

Examining the Impact of Brand Loyalty on Repurchase Intentions in the Context of Sustainable Fashion

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Abstract:

The growing consumer demand for sustainable practices has transformed the fashion industry, prompting a shift from conventional to environmentally conscious business models. This study examines the impact of brand loyalty on repurchase intentions in the context of sustainable fashion, with a focus on the roles of brand awareness, perceived quality, and fashion consciousness. Grounded in Expectation Confirmation Theory, the research identifies brand awareness and perceived quality as key drivers of brand loyalty, which subsequently influences repurchase intentions. Fashion consciousness is analyzed as a moderating factor, revealing its nuanced impact on the relationship between loyalty and repurchase behavior. A two-pronged methodology was employed, utilizing bibliometric analysis and Regression analysis. The results show that perceived quality and brand awareness significantly enhance brand loyalty, while moderation analysis highlights the conditional role of fashion consciousness. The findings emphasize that delivering high-quality, sustainable products and fostering brand recognition are pivotal for cultivating customer loyalty and encouraging repeat purchases. The study contributes to academic knowledge by bridging gaps in the literature on consumer behavior in sustainable fashion and offers actionable insights for brands to strengthen loyalty programs and sustainability campaigns. These strategies are essential for building long-term consumer relationships and achieving competitive growth in the sustainable fashion market.

Keywords:

Bibliometric Analysis, Brand Awareness, Brand Loyalty, Customer Repurchase Intention, Fashion Consciousness, Perceived Quality, Sustainable Fashion.

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1. Introduction

The global textile and fashion industry, valued at approximately \$1.7 trillion and employing over 300 million people, plays a vital role in economic development, particularly in developing countries (McKinsey & Company, 2023). Contributing around 2% to the global GDP (Statista, 2023), it represents both a major driver of employment and a powerful force in shaping consumer culture. However, this industry is also one of the most environmentally detrimental, accounting for nearly 10% of global carbon emissions and 20% of wastewater generation (UNEP, 2023). This dual impact underscores the urgent need to adopt sustainable practices that not only support economic growth but also mitigate environmental harm.

The increasing frequency of climate-induced disasters—displacing more than 43 million people between 2010 and 2020 (Oxfam, 2024)—has heightened consumer awareness and shifted preferences toward environmentally and ethically responsible fashion choices. Consequently, sustainability has transitioned from a mere ethical ideal to a strategic necessity. Brands are now compelled to embed sustainability at the core of their business models to secure long-term consumer loyalty. Despite this shift, many fashion brands still struggle to understand the nuanced drivers of consumer repurchase intentions in the sustainable fashion segment.

Sustainable marketing, therefore, has emerged as a critical strategic approach. By integrating environmental, social, and governance (ESG) principles into their value propositions, brands attempt to influence consumers' perceptions of product quality and brand credibility. While prior studies have acknowledged the importance of brand loyalty, awareness, and perceived quality in traditional fashion contexts, there is limited empirical research examining how these constructs interact within the sustainable fashion domain. Much of the existing literature either marginalizes sustainability or treats it as a peripheral concern rather than a core dimension of consumer decision-making (Lopes et al., 2024; Ulhaq et al., 2024).

This study seeks to address these gaps by investigating how brand awareness and perceived quality influence brand loyalty and repurchase intention in the context of sustainable fashion. It leverages the Expectation Confirmation Theory (ECT) (Oliver, 1980), which posits that consumer satisfaction and loyalty result when product performance meets or exceeds expectations. In sustainable fashion, this alignment is particularly complex, as consumers assess not only tangible product features but also intangible sustainability attributes such as ethical sourcing, transparency, and ecological impact.

Additionally, the study explores the moderating role of fashion consciousness—a consumer's attentiveness to trends and aesthetics—in shaping

the relationship between brand loyalty and repurchase intention. Fashion-conscious consumers may value sustainability, but they also demand innovation, exclusivity, and stylistic alignment, which can influence their loyalty behaviors in distinctive ways.

To achieve its objectives, the study adopts a two-part methodology. A bibliometric analysis of 56 Scopus-indexed publications (2002–2024) is followed by a quantitative survey-based investigation. The research contributes to the literature by: (1) contextualizing key brand constructs in sustainable fashion, (2) extending ECT into the sustainability domain, and (3) identifying fashion consciousness as a pivotal moderating factor in consumer repurchase behavior.

2. Review of Literature

Brand Awareness and Its Impact on Brand Loyalty

Brand awareness refers to the extent to which consumers can recognize or recall a brand, including its logos, slogans, or product attributes (Bilgili & Ozkul, 2015). It forms a critical part of consumers' cognitive structures, enabling easier identification and association with brand elements (Ekhveh & Darvishi, 2015). Rachmadhian et al. (2020) conceptualize brand awareness as a combination of brand recall and brand recognition. These associations facilitate stronger brand connections, thus enhancing brand equity (Malik et al., 2013). Aaker's (1991) seminal work positions brand awareness as a key dimension of brand equity, influencing consumer preferences and behavior. Further supporting this, Albert et al. (2013) suggest that awareness acts as a cognitive trigger, reinforcing positive brand perceptions that promote loyalty and repeated purchases. Huang and Sarigöllü (2012) emphasize that awareness facilitates not just the initial purchase but also long-term brand commitment through familiarity and trust. Thus, brand awareness contributes significantly to establishing brand loyalty.

Perceived Quality and Its Effect on Brand Loyalty

Perceived quality is defined as the consumer's judgment about a product's overall excellence or superiority (Olshavsky, 1985). It is often evaluated by comparing expected versus actual performance (Lancaster, 1971; Caruana et al., 2000). Holbrook (1999) interprets perceived quality as a global value judgment that arises from a dynamic interaction between consumer expectations and supplier delivery (Homm et al., 1999). Studies in the service and retail sectors highlight that perceived quality directly affects customer satisfaction, which, in turn, builds loyalty (Oliver, 1996; Parasuraman et al., 1988). In the fashion context, Chen and Tsai (2007) found that quality perceptions significantly influence loyalty via satisfaction, a finding generalizable across consumer goods. Sweeney and Soutar (2001) further assert

that emotional value derived from perceived quality strengthens brand loyalty. Hence, high-quality sustainable fashion products enhance trust and commitment, encouraging consumers to stay loyal.

Brand Loyalty and Repurchase Intention

Brand loyalty is defined as a consumer's commitment to repeatedly purchase a specific brand due to favorable attitudes and emotional attachment (Aaker, 2004). Loyal consumers are not only consistent buyers but also develop a long-term psychological connection with the brand (Baldinger & Rubinson, 1996). Repurchase intention, while related, is a behavioral outcome influenced by various factors, including price and availability. Unlike brand commitment, which reflects deep emotional ties, repurchase may sometimes result from habitual behavior or convenience. However, numerous studies have demonstrated that loyalty is a key predictor of repurchase behavior. Therefore, brand awareness and perceived quality, as antecedents to loyalty, indirectly influence repurchase intentions.

Role of Fashion Consciousness

Fashion consciousness refers to an individual's awareness of and interest in current fashion trends (Talaat, 2022). Fashion-conscious consumers often seek brands that reflect their identity and are in sync with contemporary styles. Oliver (1999) underscores the role of loyalty in repurchase, yet this link may be moderated by consumers' fashion sensitivity. Studies suggest that highly fashion-conscious individuals may switch brands more frequently, even if they are loyal (Park et al., 2009; Kang & Park-Poaps, 2010). Such consumers value trend alignment and innovation, making their repurchase decisions less predictable.

3. Research Methodology of Bibliometric Analysis

Data Collection: The first stage in bibliometric research involves selecting a reliable and credible database as a source for extracting research articles (Morant et al., 2017). The research papers were sourced from the Scopus scientific database for literature extraction. Scopus is a widely accepted database that offers access to a diverse collection of peer-reviewed papers and web sources (Norris and Oppenheim, 2007). It is extensively used by research scholars and experts for bibliometric analysis across different fields (Donthu et al., 2021b). Scopus, an interdisciplinary database, comprises 69 million records and offers more easily searchable publications compared to the Web of Science (Mongeon and Hus, 2016). The second stage of bibliometric analysis is to select specific keywords, which generally includes a filter to prevent or restrict irrelevant literature in the given area (Cheng et al., 2016). The query keywords for the present papers were (Customer loyalty) and (Repurchase Intention) in the TITLE, abstract and KEYWORDS of

documents only, extracting a total of 1200 documents in the initial stage. Research articles were extracted from the period of 2002-2024. The following details (Table 1) outline the inclusion and exclusion criteria based on the PRISMA framework (Sousa et al., 2019)

Table 1: PRISMA protocol details

Criteria	Description
Source	Scopus
Years	2002 to 2024
Searching Terms/Search Strings	(Brand Loyalty(("purchase loyalty" *" OR " *" Repurchase Intention" OR "Customer satisfaction" OR "-TO (SUBJECT AREA , "SOCIAL SCIENCES AND HUMANITIES") OR LIMIT-TO (SUBJAREA , "MANAGEMENT") AND (LIMIT-TO (MARKETING, "English"))
Inclusion Criteria	Language – English, Source Type – Journals, Document Types - Articles, Subject Area –Social Sciences, Marketing Management
Exclusion Criteria	Subject Area – Physics and Astronomy, Material Science, Biochemistry, Genetics and Molecular Biology, Chemistry, Chemical Engineering, Medicine, Earth and Planetary Sciences, Agricultural and Biological Sciences, Neuroscience, Pharmacology, Toxicology and Pharmaceutics, Nursing, Immunology and Microbiology, Veterinary, Non-English Articles,
Sample Size	1000
ABDC Filtering	350
Brand loyalty on customer repurchase intention on fashion brand	170
Final Set	56 for Bibliometric Analysis

Source: *Author’s Own Work*

Data Filtering:

A total of 170 articles were initially compiled into an Excel sheet for the organization to eliminate duplicate entries. The research articles were then screened by reviewing their titles and abstracts. After manually cleaning the data in Excel, 56 articles were finalized for analysis and interpretation.

The data analysis for the present study was conducted using the Biblioshiny software tool, a widely utilized platform for bibliometric analysis (Donthu et al., 2021b; Nees & Waltman, 2017; Talwar et al., 2020). The Biblioshiny app makes bibliometric visualization simple, utilizing data from Scopus and Web of Science. Moreover, the Biblioshiny app helps to analyze the research output, and users can

analyze the research output with the most relevant authors and journals. The more the visual displays, the more users' friends, where users can create plots and analytics for different metrics. Lastly, it is a user-friendly interface where users can drag and drop the interface.

4. Data Analysis:

Publications Overview

Figure 2 illustrates the visual representation of the academic publications. The chart first provides information on the timeframe, from the spans of 22 years from 2002 to 2024. Overall, the topic of bibliometric analysis of brand loyalty and its impact on repurchase intention includes 56 documents in the dataset. The dataset has an annual growth rate of 10.5 percent, which indicates a steady growth in the number of documents published over the years. However, the figure revealed that 147 authors contributed to this specific field. Regarding the citations, each document has an average of 37.04 citations. Overall, the dataset consists of academic publications with a focus on research areas that have shown significant growth and collaboration over the past two decades. The high number of co-authors and international co-authorship indicates a collaborative research environment. The high citation count indicates that the research in the dataset is relatively recent and well-cited.



Figure 2. Academic publications

Source: Author's own work

Performance Analysis

Figure 3 explains the pattern of year-wise publication in the domain of brand loyalty and its impact on purchase retention. The graph reveals that publications on the topic have grown gradually over a period of time. For instance, the average publication from 2002 to 2024 was 2.4 per year, which is relatively upward in nature.

The fluctuations in the number of articles published are caused by many factors, such as changes in research funding, technological advancements, and shifts in research interests. The plateaus and declines in the graph are attributed to factors like changes in research priorities.

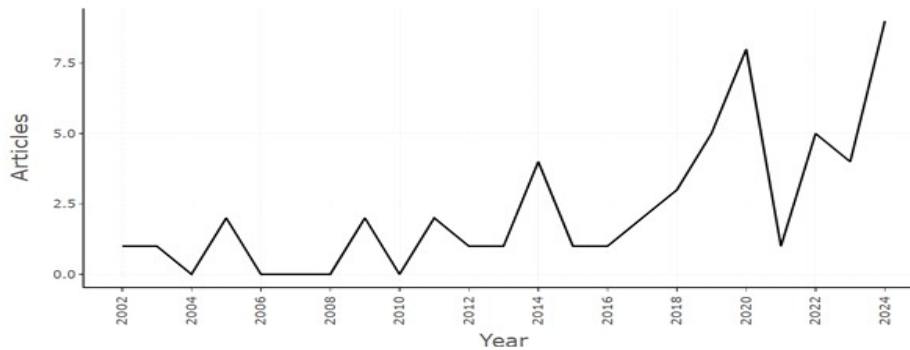


Figure 3. Annual Scientific Production

Source: Author’s own work

Figure 4 explains the pattern of authors in the domain of brand loyalty and its impact on purchase retention. The graph shows that Chinomona R stands out as the author with the highest impact measure (H) of 2.0. This suggests his work has had a significant influence in the field. Moreover, the graph also suggests that the group of authors includes Aguilar-Illescas R, Ahn K-H, Akhmedova A, Al-Haj Eid MB, Al-Weqaiyan A, Anaya-Sanchez R, Athanasopoulou P, Aurier P, and Balasubramanian S, who have an impact measure of 1. This indicates that their work has made a notable contribution to the field, but is potentially less significant than the top author. The “Impact Measure: H” measures the metric that quantifies the influence or impact of the authors’ research.

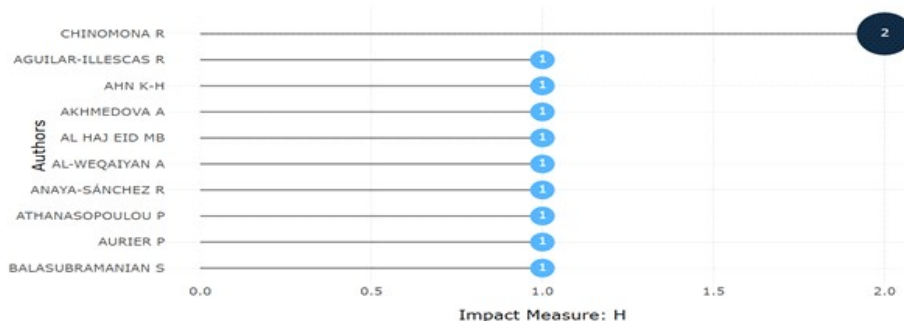


Figure 4. Author Contributions

Source: Author’s own work

Figure 5 represents the top 10 Universities that have contributed most to the research on the topic of brand loyalty and its impact on customer repurchase intention. Articles published by the University of the Witwatersrand take the lead with the highest number of articles (7). This suggests that this institution has been actively contributing to research in the field. Furthermore, the cluster of three universities- Universidad Católica del Norte, Guangdong University of Finance and Economics, and Nanjing University of Finance and Economics have published four articles. This indicates a significant level of research activity at these institutions. Furthermore, Six affiliations: Udayana University, Asia University, Changwon National University, Dongguk University, Hunan Normal University, and the Indian Institute of Foreign Trade (IIFT). This suggests a moderate level of research activity at these institutions, which have three research articles publications each year.

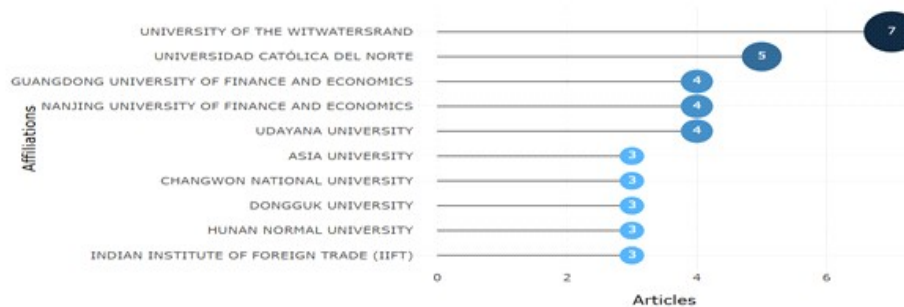


Figure 5. University Contribution

Source: Author's own work

Figures 6 and 7 represent the countries with the most contributing publications on the topic of brand loyalty and the impact of customer purchase retention. China has contributed the most with 22 publications. USA, South Korea, India and Indonesia also fall in the top countries with more than 10 publications, contributing to brand loyalty and its impact on repurchase intention. By observing Figure 6, it could be stated that most developed nations have contributed to the field. This could be because of the early familiarisation with the topic of consumer behavior and the psychological aspect of the customers. India, with its vast and diverse customer base, presents a unique and complex landscape for consumer behavior research. So, India ranks fourth in terms of the contribution of research articles in the domain of consumer behavior. India's diverse country's population is characterized by significant variations in culture, language, income levels, education, and purchasing power, making it an ideal context for studying diverse consumer preferences and decision-making processes.

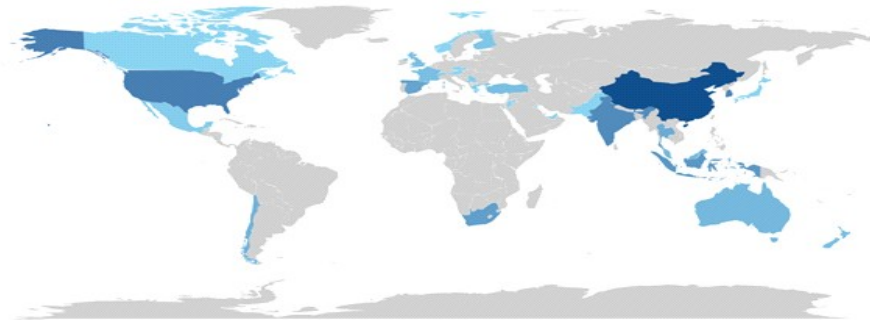


Figure 6. Country contribution map

Source: Author’s own work

Country	Freq
CHINA	22
USA	14
SOUTH KOREA	13
INDIA	12
INDONESIA	10
SOUTH AFRICA	9
SPAIN	8
THAILAND	7
CHILE	6
AUSTRALIA	5

Figure 7. Country Contribution table

Source: Author’s own work

Figure 8 represents the top sources of journals that have contributed most to the research on the topic of brand loyalty and its impact on customer repurchase intention. The visual representation of the charts represents the journal source with the highest number of documents, “Developments in Marketing Science: Proceedings of.” This suggests a strong presence of research or publications related to marketing science in this particular source. Additionally, the charts represent the cluster of sources, with two documents each. The journals included in the clusters are the European Journal of Marketing and the International Journal of Contemporary Hospitality. This indicates a group of journals or conferences that are relatively active in publishing within the specific field of study. Lastly, a graph represents a long tail of sources with only 1 document each. This suggests a diverse range of sources with less frequent contributions to the field.

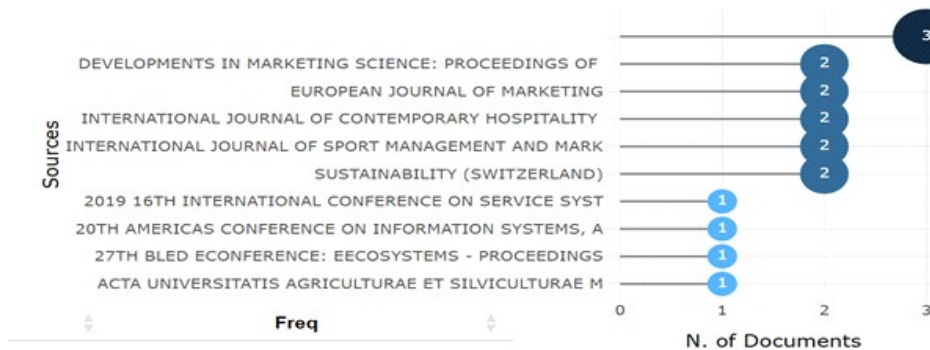


Figure 8. Most Relevant Source: (Important Journals)

Source: Author’s own work

Content Analysis:

Keywords Analysis: Figure 9 represents the most frequent keywords that have contributed most to the research on the topic of brand loyalty and its impact on customer repurchase intention. The visual representation of the chart highlights that the keywords “brand loyalty” and “repurchase intention” stand out with the highest frequency of occurrences (23 each). This suggests that these concepts are central to the research area being explored. Keywords with high prominence, including “brand loyalty” and “repurchase intention”, indicate a focus on understanding consumer behavior and building long-term relationships with customers (Lanza et al., 2008; Ebrahim et al., 2016).

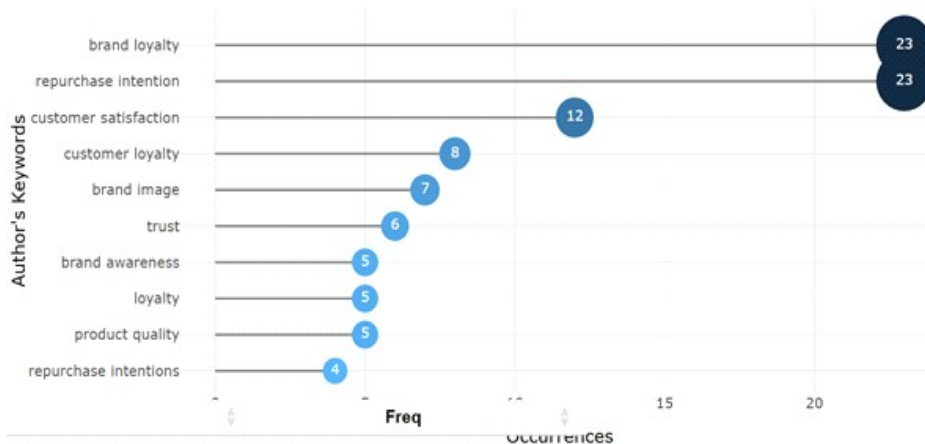


Figure 9. Most frequent words

Source: Author’s own work

brand awareness with value-added features such as green or sustainable enhances loyalty by making the brand more recognizable and memorable, which enhances a stronger emotional connection with consumers. Furthermore, the study highlights the important role of brand loyalty in influencing repurchase intentions. Loyal customers are more likely to exhibit repeat purchase behavior, as their trust and positive experiences with the brand encourage continued patronage. This finding underscores the importance of nurturing brand loyalty to drive long-term customer retention and sustain competitive advantage. Furthermore, the study explored fashion consciousness as a moderator that impacts the relationship between brand loyalty and repurchase intention. In essence, the results of the study demonstrate the interconnectedness of perceived quality, brand awareness, loyalty, and repurchase intention. The above insights emphasize the need for sustainable fashion brands to focus on delivering high-quality products with sustainable features to strengthen customer loyalty and encourage repeat purchases. By doing so, brands can achieve sustainable growth and build lasting relationships with their customers.

6. Conclusion:

The present study emphasizes the crucial role of perceived quality, brand awareness, and loyalty in enhancing repurchase intentions. Additionally, fashion consciousness moderates the relationship between brand loyalty and repurchase intention. The study emphasizes building a sustainable strategy to develop long and healthy customer relationships to attain competitive growth. The study has shed light on the limitations and future scope. The present work did not involve qualitative research methods, such as interviews or focus groups, to uncover underlying motivations and attitudes that impact the repurchase intention of the sustainable clothing product. Moreover, the present study has a limited sample size, and future research could benefit by incorporating a large and diverse sample to enhance the generalizability of the findings.

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