ADULT WOMEN'S BRAND LOYALTY IN RELATION TO THE APPAREL ITEMS: T-SHIRTS, PANTS, AND JACKETS. Oh, J. M.

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The most positive post-purchase outcome from achieving customer satisfaction is to gain customer loyalty, and satisfaciton with the brand is crucial for continued commitment although customers have alternative choices.

The purpose of this study was to identify apparel brand loyal customers, and the objectives of this study were to determine: (1) The degree of brand loyalty of apparel items: T-shirts, Pants, and Jackets. (2) Identifying the characteristics of brand loyal customers and non-brand loyal customers.

The 302 respondents included in the analysis were adult women living in Seoul. Variables came from a pre-test which was administrated to 110 adult women living in Seoul, and investigated behavioral and attitudinal brand loyalty, shopping orientation, purchasing criteria, self-image, and demographics.

Stepwise discriminant analysis was used to investigate the characteristics of brand loyal customers and non-brand loyal customers. In the case of T-shirts, self-image, purchasing criteria, and shopping orientation, these variables contributed to explain the characteristics of the two groups(hit ratio=0.74). Self-image and demographics explained the two groups in relation to pants(hit ratio=0.63). In the case of jackets, demographics, purchasing criteria, and self-image, these variables explained the characteristics of brand loyal customers and non-brand loyal customers(hit ratio=0.76).

Results from this study can contribute to developing useful marketing strategies, not only for building a loyal customer base but also for preventing the switching of brands.