2024c, 2024d, 2024e, 2024f, 2024g, 2024h, 2024i, 2024j, 2021, 2019, 2016), Islam et al. (2024a, 2024b, 2021, 2022, 2023, 2020), Gazi et al. (2024), Han et al. (2024, 2023), Yan et al. (2024a, 2024b), Zhang et al. (2024), Zeng et al. (2024), Baig et al. (2023), Cetin et al. (2023) and Alvarado et al. (2022) has consistently demonstrated the importance of ESG in promoting brand value.

The fundamental concept that underpins the investigation of customer brand loyalty in the context of fashion and lifestyle is that brand loyalty is the degree to which a consumer is attached to a particular brand. Brand loyalty pertains to the propensity of a consumer to transfer brands in response to a price or feature modification of a particular brand's product. Such research will result in virtuous educational outcomes.

How a business establishes a dependable reputation within its target market is of interest to us. Our interest lies in uncovering the tactics employed by a loyal brand to cultivate and maintain long-lasting connections with its clientele. We will then investigate the relationship between a customer's lifestyle and brand loyalty, as well as the brand's importance to the consumer. Furthermore, we are interested in comprehending the measures implemented by the organization to prevent consumers from defecting to a rival, as well as the advantages provided to its clientele. Finally, we wish to determine the value that a company places on its brand-loyal customers.

2. Literature review

Any business that wants to succeed in the long run needs to build a solid brand identity and an unforgettable reputation. Strategic branding can improve a business's worth, standing, and advantage over rivals. Despite its many obstacles, branding is becoming a crucial part of marketing as customers become more knowledgeable. A brand cannot be truly successful until it carves out a distinct niche for itself in its market and differentiates itself from rivals.

Traditionally, brand loyalty has been essential to the profitability and sustainability of businesses since it is less expensive to keep current customers than to get new ones. Building strong emotional connections with a brand is contingent upon brand loyalty, which is defined as persistent consumer behavior and attitudes toward a brand (Keller, 1993; Kotler and Gertner, 2002). Because they don't actively look for other companies, loyal customers are advantageous to the brand because their confidence and trust in it grows. To keep this loyalty, a brand must fulfill its commitments.

Customer retention is crucial in today's fiercely competitive industry, where newcomers regularly provide a wide range of goods and services. Organizations can benefit greatly from brand loyalty since it fosters enduring relationships with customers and boosts sales and profitability. Customer loyalty is a crucial field of study for marketing experts, academics, and students since it grows over time as a result of goodwill, brand awareness, and persistent effort (Akhter and Al Mamun, 2022; Diallo et al., 2021; Ledikwe, 2020; Rahman et al., 2023).

Customer and company relationships, which are shaped by social and historical contexts, lead to brand loyalty. Loyal consumers have the power to persuade friends and relatives to buy from the same company, which boosts sales and profitability. In an ever-changing marketing world, businesses must overcome formidable obstacles to guarantee client value and happiness. Although loyal consumers are more inclined to pay a higher price and stay with a company longer than unsatisfied ones, they may lose interest in time.

Brand loyalty increases profitability, growth potential, and shareholder value, which is beneficial financially, especially for small enterprises. The majority of research has looked at the connection between brand loyalty and trust, frequently in quantitative studies like those that focus on Bangladesh (Ledikwe, 2020; Rahman et al., 2023) and India (Jain et al., 2018). But a lot of things have been missed, including ethical business methods, in-store experience, positioning, and brand identification. Qualitative research is becoming more and more important in providing a thorough grasp of these elements and how they affect brand loyalty.

According to brands like Aarong, where customer perception is essential for loyalty, perceived quality has a big impact on customer happiness and loyalty (Showrav et al., 2020). By increasing transparency and trust, social media marketing also significantly contributes to the development of brand loyalty, making Facebook and Instagram platforms indispensable for customer interaction (Muhsina and Mou, 2023). To draw in and keep consumers, brands need to adjust to the digital environment (Rahman, 2023).

With the help of qualitative data collection, the Social Consumer Fashion Brand Engagement model provides insights into the relationship between consumers and brands. According to Faisal (2024), long-term success is contingent upon the implementation of successful marketing tactics, excellent products, and alignment with current trends. Businesses in Bangladesh's fashion sector can use social media marketing, perceived happiness and quality of service, and brand value to build client loyalty (Muhsina and Mou, 2023). Research on the subject of halal fashion brand loyalty emphasizes the significance of quality, reliability of information sources, and religion in boosting brand loyalty (Rafdinal, 2024).

In the Bangladeshi fashion sector, supply chain management also has a favorable impact on consumer loyalty; important aspects that influence this include customer perception and the retail environment (Showrav et al., 2020). In the East London luxury online clothes sector, Bangladeshi women's brand loyalty depends on consistent innovation and quality (Rahman, 2023). Customer loyalty, superior customer service, and distinctive brand names—bolstered by social media, advertising, and promotions—are essential components of building brand value (Rahman, 2020).

Studies reveal that consumers' brand choices are significantly influenced by perceived quality (Pappu et al., 2006), and that a favorable country-of-origin image boosts brand loyalty (Listiana, 2015; Pappu et al., 2007). Additionally, the nation of origin enhances overall brand equity and brand awareness (Arash et al., 2013; Yasin et al., 2007). Brand equity is greatly influenced by brand image (Gill and Dawra, 2010), and brand image works best when it is widely embraced by customers (Pullig, 2008).

Strong brand equity requires a high level of brand loyalty. According to Keller (2009), brand loyalty is the degree to which customers identify with a brand, indicating their propensity to transfer brands in the event that product features or costs alter (Shariq, 2018). Attitudes and behaviors are components of brand loyalty (Kabiraj and Shanmugan, 2011; Kim et al., 2008). While behavioral loyalty concentrates on a customer's actions in diverse contexts, attitude loyalty deals with the sentiments and views that a consumer has towards a company. According to Kim et al. (2008), behavioral loyalty is greatly influenced by attitudes, and this results in referrals and repeat business (Kabiraj and Shanmugan, 2011).

Brand loyalty is essential for brand management in Bangladesh's fashion and lifestyle industry (Akhter and Al Mamun, 2022; Faisal, 2024). It shows up as brand promotion, favorable internet evaluations, and recurring business—all of which raise the value of the brand. As a result, companies in this sector should place a high priority on creating and preserving brand loyalty via high-quality goods, successful marketing plans, and keeping up with the latest developments in the market (Faisal, 2024; Muhsina and Mou, 2023). Increasing customer retention, profitability, and long-term success are all correlated with improved brand loyalty.

2.1. Conceptual Framework

Discovering the factors that influence the loyalty of our prospective consumers is our top priority. Ethical practices, in-store experience, perceived value, brand distinctiveness, positioning, consistency, quality assurance, and brand identity and image are some of the interrelated aspects that we have built a conceptual framework around. The establishment of a strong and everlasting bond between the brand and its consumers is our primary goal in fostering brand loyalty.

In order to build and sustain consumer loyalty to a brand, it is necessary to comprehend and organize the basic components that go into building a conceptual framework for that loyalty. Brand loyalty seems to be a multi-faceted phenomena affected by a number of elements; the aforementioned diaphragm conceptual framework certainly helps in identifying, organizing, and analyzing these aspects. What makes a brand unique and what sets it apart from similar ones. Three separate brands stand out: Infinity, Sailor, and Le Reve. Influenced by advertising, communication, and personal experience, these brands impact buyers' perceptions. The extent to which consumers are familiar with and able to name the brand. How much the brand is thought of first when making a buying decision, the conviction that the company's products will reliably satisfy buyers. Ethical corporate methods, high-quality products, and excellent customer service all contribute to establishing trust. How well the brand's goods and services fulfill or surpass the expectations of its target market.

A devoted customer is one who has been satisfied. A customer's good associations with the brand shape their emotional investment in it. How much value consumers place on the brand in comparison to its price. The extent to which consumers engage with the brand. Brand consistency aids in trust-building, strengthens brand identification, and facilitates consumer recognition and emotional connection. Successful brand positioning aids in creating a distinct identity, conveys value to the intended consumers, and directs advertising campaigns. This is crucial for the people we've chosen to reach.

Figure 1: The Conceptual Framework

3. Methodology

The selection of Le Reve, Sailor, and Infinity as the focus brands for our study was strategically driven by their strong market presence and popularity within the Bangladeshi fashion and lifestyle sector. These brands are among the most prominent in the industry, providing a comprehensive representation of consumer behavior and brand dynamics. Their appeal to a broad and diverse customer base, encompassing various demographics and preferences, allows for a more nuanced understanding of the factors driving brand loyalty. Additionally, the distinct brand identities and business strategies of Le Reve, Sailor, and Infinity offer valuable insights into how different approaches to branding and customer engagement can influence consumer loyalty in a competitive market. These brands are also recognized for their efforts in integrating Environmental, Social, and Governance (ESG) principles (into their operations, which has become increasingly important in fostering brand loyalty. Consumers are more likely to remain loyal to brands that not only meet their personal preferences but also demonstrate a commitment to sustainability and ethical practices. By focusing on these three brands, our study aims to capture a wide range of consumer experiences and perceptions, ensuring that our findings are both relevant and applicable to the broader industry.

3.1. Data types

In this study we used two types of data: Primary data and secondary data.

3.2. Data source

Primary Source: Primary information is gathered from some informal interviews from the regular or irregular customers who promptly buy products from Le Reve / Sailor / Infinity. There were also some formal interviews with the manager and sales associates to have a proper insight about the brands. Secondary Source: Secondary sources had also used to collect information. We will go through many articles related to our topic, among them 3 or 4 are mostly related to our topic so we also try to discuss them.

3.3. Data collection techniques

Questionnaires: We conducted a survey, posing questions to three distinct groups of individuals: one with industry affiliations and the other two comprising regular and seasonal customers.
Secondary information: Secondary information has been collected by reviewing websites, Journals, and some other relevant documents.

3.4. Research design

For our research on 'Brand Loyalty,' we opted for a Qualitative research design. Throughout the research, we focused on two main factors:

customer loyalty towards their brands and what brands think about this loyalty. We treated them as an independent variable. The goal is to analyze the relationship between customer and brand perspectives on loyalty.

3.5. Rational of using qualitative research along with depth interview techniques

Qualitative research is a method of examining an event within its specific context and is valuable for exploring intricate, novel, or relatively uncharted domains. One fundamental principle of the qualitative approach is that researchers cannot maintain complete neutrality or detachment from the process of generating and analyzing data.

In-depth interviews are valuable for obtaining comprehensive insights into an individual's thoughts and behaviors, as well as for thoroughly examining novel topics. Interviews are frequently employed to furnish context to supplementary data, such as outcome data, thereby presenting a more comprehensive depiction of the program's occurrences and their underlying causes.

It is a crucial instrument for businesses and organizations to utilize in order to enhance decision-making and optimize their operations. Thorough examination is also crucial for scholarly research and writing. It enables scholars to conduct in-depth analysis of a subject and generate novel insights or perspectives.

3.6. Research Methods

This research on building brand loyalty among potential customers involves information from existing sources (secondary data) and direct feedback from customers and managers through interviews (primary data). We opted for qualitative techniques to gain deeper insights. The qualitative approach was deliberately chosen to explore the subject extensively, aiming to understand brand loyalty. Since my focus is on understanding customer perspectives, and not on numerical values, quantitative data analysis is not suitable for this study.

3.7. Sampling

The study involved 15 participants across three different brands. Although there are no definitive guidelines regarding the number of individuals to include in research, some researchers suggest that a range of 10 to 50 participants is adequate for perception-based consumer behavior studies (Creswell and Creswell, 2018). Therefore, the study will select 15 participants to be interviewed in-depth.

In the procedure 5 Brand managers of Le Reve, Infinity and Sailor's interview was conducted. And 5 loyal and 5 seasonal consumer's interviews of those brands were taken. To keep the data unbiased, a physical interview was taken and the questions were deliberately explained to the respondents. It was a semi structured interview of 7 questions where there was room for respondents to add their view and comments.

3.8. Data analysis

In the data analysis part of the research, we explored 7 key questions revealing diverse loyalty definitions. Identified factors driving consumer choices. How brands can enhance loyalty by addressing identified factors. Here the study focuses on customer loyalty towards the brands and brand perspectives on loyalty.

4. Interaction with the Managers

Customers in the Bangladeshi fashion and lifestyle sector demand nothing less than first-rate service and high-quality goods. The best brands consistently provide excellent service in order to preserve customer loyalty. Le Reve's Banasree and Wari branch managers voiced their opinions. *"Customer is our Master".* Sailor manager from the Wari branch mentioned. "*The customer is king*". Goodness, diversity, and value for money are the most important factors in establishing a brand's loyalty, nevertheless. So that their clients never get tired shopping at Le Reve, the managers claim that new outfits are released seasonally and for special occasions throughout the year. Sailor Manager said that the company wants its customers to be on trend all the time, thus it releases items that are in line with current trends. Alternatively, Infinity's management put a premium on children's wear; the company caters to every market segment for both sexes, but they have 200 distinct lines of clothes for children alone. For today's shoppers, buying clothes online has become the norm. You can see all of Le Reve, Sailor Moon, and Infinity's wares on their own websites. Online shopping isn't really their thing, however, according to Manager of Infinity. This is what the Manager of Infinity at Wari had to say: "We believe in physical shopping where consumer can See, Touch and Trial their product and buy it with 0% confusion in mind." Additionally, "*Consumers are getting into online shopping more and more,"* said Le Reve of Banasree's manager. Both our online and offline sales are equally balanced. Le Reve continues to lead the online retail industry with the development of their own app. People who pay a premium for things also want assurance that they will be safe. According to Le Reve's management, Infinity offers a similar 21-day return policy. Any day, anyplace product changes are available with Sailor. In order to maintain and develop brand loyalty, quantity and price discounts are also important. Two membership cards exist, according to Le Reve's management. Gold and silver. All purchases are discounted by 5% for Silver Members. Enjoy a 10% discount on all purchases with our Gold Membership. Savings for students are available, and Sailor

accepts a variety of payment methods, including Bkash, Nagad, and a number of bank cards. After making 10,000 purchases, Infinity will send you a membership card good for a 5–10% discount on any future purchases. Managers at all levels of the company claim that they work tirelessly to meet the needs of its customers, which in turn maintains them loyal and the brands at the top of Bangladesh's apparel lifestyle category.

5. Loyal Customers' Expectation from the Brands

A brand's long-term viability depends on its ability to attract and retain customers. Customers' expectations tend to grow as they become more devoted consumers. Client loyalty is built on the brand's reputation and persistent devotion to quality, not on the newest fashionable outfits, according to one Le Reve client. Customers often worry about spending too much money, so they look for affordable options that don't skimp on quality. As a sign of how much they appreciate the perks of membership, long-time Le Reve supporters are looking forward to the launch of a membership card. Customers who have been dedicated to the Sailor brand for years see it as more than just apparel; it represents a way of life. "Wearing Sailor not only makes a fashion statement but also instills confidence and a sense of connection to a community that shares aesthetic values," says the third interviewer from Sailor in the interview. The need for fresh ideas in design and individuality in style highlights the commitment of Sailor fans to maintaining the charm of the brand with every captivating collection. Comparable emotions are shared by Infinity consumers, who likewise want certain perks comparable to those of the businesses named. Infinity, like Le Reve and Sailor, might increase consumer loyalty by resolving pricing issues and providing accessible quality. In order to strengthen customer loyalty, Le Reve could look into offering membership advantages, as its clients have shown an interest in. A brand's reputation, dedication to quality, and ability to meet changing consumer expectations are the three main determinants of brand loyalty. Three important techniques for these three companies to nurture and retain brand loyalty among consumers include resolving common concerns about pricing, creating inexpensive collections, and continuing to innovate in design. Finally, elements like distinctive style, personal choice, membership benefits, gift certificates, and efficient advertising have a significant impact on consumer loyalty to companies like Le Reve, Sailor, and Infinity. Also, knowing and catering to your clients' demands—particularly in regard to pricing, quality, and distinctive offerings—is key to satisfying their expectations and generating good consumer perceived value. Customers' attitude and expectation building are greatly impacted by perceived value. For these dedicated consumers, nothing beats shopping for their preferred brand of clothing, which brings them immense joy.

6. Seasonal Customers Complaints

As a result of our investigation, we now know how Infinity, Le Reve, and Sailor respond to seasonal consumer concerns. Every company said that hearing their customers' grievances is their top priority. After that, they tried to figure out what type of consumers they were dealing with, according to Le Reve. While Infinity said they demonstrate empathy, Sailor claimed they really apologize when they make a mistake. After hearing it three times, they attempt to clarify to the consumers what went wrong. Le Reve maintains her optimism, Sailor takes the initiative, and Infinity acts swiftly in situations like this. When faced with such a scenario, all three businesses opt for an optimistic tone. Their demeanor is impeccable. When faced with such a challenge, all three companies demonstrate remarkable adaptability. When customers have questions, all three brands have the answers. Customers are then presented with solutions. In such a scenario, Sailor offers awards to their clients; Le Reve gives out free services, and infinity does the same. In the end, it's the consumers' input that every brand records.

7. Findings

Customers' devotion to a brand is proportional to the companies or product's reputation and quality. On occasion, businesses fail to identify their target market, leading to underexposure of otherwise excellent items. Even when the target market is defined precisely, products don't always provide the promised value. Achieving harmony between these two factors is what really makes customers loyal to a brand. From what we can tell from our analysis of the Bangladeshi retail clothes and lifestyle shop scene, the leading brands in the country place a premium on catering to a certain demographic within the country's tightly packed market. One of the main reasons people shop at that business often is because of the variety of things they provide. Shoppers save time and effort when they can locate all the things they need in one place. We have also researched the fan bases of Le Reve, Infinity, and Sailor. One thing these firms have in common is the wide range of products they provide, catering to people of all ages and both sexes. They sell more than just clothing; they also have accessories, jewelry, and home décor for both men and women. When customers see all of these items in one place, they often attempt to do all of their shopping there. And those companies' discount policies entice consumers to purchase more from that shop, which in turn attracts those customers for a very long time. However, this only occurs when the product is of high quality and offers excellent value for the money. Also, customers care about product safety, and rules might change at any moment; color guarantees are an important element of that. Brands provide appealing outlet ambiance and excellent service to ensure customers have a pleasant shopping experience. These shops have also recently increased their online presence in response to customers' growing preference for online purchasing. As a result, businesses like Le Reve, Infinity, and Sailor Moon are able to establish strong brand loyalty among Bangladeshi customers.

In our study report, we found that brand practitioners from Sailor Moon, Le Reve, and Infinity all emphasized the importance of brand loyalty. Establishing a loyal customer base gives you a leg up in the cutthroat fashion and lifestyle industry. When consumers have faith in a brand, they tend to be less likely to be persuaded by rival offers. Loyal consumers become enthusiastic promoters of the brand when they have a good experience with it. Such advertising holds a lot of sway in Bangladesh because of the importance of personal relationships and word of mouth when it comes to making purchases. Building loyalty requires providing a pleasant and unforgettable experience for customers. Furthermore, in the fashion industry, where in-store experiences and customer service are crucial, putting an emphasis on customer happiness may tremendously boost brand loyalty.

To keep clients interested for the eternal duration, several strategic initiatives have been integrated. Shoppers' tastes, habits, and preferences may be better understood with the use of data and insights provided by loyal consumers. Strategic decision-making and targeted advertising may both benefit from this data. Companies with a stellar reputation, like Sailor, take the time to learn everything they can about their ideal customers. Make sure their marketing, goods, and services are all tailored to what their devoted consumers want. Thus, establishing a loyal customer base is a continuing process that calls for consistent work and the ability to respond to changing market conditions by chosen brands.

The findings of the study showed the steps to take and the elements that influence customer loyalty in the retail and leisure industry of Bangladesh. You can see where the brands are focusing their efforts and what problems they're facing from the data. The viewpoint of a Bangladeshi customer while making a purchase is also shown by research. Additionally, it is shown that despite the fact that the three businesses are using diverse approaches to attract customers, they are all successful in building brand loyalty. It could also reveal where the companies can improve.

8. Discussion and Practical Implication

Building brand loyalty is an essential component of every company's strategy for long-term success and maintaining consumer connections, according to our study. Le Reve's brand messaging remains same regardless of the platform. Maintaining cohesion in the brand's messaging across all touchpoints with customers, from advertising to product development, is essential for building trust and loyalty. In order to build loyalty, you must dedicate yourself to providing top-notch items. Every purchase from Le Reve is guaranteed to meet or beyond client expectations since the company is dedicated to preserving the quality that consumers demand. To maintain its lead in the market, Infinity has prioritized constant innovation. Forming online communities where consumers can talk about the brand and exchange ideas and feedback via events, forums, and social media groups. Contrarily, Sailor has made providing outstanding customer service a top priority. Customer service that is easy to use, provides fast issue solutions, and is tailored to each individual may do wonders for retention. Created an engaging brand narrative that strikes a chord with target audiences. Tell the story of Sailor, the people who created the company, and their commitment to making high-quality sailing gear. A dedication to satisfying customer demands, consistent messaging, high-quality goods, consumer involvement, and innovation are all necessary ingredients in the recipe for brand loyalty. In order to engage with their devoted clients, Le Reve, Infinity, and Sailor have all customized these techniques to match their individual identities and target audiences.

The study gives us a general notion of the Bangladeshi clothing and lifestyle industry as well as some insights into it. We get a general understanding of how a brand may be established from the ground up and yet succeed in the highly competitive clustered market of Bangladesh, home to many established brands.

9. Conclusion

There is no denying that brands have always cared about the connection between their consumers and the results they want to achieve. Brand loyalty development is more than a strategic decision in the fast-paced and cutthroat fashion and retail sector; it's an absolute must for sustained success. Brands in the fashion industry must constantly innovate to keep up with customer tastes that are both varied and unpredictable, as well as the impact of social media and fads. In the fashion sector, a customer-centric and comprehensive strategy is the key to establishing brand loyalty. Essential components include constant brand messaging, a steadfast dedication to quality, customer interaction, and the adoption of new methods. Recognizing the power of network building, whether online or offline, is crucial for fashion firms. It helps customers feel like they belong. Le Reve lays the groundwork for customer loyalty with its dedication to consistent brand message and high-quality product delivery. To make a splash in the competitive fashion industry, Infinity prioritizes new ideas, unique styles, and community development. Sailor is a niche player in the sailing industry that has found success by focusing on its customers, providing an engaging narrative about the brand, and forming strategic alliances.

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