HNSJ Humanities & Natural Sciences Journal
ISSN: (e) 2709-0833
www.hnjournal.net

Peer-Reviewed Journal
Indexed at: NSP - SJIF
Arabic Impact Factor 2020 = 0.44

RESEARCH TITLE

ANALYZING THE RELATIONSHIP BETWEEN BRAND EXPERIENCE, BRAND TRUST AND BRAND LOVE: A STUDY ON THE FASHION INDUSTRY

Thaima Subhi Ibrahim Mahmoud[1]

[1] ISTANBUL AYDIN UNIVERSITY

HNSJ, 2022, 3(7); https://doi.org/10.53796/hnsj3732

Published at 01/07/2022 **Accepted at 21/06/2022**

Abstract

The fashion industry has been significantly growing, as many retail shops and modern shopping centers have emerged. Thus, brands may have special emotional bonds, developed companies, le between consumers andading to consumer's love toward some brands and eventually leading to buying more. This article is a systematic literature review, which aims to clarify the relationship between brand experience, brand trust and brand love in the fashion industry. Brand experience is positively correlated to brand trust as well as to brand love in the fashion industry. Where there can be trust in the fashion industry brand directly related to experiencing and developing love for it.

Key Words: Brand, Brand Experience, Brand Trust, Brand Love, Fashion.

INTRODUCTION

Along with the worldwide fashion industries receiving some significant achievements through the many new and robust manufacturers presenting whatever from low cost to pricey products, this effective improvement with varied strategies and opposition inside the fashion enterprise has multiplied steeply and intensely (Ly and Loc, 2017: 109).

Today, many businesses develop their services and products to be able to supply unforgettable experiences, mainly while the significance of the consumer revel in increases (Pine and Gilmore, 2011: 50). Thus, brand revels are worried about subjective responses to clients internally. These behavioral responses are generated through brand-associated stimuli which can be a part of elements that includes brand layout and identity, packaging, communication, and the environment (Sarkar, 2014: 482).

A. The Fashion Industry

The fashion industry is one of the largest industries in the world and is projected to be worth US$2.4 trillion by 2016 (McKinsey, 2017). Adding this to each country's GDP would make it the seventh-largest economy in the world. With the growing world population, the industry is expected to grow even larger. This growth and development has occurred particularly in the last 30 years due to the expanding boundaries in the industry (Bhardwaj and Fairhurst, 2010: 165).

The fashion industry is a product of modernity. Before the mid-19th century, all clothing were made by hand, either at homes or on behalf of tailors. In the early 20th century, with the advent of new technologies, such as the sewing machines, the rise of global capitalism, the development of the factory production system and the proliferation of retail outlets such as department stores, clothing became increasingly popular, mass-produced, in standard sizes, and sold at fixed prices. Although the fashion industry first developed in Europe and America, it is now an international and highly globalized industry, with clothes often being designed in one country, manufactured in another, and sold in a third (Steele, 2020).

There is little research that examines brand love inside the context of fashion. Nevertheless, Kim et al. (2010), measured the mediating function of brand love among carriers first-rate and numerous relational effects, which include advantageous word-of-mouth, willingness to pay more and self-disclosure. They determined that whilst client love partly mediated the relation of carrier first-rate with advantageous word-of-mouth and willingness to pay more, it completely mediated the relation among carrier first-rate with self-disclosure and aggressive insulation (Kim et al., 2010:285).

B. Brand Experience

Brand experience is a type of experiential marketing that incorporates a holistic set of conditions developed by a company to influence the feeling a customer has about a particular product or company name (Fitzgibbons, 2020).

1. *Dimensions of Brand Experience*

Despite its personal and dynamic nature, brand experience is measurable by four dimensions: sensory, intellectual, affective, and behavioral (Brakus et al., 2009).

a. Sensory

The sensory dimension of brand experience revels in the consumers' consciousness and expertise of a brand (Insights, 2022).

b. Effective

An effective brand experience reveals the mood, emotions, and feelings of the consumer close to the brand. The mood, emotion, and feeling of the consumer close to the brand affect brand affiliation and perceived first-rate service. Consequently, tremendous brand revel in consequences in sturdy brand equity (AbdelQader et al., 2017: 25).

c. Intellectual

The intellectual aspect is the elegance of a brand, which makes customers curious to examine that brand (Brakus et al., 2009).

d. Behavioral

Behavioral aspect is the usage of the product, whilst the purchaser is attracted through behaviors, manners, and preliminary non-public experience (Hulten, 2009: 257).

Additionally, it has been observed that out of the 4 dimensions of brand experience: sensory, affective, intellectual, and behavioral, the sensory dimension is being highly taken into consideration to be an individual's focus of a service or product that increases an emotion (Hulten, 2009: 256).

2. *Brand Experience in The Fashion Industry*

Fashion industry dynamics such as decreasing mass production, expanding fashion seasons, and changing supply chain characteristics have forced fashion retailers to seek lower costs and greater flexibility. With the growth of the internet and the industry's desire for greater flexibility, more and more fashion stores started using online retail channels. However, many retailers do not understand what customers consider important when purchasing through their retail channels and how to create a better shopping experience for their customers (Barnes, et al., 2006: 5).

Because fashion brands provide a visual signal that reflects consumers' identities, lifestyles, and interests, consumers from different cultures are expected to perceive brands differently (Kim, 2012: 418).

Nowadays, customers do notdifferentiate between buying from online shops and local shops. What is important is the immediate availability of the goods desired by the consumer and how they perceive their shopping experience (Carmel, 2018). The interactive nature of the Internet can create opportunities to increase the efficiency of purchasing behavior, this can be achieved by improving the availability of product information, enabling direct comparisons between products, and reducing the search costs for the shopper (Childers, et al. al., 2001:511).

While this may be true, several studies have shown that "high-touch" products, such as B. fashion products, require an offline presence at least in the final purchase phase. To understand the factors that the customer perceives as important when buying online or offline, the customer's perception is evaluated using the "brand experience" (weijde, 2020:6).

3. Brand Experience and Service Design

Brands emerge from the interactions among the proposition made via way of means of an organization, as manifested via its offerings, and customers' reports as a result of their encounters with those price propositions (Iglesias and Bonet, 2012: 260). In this context, Service Design has emerged as a human-centered, holistic, and iterative technique for carrier innovation (Yu and Sangiorgi 2014: 195), which builds on "a designed manner of operating whilst enhancing or growing people-in depth carrier structures via the engagement of stakeholders" (Segelström 2013: 27). Service Design offers a user-centric technique to provider innovation that helps the improvement of the provider offerings (Yu and Sangiorgi 2014:200). Thus, greater integration among Service Design and Branding practices may also benefit each fields (Mager 2009: 35).

However, it has been identified that the most effective 18% of agencies use the brand to tell clients to enjoy strategy, indicating an opening among the capabilities that direct the people who lay out the interactions (Hunchback 2014). Thus, a comparable difficulty changed into an examination addressing the usability of brand manuals for the layout of provider experiences (Motta-Filho 2012: 675). Because "qualitative brand descriptions are converted into value-primarily based layout features" (Karjalainen and Snelders 2010: 8) all through the early levels of the New Services Development (NSD) process (Clatwor-thy 2013), it's essential that layout groups have the right brand input. Yet, it has been explained that cutting-edge brand manuals do not deal with those needs, as they do now no longer tell the enjoyment the brand seeks to deliver (Filho, 2012: 675).

In New Service Development (NSD) literature, carrier layout (Tatikonda and Zeithaml 2002: 215) is known as the early degrees of the process, whilst the carrier idea is developed, defining the price proposition made through the enterprise and informing the implementation of the enablers of the carrier interactions (Edvardsson and Olsson, 1996: 150). Departing from a way of life primarily based on operation management, marketing, statistics, and communications technology (Patrício et al. 2019: 116), Service Design "represents the software of layout as an innovative and culturally knowledgeable technique to offerings, focusing at the users' and clients' experiences to facilitate the layout of immaterial sports and the orchestration of touchpoints throughout the clients' journey" (Kimbell and Blomberg, 2017: 85).

It makes use of visible equipment and enactive, iterative, and collaborative strategies that assist the coordination of the different silos and stakeholders to broaden new carrier offerings (Clatworthy 2013: 110). Thus, due to its processual nature, offerings handiest emerged in the interplay with its users (Johnston and Kong, 2011: 7). That is, they're constantly co-designed at some stage in the carrier provision, whilst the price correlating interactions take place (Holmlid et al. 2017: 100). In that sense,

Service Design ought to be unparalleled with the improvement of the carrier offering as a concept. Through a human-centered, holistic, and iterative technique, Service Design supports the exploration, prototyping, testing, implementation of the brand new offerings and the interactions that supply its price proposition to the clients (Blomkvist et al. 2016: 6).

By integrating the sources that assist the carrier interactions (price co-developing structures;), Service Design can facilitate the improvement of the interfaces and offerings via which clients revel in the brand, bringing the brand proposition to action (Yu and Sangiorgi 2014). On the other hand, it's also critical to mention the contribution of branding in supplying Service Design with a more potent hyperlink to commercial enterprise strategy (Kimbell and Blomberg, 2017: 84).

Conversely, brands' strong link to business strategy can help inform Service Design processes (Aaker and Joachimsthaler, 2000), for "if service design is to be used in substantial and not in a decorative manner, it has to be connected to the business strategies" (Mager 2009: 35).

4. Impact of Brand Experience on Consumer Behavior

Brand experience is a kind of experiential advertising that includes a holistic set of situations developed through an agency to steer the sensation an individual has towards a selected product or agency name (Brakus et al., 2009: 53).

Additionally, its impact is measured with the aid of using the effect that customers can benefit from a brand and their emotions toward that brand. Customers' brand enjoyment consists of consumers' information and their familiarity with an ordinary agency brand or product brand category. It shows a significant image and is crucial, that can yield additional distinguished purchasers to consider the brand. If the extent of consumers' brand enjoyment, then it's been proposed that their chance to categorize manufacturers via means of traits and attributes is improved (Ha and Perks, 2005: 440).

Similarly, many have argued that brand revel must be tested mainly through the bonding with customers' emotions. Researchers have illustrated that the shopping movements of purchasers can assist groups in creating a complete feeling response to customers' thoughts and building up a passionate reference to them, (Martensen et al., 2007).

Additionally, it's also recommended that brand revel may be better with the aid of stimulating purchasers' experience (Bal, et al., 2009: 60). Only 39% of business decision-makers say their brand resonates effectively with potential buyers. When customers don't connect with positive thoughts, feelings, and reactions, they are less likely to remember products and services when time comes to make a purchase (Bonderud, 2020).

C. Brand Trust

Brand trust is a branding impact that describes the connection between a brand and its customers. Brand trust evolves from many factors, including, for example, status or the popularity of the brand, the goods or services, however additionally the form of communique performs a decisive role (Dougles, 2021).

There have been numerous insights on brand trust as the cutting-edge branding literature (Shin et al., 2019: 10). Trust becomes taken into consideration as purchasers' self-belief in the excellent and trustworthiness of the goods supplied via way of means of the seller (Gasbarino and Johnson, 1999: 75). Chaudhary and Holbrook (2001) discovered that brand trust can be due to clients' readiness to depend on the experience of the brand to supply its declared goal (Chaudhary and Holbrook, 2001:83).

Likewise, brand trust is an expression of believing whilst connecting with the brand is predicated on the questioning that the brand will stay dependable and pleasurable to the purchaser (Delgado-Ballester et al., 2003: 37). The idea of trusting is simplest in the occasions of risk (e.g., in case of wider or smaller range among brands). Accurately, trust declined in the conditions wherein the customer perceived the products to be very dangerous as they knew they may depend on the dependent brand (Chaudhuri and Holbrook, 2001:83).

Brand trust additionally became described as a purchaser's willingness to rely on the brand from the point of view of uncertainty because looking forward to that the brand will supply high-quality outcomes (Lau and Lee, 1999: 342). A study found that, whilst purchasers elevated trust of a selected brand, repurchasing probably happened, leading to brand preference (Chinomona et al., 2013: 182). Additionally, previous studies confirmed that brand trust is becoming a predictor of brand preference (Afsar, 2014: 8). Furthermore, there has been an effect among brand trust and buying purpose, which suggests if brand trust was developed, then the buying purpose will grow, as brand trust had a high-quality impact on the buying purpose (Sanny et al., 2020).

1. Brand Trust in The Fashion Industry

From Eco Fashion Week onwards, clients have been sensitized closer to approaches to shopping and the usage of garb in an extra moral and environmentally pleasant way (Lo and Ha-Brookeshire, 2018: 20). The relational dynamics that exist among consumers and brand fashion, of which consumers establish inside their social context, are significant.

The concept of brand attachment reflects, therefore, the concept of effective day research, in the field of psych-social attachment; for this reason, presentology of Marketing, makes a specialty of positive constructs (Loureiro et al., 2012: 13). In the postmodern era, a consumer product can hardly be considered unique and indispensable, and buyers' choice focuses on what favors gratification, not only externally linked to rational needs, but also intrinsically linked to hedonistic needs and trust (Magnano et al., 2017). Modern consumers can change their consumption attitudes, preferring to satisfy less rational and more ideological and symbolic needs. In this context, the literature on the brand theory in recent years focuses on the brand-customer relationship, which is based on the analogy of the relationship between consumers and the brand trust, as well as, relationship building, in the social context (Parvatiyar and Sheth 2001: 50).

2. Brand Trust and Brand Personality

Previous studies agree that manufacturers are primarily based on the brand personality (Belaid and Behi, 2011:37). In the brand domain, trust is a sense of safety

held via the means of the purchaser that the brand will meet his/her intake expectancies. Brand trust transforms a transactional orientation towards a brand into an enduring, close, and non-public–even committed–bonding with a brand. Entrenched relationships characterized by way of means of emotions of private connection rely in large part on trust.

Morgan and Hunt (1994) theorized that brand trust is a part of consumers' relationships with manufacturers, and that trust alongside commitment, is a key function required for courting advertising success (Morgan and Hunt, 1994: 20). Furthermore, Delgado-Ballester (2004) conceptualized brand trust as 'The assured expectancies of the brand's reliability and intentions in conditions entailing threat to the purchaser'. This definition of brand trust displays components: brand reliability, that's primarily based on the quantity to which the purchaser believes that the brand accomplishes its fee promise, and brand intentions, that's primarily based on the quantity to which the purchaser believes that the brand might maintain consumers' hobbies in advance, whilst sudden troubles with the intake of the product arise (Delgado-Ballester, 2004: 1238).

The conceptualization of brand trust by Belaid and Behi's (2011) highlights that brand trust has both a cognitive and an affective nature. The cognitive aspect refers to credibility, that's associated with the perceived reliability of the data at the brand, the overall performance of the brand, and its flair to fulfill purchaser needs (Belaid and Behi, 2011:37). Previous studies suggest that brand trust develops over time. The method via way of means by which an individual attributes trust towards the brand is primarily based on his/her revel in with that brand. Therefore, as revel in attribute, trust may be encouraged via way of means of the purchaser's assessment of any direct (e.g. trial, usage, and pride in the intake) and oblique contact (advertising, word of mouth, and brand reputation) with the brand, Among all of those distinct contacts with the brand, the purchaser's intake revel in profits greater relevance and significance as a supply of trust, as it generates emotions which are greater self-applicable and held with greater certainty (Tong, et al., 2017: 204).

3. Brand Trust and Purchasing Intention

Purchasing purpose has been one of the important subjects tested in the advertising and marketing literature. Besides, practitioners additionally have studied buying purpose to are expecting transactions of modern-day and new goods/services. Purchase purpose statistics may want to aid practitioners in their advertising and marketing selections related to goods (new and modern-day), marketplace segmentation, and promoting plans (Tsiotsou, 2006: 210). Therefore, the way to get clients to buy commodities has ended up important to entrepreneurs due to the fact clients have extra possibilities to pick out the products in a fluctuating commercial enterprise context (Choi, et al., 2020: 142).

Moreover, personal relationships had been frequently hired as an evaluation when describing the relationship between the brand and the purchaser (Fournier, 1998: 344). In this view, the brand trust unveiled its essential significance in character relationships and the construction of a long-lasting connection between the brand and the purchaser (Aydin and Taskin, 2014: 165).

Brand trust has become a precursor of brand choice and buying purpose. On the other hand, preceding studies found that perceived price becomes an antecedent of brand choice and buying purpose. Thus, the brand choice becomes the issue that drives customers to shop for the brand and to copy this behavior (Ebrahim et al., 2016: 1230), as brand choice has become a predictor of the buying purpose.

Prior research showed that brand experience, brand trust, satisfaction with brand, and symbolic brand price had direct results on loyalty to the brand (Vazifehdoost et al., 2014: 3045). Khundyz (2018) added that brand image, consumer satisfaction, brand trust, and promotion had direct influences on brand loyalty (Khundyz, 2018: 10624). Furthermore, Surucu et al. (2020) explained that factors, consisting of brand trust and reference groups, affected the buying purpose of younger adults, wherein the reference institution becomes a key issue inflicting the buying intentions of younger adults (Surucu et al., 2020: 353).

In Vietnam, Wollenberg and Thuong (2014), found that the factors (advertising, word of mouth, perceived quality, price) had fine impacts on brand notion. The authors also found that that advertising, word of mouth, perceived quality, price, and brand notion had direct results on consumer buying selections (Wollenberg & Thang, 2014).

D. Brand Love

A consumer's long-time emotional attachment with a brand is called brand love. Brand love is the association of emotional attachment a glad consumer has for a selected brand (Carroll and Ahuvia, 2006: 80). Sternberg (1986) offered a triangular theory, which substantially described the capabilities of affection, intimacy, passion, and commitment. These 3 observations are beneficial in human bonding, as they develop brand love (Aaker, 1997: 347).

Brand love is a passionate affection that clients have for the direction of a brand. Additionally, it is a vital detail in consumer-brand relationships (Bagozzi, et al., 2017b: 12). Furthermore, brand love is likewise called a pointy construct (Barker, et al., 2015:670). In different words, clients are capable of forming "love" relationships with manufacturers in specific classes of products (Fetscherin, et al., 2014: 80). Moreover, brand love can grow, primarily based on reveling in the specific brand. Another manner is through controlled (company-sponsored) or uncontrolled (word of mouth) conversation. Furthermore, persona can affect the improvement of brand love, for example, for clients who view a brand according to the client's self-concept, they're more prone to develop a brand love (Langner, et al., 2016: 17).

Brand love includes many styles of emotions, together with passion, fantastic mindset, and evaluation, liking, attachment and commitment. It consequently has an emotional component. If clients love the brand, they may sense extra brand loyalty, preference to use, willingness to make investments in greater sources to buy the brand, unfold fantastic word-of-mouth (WON), and attitudinal loyalty (Carroll and Ahuvia, 2006: 80). Related research additionally displays the extensive outcomes of those emotional components, e.g., attachment, on brand loyalty (Fuchs, et al., 2015: 105).

Delgado (2011), describes brand consideration as the sensation of safety that customers have in their interactions with brands. Furthermore, consideration is

primarily based totally on customers' notion that a brand isn't always the handiest dependable, but additionally answerable for the hobbies and welfare of customers. This definition explains that brand love entails a preference to position oneself at risk, each with the aid of using counting on the promise of the fee represented with the aid of using the brand, and using emotions of self-assurance and safety (Delgado, 2011, 5).

Vernuccio explains that brand love is growing, via way of means of social identification, through a web social community-primarily based groups. Previous research confirmed that social identification is related to brand love (Batra et al., 2012a:10). Furthermore, in online brand groups, purchasers have a fantastic inclination to move past their man or woman's area of expertise and to develop a social identification, which installs self-concept. These online groups develop consciousness, amongst institution individuals, which drives their self-concept. Social identification additionally embraces the emotional well esteem because of belonging, for example, emotions of purchasers have been studied concerning a set that result in brand attachment amongst network individuals (Kaufmann and Manarioti, 2016: 272).

1. Brand Love in The Fashion Industry

Branding is a topic that has been studied plenty, however, there may be scoped to discover and offer extra essential contributions with recognition to this aspect of branding. Love for style manufacturers in precise is an important function that makes this location of studies interesting. Consumers display a choice for the one's fashion manufacturers, which can lead them to experience good appearance, that is their manner of expressing their love for the brand .(Sharma and Nagbal, 2017: 372)

Due to this emotional affiliation that the purchasers experience with the brand, they emerge as growing a robust dating relationship with the brand. Understanding this dating that exists among the purchasers and the manufacturers turns into vital for the entrepreneurs as a powerful utilization of this bond can show to be very useful for the monetary of the corporation and can also can in preventing tough competition (Dobni and Zinkhan, 1990: 110).

2. Brand Love and Brand Loyalty

When consumers identify with the brand’s personality and the lifestyle it represents, they can become its strong supporters. It is this affectionate connection that love brands develop with consumers. In other words, brand love is a marketing strategy that looks to adopt brand-loyal customers and turn them into advocates or influencers for your brand. In an effort to achieve this culture, brands must foster customer satisfaction, customer value and relationship marketing (Casarotto, 2021).

Koo and Kim (2013), primarily focused on the Stimulus-Organism-Response (S-O-R) model, accompanied a comparable approach, via means of thinking about brand love because of the mediator among brand behavior and relational effects. Specifically, the mediator was associated with loyalty. They determined that layout and product cues have a positive effect on the formation of love, as well as on loyalty, whilst ambient and social cues don’t (Koo and Kim, 2013:94)

3. Impact of Sense of Community on Brand Love

The Digital era furnished new possibilities to clients in setting up structures like

online brand groups, upon which clients are sharing and expressing their feelings, experiences, and feelings concerning their loved band (Zhu, Chang, & Duo, 2016: 10). Online brand groups opened the door to speaking up about feelings, experiences, and feelings associated with a brand (Albert, Drunk, and Valette-Florence, 2008: 1065). Since sense of network is an important concept in online brand network and is described in the following statement, "experience of the network is an affinity and affiliation that a customer feels approximately the opposite purchasers of the identical brand" (Keller, 2013: 5). A social institution displays the identities of its contributors, so the individuals belonging to identical societies will display identical conduct towards a brand (Kuo and Huo, 2017: 255).

E. The Relationship between Brand Experience and Brand Love

Purchasers could have a pleasing revel in the use of the brand if the paid price is past their expectation. Moreover, feelings and connections with the brand make contributions to improving purchaser brand revel (Khan and Rahman, 2015).

The self-inclusion principle assumes that individuals may expect affection from others, therefore, they expand social relationships with friends and families (Albert, et al., 2008). Thus, while purchasers expand a sustainable and emotional attachment with a brand, it's by far assumed that they may be in love with it (Albert, et al., 2008: 1065). Similarly, Khan and Rahman (2015: 10) suggested that purchasers, who are glad about the price proposition of a brand, develop an emotional attachment to it. Consequently, such purchasers have a better inclination to pay top rate fees compared to others. In addition, purchasers might not be interested in different brands. It's been observed that purchasers may further experience misery if they may now no longer be capable of buying the brand they love (Arora, 2012: 335).

Much qualitative research has documented that purchasers' emotional and cognitive-behavioral revel in stimulating brand love and complements its image and loyalty (Leventhal, et al., 2014: 35). Moreover, it's been argued that purchasers' satisfactory revel in the brand stimulates positive emotional emotions and complements their delight level (Roy, et al., 2013: 100).

Additionally, Rodrigues & Costa (2006) observed that the experience of the network is a critical antecedent of brand love in the fashion industry. Sense of network has an impact on brand love in an offline context, and in an online context as well (Bergkvist and Bech-Larsen, 2010: 505).

F. The Relationship between Brand Experience, Brand Trust and Brand Love in the Fashion Industry

In the fashion industry, one of the evolving regions of the hobby is brand love, the important consciousness of academicians is to apprehend the assembly of brand love and to provide an explanation for the connection with this assemble to the great deal broader standards like brand courting high-satisfactory and client bonding control (Babu and Babu 2021: 3).

From a business aspect, client retention and acquisition is viable via dynamic advertising strategies, which may be accomplished via means of offering practical and experiential advantages to the fashion industry customers (Giovanni and

Athanasopoulou, 2018: 287). In the prevailing context, the huge manufacturers are looking to develop specific client involvements via means of offering memorable reviews through their merchandise and services (Hudson et al., 2015: 68). Earlier studies on experiential advertising indicate that agencies are moving from brand-associated advantages to brand-associated enjoyment. Further, for companies to stay strong in the marketplace, growing more potent and longer relationships among the manufacturers and the client, might in turn result in repeated funding (Wijayajaya and Astuti, 2018: 915).

From a managerial aspect, manufacturers are being developed, which can be simply valued via the means of the clients and distinctively stand high in the competition. In this context, brand love develops through interpersonal interactions between the client and the brand. A little research has investigated the significance of brand love and brand trust, nonetheless the elements which impact the client's belief of affection close to a brand is limited (Huang, 2017). The advanced research in the area of brand love establishes the connection between this assemble and different important advertising variables (Bergkvist and Bech-Larsen, 2010: 504). A majority of literature in brand love attempts to explain the idea of client brand bonding in preference to that which specializes in brand love. In addition, researchers determined that the center factor of personal identification is developed via the favored gadgets or entities, as a client may also love a brand if that brand is close to the identification which the client desires to set up in the society (Huang, 2017: 915).

Furthermore, the literature indicates that agencies attempt to set up a brand image of a product close to the identification of the area of interest they need to target. More literature indicates that if an emotional bonding is developed between the client and the brand then it's going to convey a sense of consideration that allows you to result in loyal behavior via way of means of the client. Despite the significance of brand enjoy and brand consider on growing a devoted behavior close to a brand, only a few researchers have attempted to apprehend the mechanism of the interplay among those variables (Uzaimi et al., 2015: 39).

CONCLUSION

This research evaluates the relationship between brand experience, brand trust and brand love in the fashion enterprise. Moreover, this study highlights the dimensions of each of; brand experience, brand trust and brand love, as well as examines their unique implications for the fashion field.

The systematic literature review shows that, indeed, when fashion consumers trust the promises and activities of a clothing brand, a love bond is formed. In addition, fashion consumers' trust in a brand increases their resistance to negative information about that specific brand. Therefore, consumers resist negativity towards brands through their perception and experience. Similar to Batra et al. (2012), consumers resist negative information about the brands they love. In particular, the benevolent dimension of brand trust, as well as, the given value dimensions of brand love influence consumer resistance to negative information. Finally, the literature reveals a significant positive correlation between brand experience, brand love and brand trust, in the fashion industry.

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