

THE INFLUENCE OF BRAND IMAGE ON CUSTOMER LOYALTY IN THE FASHION INDUSTRY

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Abstract

This study aims to analyse the influence of brand image on customer loyalty in the fashion industry through a literature review method. The highly competitive fashion industry requires every business actor to build a strong brand image in order to maintain and increase customer loyalty. This study collects and analyses various scientific literature, such as journals, books, and previous research results relevant to the topic. The results of the study indicate that brand image has a significant influence on customer loyalty. A positive brand image can increase customer trust, satisfaction, and emotional attachment, thereby encouraging them to remain loyal and make repeat purchases even when faced with many other brand options. In addition to brand image, other factors such as product quality, price, and marketing strategies also influence customer loyalty; however, brand image remains the primary factor strengthening customers' attachment to fashion brands. Therefore, fashion companies should prioritise strengthening brand image through consistent communication strategies, product innovation, and excellent service to create sustainable customer loyalty.

Keywords: brand image, customer loyalty, fashion industry, literature review, brand image

Introduction

The fashion industry in Indonesia has grown rapidly in line with changes in people's lifestyles, which increasingly prioritise appearance and lifestyle as a form of self-expression. This phenomenon is not limited to major cities but has also spread to various regions across the country. The growth of the fashion industry has been further driven by easier access to information, advancements in digital technology, and the

rapid adaptation of global trends by both local and international industry players in Indonesia (Valenzuela Quintero & Bellon Álvarez, 2023) .

Increasingly fierce competition has forced fashion businesses to continuously innovate, not only in terms of products, but also in marketing and brand management. One important aspect that is now a major concern is building a strong and positive brand image in the minds of consumers. Brand image is believed to influence consumers' decisions when choosing a product over a competitor's (Anggraini & Marsasi, 2024) .

Brand image is the perception and assessment of consumers towards a brand, formed through experiences, interactions, information, and communication received by consumers about the brand. A positive image will give consumers confidence and trust that the products they choose have the quality and added value that suit their needs or lifestyle (Oktaviani & et al., 2022) .

Customer loyalty has long been an important indicator of business success, including in the fashion industry. Loyalty is demonstrated through customers' efforts to continue making repeat purchases, not easily switching to other brands, and being willing to recommend the brand to others. In a highly dynamic competitive environment, customer loyalty will help companies maintain long-term existence and increase market share (Papista & Dimitriadis, 2020) .

Previous studies have shown that brand image has a significant influence on customer loyalty. A good brand image not only increases the likelihood of repeat purchases but also strengthens the emotional connection between consumers and the brand, making customers more loyal even when faced with many alternative choices. On the other hand, a poor brand image tends to reduce repeat purchase interest and weaken loyalty (Rinaldy Achmad & Jatmiko, 2025) .

Successful fashion companies today no longer rely solely on product quality. They also focus on building brand image through effective communication strategies, collaborations with influencers, and social media promotions to shape positive public perceptions. This approach has proven effective in attracting and retaining customers amid the ever-changing fashion trends over time (Effendi et al., 2023) . Additionally, the emergence of Indonesian local brands that can compete with global brands demonstrates the vital importance of brand image. Local boutique fashion can build a unique and relevant brand identity for domestic consumers while maintaining quality standards that rival those of foreign products (Sahlani, 2024) .

The studies also found that brand image and customer loyalty do not stand alone, but are interrelated through several other factors such as customer satisfaction, trust in the brand, and service quality. Positive interactions between these variables strengthen loyalty and provide long-term benefits to the company (Trisno & Berlianto, 2023) . However, there are also studies that suggest that not all elements of brand image directly have a significant impact on customer loyalty, as purchasing decisions are also influenced by other factors such as price, promotions, and personal preferences of

customers. Nevertheless, the majority of scientific findings still indicate a strong tendency that brand image is one of the primary determinants of loyalty in the fashion industry (Adnyana & Iswanto, 2021).

Based on the importance of this issue, this study was conducted to re-examine the influence of brand image on customer loyalty in the Indonesian fashion industry using a literature review method. This study attempts to synthesise previous literature findings to provide a comprehensive overview and practical recommendations for fashion industry players in their efforts to build loyalty through brand image strengthening.

Research Method

The research method used in this study is a literature review method, which involves collecting, examining, and analysing various relevant scientific literature such as journals, books, theses, and previous research results that discuss the influence of brand image on customer loyalty in the fashion industry (Eliyah & Aslan, 2025). Data was collected through a documentary study of these sources, then analysed descriptively and comparatively to synthesise the main findings, thereby providing a comprehensive overview of the relationship between brand image and customer loyalty based on existing research (Baumeister & Leary, 2020).

Results and Discussion

The Influence of Brand Image on Customer Loyalty in the Fashion Industry

The fashion industry is one of the sectors that has experienced rapid growth in recent years, both globally and nationally. The increasingly intense competition in this industry requires every business operator to continue innovating, not only in terms of products but also in building a strong brand image in the minds of consumers (Rimiyati, 2024).

Brand image is the perception and assessment of consumers towards a brand that is formed through experiences, interactions, and communication received by consumers about the brand. A positive brand image can increase consumer awareness of the brand, build trust, and create strong emotional bonds between consumers and the brand (Siti Aisah & Irawan Yuswono, 2024).

Customer loyalty is one of the main goals of fashion companies. This loyalty is reflected in consumers' desire to make repeat purchases, not easily switch to other brands, and be willing to recommend the brand to others. In a highly dynamic competitive environment, customer loyalty helps companies maintain long-term existence and increase market share (Setyorini, 2023).

Previous studies have shown that brand image has a significant influence on customer loyalty. A good brand image not only increases the likelihood of repeat purchases, but also strengthens the emotional connection between consumers and the

brand, making customers more loyal even when faced with many alternative choices (Wang & Li, 2022).

A strong brand image can be created through several indicators, such as strength, uniqueness, and favorability. Brand strength includes product excellence, price, and supporting facilities. Uniqueness is the primary differentiator from competitors, while brand likability is related to ease of recall and the alignment of the brand image in consumers' minds (Suryani & et al., 2021). In the fashion industry, brand image also reflects consumers' identity and lifestyle. A brand that aligns with consumers' personal values can enhance brand loyalty. Conversely, if brand image is damaged due to scandals or low-quality products, customer loyalty can decline drastically. (Hutagalung et al., 2025).

Research on local fashion brands such as Erigo shows that brand image has a very strong influence on customer loyalty, with a correlation coefficient of 0.861 and a contribution of 74.1% to customer loyalty. This means that the more positive the brand image, the higher the customer loyalty to the brand. In addition to brand image, other factors such as price, product quality, and the use of influencers on social media also influence purchasing decisions. However, not all of these factors have a significant impact on customer loyalty, so brand image remains the primary factor that fashion companies must prioritise. (Syah, 2025).

Customers who feel emotionally connected to the brand image created by a fashion brand tend to be more loyal and more likely to choose products from that brand over competing brands. Therefore, brand image should be an important focus for fashion companies that want to achieve long-term success (Verona & Maskan, 2024).

Strategies for building a strong brand image can be implemented in various ways, such as creating a consistent brand identity, maintaining product quality, providing positive experiences to customers, and leveraging social media and influencers to strengthen the brand image in the eyes of consumers. Consistency in brand communication across all marketing channels is also crucial for strengthening brand image. Every interaction with consumers, whether online or offline, should reflect the values and identity of the brand being built.

Regular evaluation of brand image performance through consumer feedback and analytical data is essential to measure the effectiveness of the strategies implemented. This allows companies to make continuous improvements and adjustments to their strategies. A strong brand image not only impacts customer loyalty but also enhances a company's competitiveness in the market. Brands with a positive image are more likely to attract new customers and retain existing ones (Chang, 2021).

In the context of the Indonesian fashion industry, the rapid growth of local brands shows that brand image is one of the keys to success in facing competition with global brands. Local brands that are able to build a unique and relevant identity for domestic consumers can compete effectively in the market. The importance of brand

image in building customer loyalty is further supported by findings that loyal customers tend to provide long-term benefits for companies, both through repeat purchases and recommendations to others (Islam, 2021).

Finally, fashion companies that want to survive and thrive amid increasingly fierce competition must make brand image a top priority in their marketing strategies. With a strong brand image, customer loyalty can be maintained and companies can achieve sustainable growth.

Effective Brand Image Building Strategies to Enhance Customer Loyalty

The fashion industry is one of the most competitive sectors, so building a strong brand image is key to increasing customer loyalty. A positive brand image not only distinguishes a brand from its competitors, but also creates a deep emotional connection with consumers, making them more loyal and more likely to make repeat purchases (Rastogi, 2024).

The first step in building an effective brand image is to thoroughly understand who your target audience is. By recognising consumers' needs, preferences, and lifestyles, companies can tailor their messages and marketing strategies to be more relevant and easily accepted by the target market. Next, create a strong and consistent brand identity. This identity includes the logo, colours, typography, and communication style that reflect the brand's character and values. Consistency in the use of visual elements and messages across all marketing channels is essential for the brand to be easily recognised and remembered by consumers (Firdaus, 2024).

Product and service quality are also key foundations in building brand image. High-quality, innovative, and trendy fashion products will increase consumer trust in the brand. In addition, responsive and friendly customer service will strengthen a positive image in the eyes of customers. A memorable customer experience must be a priority. Every interaction, from the purchasing process to after-sales service, should leave a pleasant and satisfying impression. These positive experiences will encourage customers to recommend the brand to others, thereby expanding the brand's reach organically (Syalaisha Rizkika, 2024).

Storytelling strategies are also highly effective in building brand image. Authentic and relevant stories, whether about the brand's history, its values, or the stories behind its products, can create strong emotional connections with consumers. Storytelling helps brands become more memorable and differentiate themselves from competitors (Rizkika, 2024).

Optimal use of social media is a must in the digital age. Platforms such as Instagram, TikTok, and Pinterest are highly effective for displaying high-quality visual content, building engagement, and expanding audience reach. Active interaction with followers also shows that a brand cares about and values its customers. Collaborating with relevant influencers can increase brand credibility and visibility (Sandhu & Shabbir,

2023) . Influencers who have values and styles that align with the brand will help introduce products to a wider audience and build trust on a more personal level. In addition, innovation in product design, materials, and marketing is essential to maintain brand appeal amid rapid changes in fashion trends (Valenzuela Quintero & Bellon Álvarez, 2023) . Brands that continuously innovate will find it easier to retain customer loyalty because they always offer something new and exciting. Building a customer community is also an effective strategy. Communities can be formed through offline events, social media groups, or loyalty programmes. With a community, customers feel like they are part of the brand, thereby strengthening emotional attachment and loyalty. (Anggraini & Marsasi, 2024) .

Loyalty programmes that offer exclusive rewards, early access to the latest collections, or special experiences can increase customer retention. Customers who feel valued and get more value will be more loyal to the brand. Consistency in brand communication across various marketing channels is very important. Every message conveyed must be in line with the brand's identity and values, thereby building a strong and positive perception in the minds of consumers. Regular evaluation and monitoring of brand image are necessary to measure the effectiveness of implemented strategies. Feedback from customers and analytical data can be used to make continuous improvements and adjustments to the strategy. (Oktaviani & et al., 2022) .

Integrating technology, such as data-driven personalisation of the shopping experience, can increase relevance and customer satisfaction. Product recommendations tailored to individual preferences will make customers feel valued and more connected to the brand. A strong brand image must also be supported by a commitment to social and environmental issues. Today's consumers are increasingly concerned about brands that demonstrate social responsibility, such as the use of environmentally friendly materials or community empowerment. (Papista & Dimitriadis, 2020) .

Case studies from successful fashion brands such as Erigo and Buttons scarves show that a combination of product innovation, storytelling, collaboration with influencers, and unique customer experiences can build a strong brand image and significantly increase customer loyalty (Rinaldy Achmad & Jatmiko, 2025) .

Ultimately, an effective brand image-building strategy must be executed in a planned, consistent, and sustainable manner. With a strong brand image, fashion companies can not only enhance customer loyalty but also strengthen their market position and achieve long-term growth.

Conclusion

Brand image has been proven to have a significant influence on customer loyalty in the fashion industry. A positive brand image can increase customer trust and satisfaction, making them more likely to remain loyal and make repeat purchases even

when faced with many other brand options. Research in the fashion sector shows that a strong brand image not only differentiates a brand from its competitors, but also builds a deep emotional connection between consumers and the brand.

In addition to brand image, other factors such as product quality, price, and marketing strategies also influence customer loyalty. However, brand image remains the main factor that can strengthen customer attachment to a fashion brand. Customers who feel emotionally connected to the brand image will be more loyal and likely to recommend the brand to others.

Therefore, fashion companies need to prioritise strengthening their brand image through consistent communication strategies, product innovation, and excellent service. Efforts to build a strong brand image will have a long-term impact in the form of high customer loyalty, increased competitiveness, and support for sustainable business growth amid increasingly fierce competition in the fashion industry.

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