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Role of Brand Experience in Building Brand Loyalty: Mediating Role of Brand Trust and Brand Commitment

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ABSTRACT

The motive of our study is to investigate the influence of brand experience on brand relationship, that successively influence their brand loyalty of sportswear. The study additionally tests whether or not brand service quality moderates the relationship between brand experience and brand commitment. Data collected via survey form from 304 athletes who were buying sportswear apparel and clothing. SPSS and Amos versions 21 were used. Brand trust is the vital component of brand commitment. Brand experiences, commitment, trust have positively affected brand loyalty according to this study. Brand commitment and brand trust mediate the relationship between brand experience and loyalty. Brand service quality has a moderate impact on the relationship between brand experience and brand commitment. This study is conducted in a limited geographical area in the context of the sportswear industry. This model may be extended in various contexts and countries for future study. The study of branded sportswear products provides insights into the effective strategies used in the fields of sportswear to enhance brand commitment, brand trust and brand loyalty. It started with previous works and explored various facts about brand experience and brand loyalty, so it examined these two buildings more deeply than previous studies and saw their results. It reveals the validity of the brand Resonance Model, key mediating variable (KMV) model, particularly in sportswear industry.



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Introduction

The last three decades show marketing research has impacted customer-brand connections (Chang and Chieng 2006). Several kinds of research have shown that involving consumers along a brand is a crucial process for establishing firm relationships between consumers and brands (Hollebeek 2011) and a primary metric for brand quality improvement (Kumar, Aksoy et al. 2010). In today's dynamic world in which customers have immense brand options, the sustainability of businesses needs to develop and sustain brand loyalty. The booming Internet and Mobile technology that has contributed to customer's being able to switch brands

continuously has educated Savvy consumers more than ever. For companies that rely on their brand's selling power, this is expensive and inefficient. To distinguish between rivals, businesses must produce a thrilling brand experience that inspires consumers to buy consistently and stay true to the brand. Consumers respond to the attitude that the brand conveys and establish secure links with the brand from these brand interactions. Brand experience is a term that has recently acquired importance. Subjective internal user responses and behavioural reactions (sensations, emotions, and cognition) conveyed by brand stimuli are formally categorized. In building strong brand value, a fresh frontier is seen as the brand experience (Brakus, Schmitt et al. 2009). In different ways, brand knowledge can be applied, for instance retailing (Dolbec and Chebat 2013) services (Nysveen, Pedersen et al. 2013), and development services (Nysveen, Pedersen et al. 2013). (Tafesse, Nauri, & Korneliussen, 2014).

Different products and services are built to establish their impressive impressions with the growing value of customer impressions, for instance iPhone of Apple, Body Shop, Harley Davidson, theme parks of Disney, and W Hotels (Pine and Gilmore 2011). The consumer acquisition of companies, an important marketing tactic, seeks to emphasize their brand experiences, from the functional advantages of customers. This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). Because of unique service characteristics (such as intangibility and heterogeneity), product-based brand equity, it is argued that adjustment is needed to meet the criteria for hospitality service brand evaluation (Nam, Ekinici et al. 2011). Also, recent researches has analyzed the correlation between brand credibility and brand confidence ((Park, Lee et al. 2014), no research has examined the role of brand trust and brand engagement in the relationship between consumer-based sportswear brand experience and brand loyalty in the sportswear sectors to the best of our knowledge researchers view brand confidence as an important factor in the sportswear industry, specifically for safety purposes. Also, confidence is the one of the common assessments of brand-consumer relationships and can be a key predictor of brand equity (Song, Hur et al. 2012). According to (Alam and Yasin 2010) consequently, customers also prefer affordable and trustworthy sportswear. As most of the customers rely on the trust of the This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). In other words, by approving into the account the general brand equity, brand trust, and brand commitment, customers are seeking to reduce insecurity and anxiety. Building the brand loyalty in the sportswear industry, it is therefore key to study the relation among the brand experience, brand commitment, and trust further. The purpose of this study aims to: (1) to define the brand experience' fundamental dimensions; (2) to experimentally analyse the relationship between brand experience, brand commitment, and brand trust, explore the mediating role of brand trust and brand commitment in brand experience and brand loyalty; and (3) to compare the brand experience dimensions evaluations with various customer visits to fill the important gap. The findings can describe how brand experience can be efficiently used to target customers and to better understand how brand expertise dimensions can be used accordingly for customer visits. Thus, the current study will create highly successful targeting strategies.

However, in terms of the reputation of the brand experience (BE) and customer brand loyalty (BL) the uncommon marketing literature has addressed intermediate processes amongst these two constructions. This study describes how two key broker of brand trust and commitment are linked to brand experience and loyalty while filling the gap. Researchers view brand trust as an important factor in the sportswear industry, particularly for safety. Trust is also the main

predictor of the relationship between brand and customer and can be a primary prover of brand equity (Song, Hur et al. 2012).

Literature Review

Brand Resonance Model

The brand resonance model explains that brand resonance, such as brand loyalty will gradually be accomplished through two paths, i.e. emotional and rational (Keller, Parameswaran et al. 2011). The rational path includes significant elements, including performance (for instance payment, cost-effectiveness, durability, reliability), judgment (for instance, quality, credibility), at the same time as emotional one consist of those, for instance, imagery and feelings (e.g., fun, excitement) (Keller, Parameswaran et al. 2011). Many causes ease the choice of brand trust and brand commitment, at the respective path such the mediators to brand loyalty. Brand commitment is therefore ideal as a mediator of this study due to the peerless composition of brand commitment, incorporated complicated emotions, while brand trust is presented as the key mediator on the brand loyalty model in prior literature, which is chosen in this research. These mediators reflect the reasonable and emotional part in brand connection quality respectively (BRQ) (Fournier 1998).

Brand Experience

The definition of brand experience is explored for the first time in the study (Pine, Pine et al. 1999). For this research, the definition is adopted from Brakus, Schmitt et al. (2009), he mentioned that brand impressions are instinctive, internally evoked, customer reactions (sensation, feelings, and cognitions, and behavioural responses), caused by brand-related sensations, the brand's layout, packaging, communication, and environment. It differs in its strength, intensity, and probably either positive or negative, with larger effects on consumer behaviour (Brakus, Schmitt et al. 2009). Also, the construct is similar to yet theoretically different from various attitudes toward brands, for instance, brand perspective, association and brand attachment (Brakus, Schmitt et al. 2009). Brakus, Schmitt et al. (2009) proposed different forms of experiences such as, brand visual, affective intelligent, and behavioural experiences.

Brand Trust

Marketing relationships Brand trust, especially its traverse customer (Laroche, Habibi et al. 2012). Brand trust is described in this study by prior literature as 'feeling the consumer's security as it enters into a relationship with the brand consist on the belief about the brand's trustworthiness and accountability for the delight and benefit of the consumer (Delgado Ballester, Munuera-Aleman et al. 2003). This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015).

Brand Commitment

According to Suh and Han (2003), the brand that provide users a feeling of warmthless and friendliness are ready to have a good and sustainable affective relationship with such brands and relates to a long-term will to maintain a link with the brand. Customers with a widespread commitment to brands are a stronger tool for the company around the time (Keh, Nguyen et al. 2007). Commitment has two types 1- affective and 2- continuance commitments. The emotional connection to a brand expressing a deep sense of personal identity is emotional engagement. Affective brand involvement concentrates on brand identity and brand values (Pring 2007). (McAlexander, Kim et al. 2003) found an affective commitment to assessing the emotional commitment of certain important brands, describing the immense commitment to the focussed brands. (Verhoeff 2009) analyse that direct effect of affective commitment to again purchase the product purpose has been noticed in banking services. Brand loyalty, brand value, have been a history of commitment, but do not specifically influence customer repurchase behaviour. Continuance commitment is referred to as the consumer's poor emotions for a brand. Since customers are concerned about big turnover prices and some other options, they are changing

their brands. (Fullerton 2005) explained continuance commitment allows customers to be less likely to engage in advocacy intention. In previous studies on commitment, (Lindstrom 2005) examined brand commitment. In this research, customers are asked if they "tattoo the brand name on their body." Several customers were led to tattoo the image of brands on their bodies by studies. Studies of engagement and repurchase plans in (Harrison-Walker and Coppett 2003) have revealed continued customer response commitments, but consumers with aesthetic participation are a source of a brand or organization and continue to support a company because of its deep affectionate relationship. A model developed by Fullerton (2005) explaining the role of brand interaction, both affective and continuous, their research found that continuance commitment has a poor effect on the intention to purchase the product again, and the literature indicated that driving emotional loyalty is prohibited due to attitudinal loyalty. For other researchers, continuance commitment is correlated with the possibility of repurchasing.

Brand Service Quality

The association among the brand service quality and the behavioural consequences has gained a lot of attention in the literature (Rauyruen and Miller 2007). Scholars have found the effect of the quality of This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). Moreover, a significant symbol of scholars discussed that brand service quality is a significant factor for brand loyalty, although it has remained uncertain about its exact relation (Harris and Goode 2004). This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015).

Brand Loyalty

The literature includes two aspects of brand loyalty. The Stochastic view suggests that consumers exhibit spontaneous actions in a way that does not affect past buying behaviours. The Deterministic view, however, suggests the brand loyalty is due to external factors' influences. While this is interesting, the standard of cognitive processes in influencing brand loyalty tends to be underestimated (Jacoby and Chestnut 1978). In this sense, brand loyalty studies do equally consider external behaviors into consideration and also the rationales or perceptions of customers towards them (Odin, Odin et al. 2001). This research bridges the void in the literature on customer behaviour, by combining behavioural and attitudinal aspects of brand loyalty (Jones and Taylor 2007). This research describes the commitment of behaviour as the persistent purchasing of a Downloaded brand by consumers and their repeated intent to purchase the product This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015).

Brand Experience & Brand Commitment

At the same time, the current study often indicates a strong correlation between brand experience and brand association (Ramaseshan and Stein 2014). Consumers' perceptions of brand experiences contribute to pleasurable results because consumers like to relive these enjoyable experiences again. Customers with affirmative brand experience should purchase brand loyalty again, i.e., endorse the loyalty to the attitude and never switch to other products (Chaudhuri and Holbrook 2001). They possibly tend to make the buyer more loyal and dedicated to this particular brand with a higher value proposition. A good experience of a brand can also lead to an emotional or cognitive attachment and ultimately become repetitive behaviour (Zarantonello and Schmitt 2010).

H1: Brand experience has a significant positive influence on brand commitment.

Brand Experience and Brand Trust

This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). The concept of trust that comes from the theories on personal interactions, is implicit in every significant social relationship since it is rooted in the field of social psychology (Morgan and Hunt 1994). Personality and social science theory also often claim that trust emerges from personal encounters and previous relationships (Rempel, Holmes et al. 1985). (Ha and Perks 2005) in an e-consumer success analysis, brand trust was found via knowledge searches and different brand experiences. (Lee, Kang et al. 2014) also examined online hotel brand experience has a significant and positive effect on trust in the hotel brand. Centered on the aforementioned argument, the analysis concludes that:

H2: Brand experience has a significant positive influence on brand trust

Brand Commitment and Brand Loyalty

In a relationship, marketing studies commitment is a key idea (Fullerton 2005) and is described as a "strong wish to keep an esteemed relationship" (Moorman, Zaltman et al. 1992). Many scholars have identified the value of commitment when developing and sustaining business relationships This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015).

H3: Brand commitment has a significant positive influence on brand loyalty.

Brand Trust and Brand Loyalty

Second, trust has been viewed as a behavioural intention or behaviour that reflects a reliance on a partner and involves vulnerability and uncertainty on the part of trustee. This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). Based on these findings the following hypothesis is suggested.

H4: Brand trust significantly positively influences brand loyalty

Brand Trust and Brand Commitment

According to (Garbarino and Johnson 1999) Trust is commonly considered a significant history of commitment in relational marketing studies. Trust effects attitude loyalty as well as purchasing loyalty in consumer marketing (Chaudhuri and Holbrook 2001). Hence:

H5. Brand trust has a significant positive influence on brand commitment.

Brand Experience and Brand Loyalty

Providing exclusive and unforgettable brand experiences enables consumers to build a lifelong affection for the brand, which results in frequent visits and loyalty to the brand (Brakus, Schmitt et al. 2009). Prior empirical findings have shown that memory of a brand experience is a significant indicator of brand loyalty. For instance, (Iglesias, Singh et al. 2011) arguing that brand loyalty is the result of positive brand experience with affective commitment as a mediation. Studies have also shown that the creation and management of exclusive brand experiences is key to improving the loyalty of service brands and retail brands (Khan and Rahman 2015). Based on previous literature research that shows the positive impact of brand experience on brand loyalty (Francisco-Maffezzolli, Sempregon et al. 2014). This research argues that brand experiences are strongly linked to brand loyalty.

H6: Brand experience has a significant positive influence on brand loyalty.

Mediating Role of Brand Commitment

By taking the mediational hypothesis route, we suggest that when customers experience a brand, they are inspired by a series of brand-related self-relevant stimuli to incorporate the brand to themselves and then activates brand commitment. Brand influences can be considered as an important factor for exploring brand commitment which triggers behavioral outcomes of brand commitment (Carroll and Ahuvia 2006). Accordingly, we conclude there is an indirect correlation between brand experience and brand loyalty by brand commitment. Thus, we propose that:

H7. Brand commitment mediates the relationship between brand experience and brand loyalty.

Mediating Role of Brand Trust

(Delgado-Ballester, Munuera-Aleman et al. 2003) suggest that the consumer assessment of both direct and indirect experience with the brand is the key component of the brand trust. Specifically, the satisfaction of consumers with brand performance reflects the strength of brand trust for customers. Further, Marist, (Marist, Yuliati et al. 2014) conclude that customers' commitment to re-buy the brand is enhanced by the high brand trust. Therefore, based on this argument, we hypothesize:

H8. Brand commitment mediates the relationship between brand experience and brand loyalty.

Moderating Role of Brand Service Quality

Service quality is a cantered assessment that represents consumer expectations of service elements like interaction quality, quality of the physical environment, and the quality of the results. The following aspects are measured according to those dimensions of This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). Service quality is described as the universal assessment or attitude of service excellence or primacy of the service (Brady and Cronin Jr 2001). Service quality is described as a feeling that the service is excellent or superior (Brady and Cronin Jr 2001). The association between service quality, brand trust, and loyalty was specifically based on little empirical

research. A systematic, multi-dimensional framework of consumer behavioural intentions in services with respect to behavioral intentions in a business context was proposed by (Bitner, Faranda et al. 1997). Initially, the following four major facets of this framework were: word of mouth communication, the desire to buy, price awareness, and complaining behaviour. The discussions which are mentioned earlier indicate the underlying hypotheses:

H9: Service quality has a moderator effect between brand experience and brand commitment.

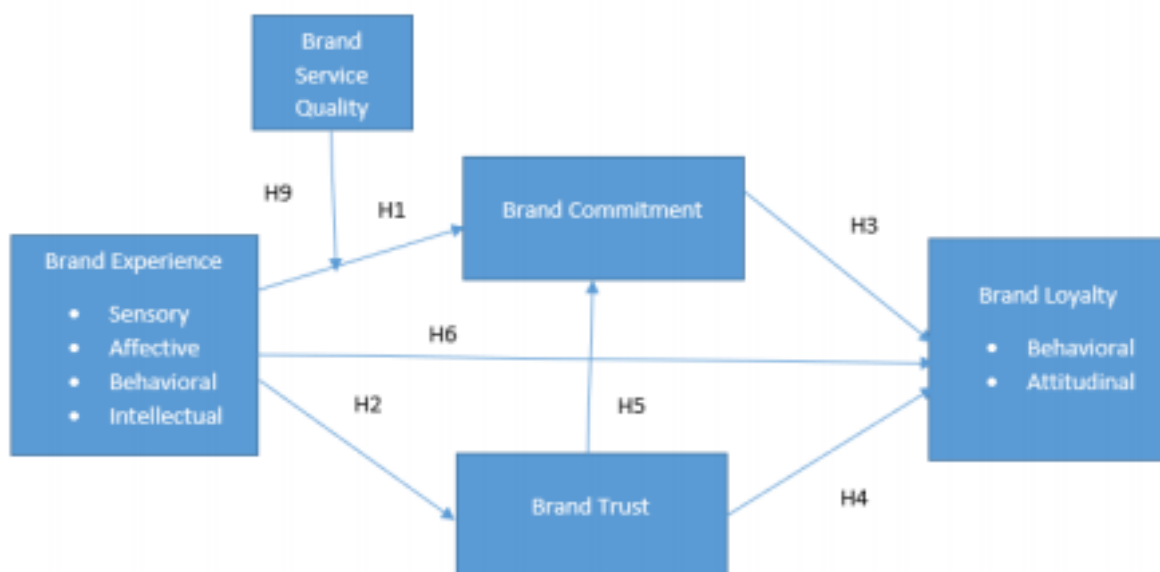
Research Method

Data Collection

A survey was conducted on a sample of 304 selected sportswear users; for this purpose, research is predicated and developed through the implementation of an independent questionnaire. Data collection was administered in Pakistan, from the world of Punjab i.e. Multan, Lahore, Islamabad city; sportswear athletes were asked to participate during this research to collect information about the brand loyalty. The current research uses a purposeful sampling method. Use the processed data and statistical analysis in the questionnaire based on the analysis of AMOS covariance SEM. The details of the analysis are as follows. First, to analyze the characteristics of the sample, and second to verify the reliability of the problem. Therefore, third, the impact of the relationship between brand trust on brand experience, brand commitment (BC), brand trust and brand loyalty There is influence. To achieve this goal, we adopted a resonance model with five structures, which will be achieved through a questionnaire survey.

Measures

The survey tool has three main purposes. The first is to study brand experience based on brand loyalty to emphasize brand brand trust and brand loyalty; the second is to study brand experience to build trust and commitment based on brand name loyalty, so the last one is different information about people with characteristics. Who will understand different situations in different classes? This research survey consists of two parts, the main part includes such individual variables and population-related variables. And the second part includes the variables under study. These variables include brand experience, brand commitment, brand trust, quality of brand service and brand loyalty. The theories in this section are based on previous literature, and questionnaires have been established and used. The scale of this study is derived from previous literature and published research. The key variables include 12 questions, and the scale of the brand experience is modeled on Brooks et al (2009).



The second variable brand commitment contains four questions and this scale was adapted from Knox & Walker 2001:2003. The third brand trust contains five questions and this scale was adapted from (Matzler 2008); Chanduhuri and Holbrook (2001). The fourth variable brand

loyalty contains six questions and this scale was adapted from Algesheimer, Uptal and Herrmann, 2005; Fullerton, 2005). The fifth variable brand service quality contains five questions and this scale was adapted from Brady and Cronin, 2001; Parasuraman et al, 1988; Terblanche and Boshoff, 2001. Explain the purpose and content of the research from the beginning or before the questionnaire is presented so that they can easily fill in the acceptable answers to the questionnaire. Question mark X was selected after data collection, so the remaining question marks were not included in the study because the questionnaire was incorrect and incomplete. Sort the variables according to the five-point point level (1 = strongly disagree, 2 = disagree; 3 = neutral, 4 = agree 5 = strongly agree). With this entry, Amos (Multiple Structure Analysis) aims to highlight many of the basic knowledge and practical functions of statistical modules.

Empirical Results

Sample Demographics

Athletes' responses were getting by survey questionnaires. A complete of 304 complete questionnaires were received which help conduct analysis. The total sample sizes are 304 individuals of which 195 males (64.1%) and 109 females (35.1%). Moreover, investigate concerning the age of sportswear athletes; 1.6% of the respondent were below 16 years of age, 13.8% were among 16-20 years, 34.2% were among 21-27, and 39.1% were of age greater than 28-34 11.2 % were above 40 years. Further when investigated concerning the education level of respondents; 4.3 % of athletes were below matric, 24.3 % were intermediate, 41.8 % were Bachelor, 29.6 were Master or above. When inquired about how many years you are in sports? 5.6% of the athletes were 1-3 years in sports, 30.9% were 3-5 years, 63.5 % were above 05 years. When inquired about What sports do you play? 28.3% were playing Volleyball, 21.7% were playing Badminton, 23 % were playing Football, 19.7 % were playing Table Tennis, 7.2 % were playing Basketball. When inquired about at which level you play sports; 14.8% of athletes were playing at Recreational level, 57.9 % were playing Domestic level, 26.6 % were playing National level, 0.7 % were playing International level. When inquired about do you prefer to wear branded sportswear: 100% of athletes answer yes. When inquired about which brand you prefer to use: 35.5 % of athletes were using Nike brand, 25.3 % athletes were using Adidas brand, 18.4 % athletes were using Puma brand, 3.6 % athletes were using Asics brand, 2.0 % athletes were using Reebok brand, 2.6 % athletes were using Converse brand, 3.6% athletes were using Bata brand, 8.6 % athletes were using Service brand, 0.3 % athletes were using other brands. When inquired about how many years using this brand; 7.6 % of the athletes were 1-2 years, 16.4 % were 3-4 years, 41.6 % were 1-2 years, 34.5 above 06 years. When inquired about how many times do you participate in sports and physical activity a week; 9.5 % of the athletes were 1-2 times, 28.6 % were 3-4 times, 61.9 % were 5-6 times. When inquired about how many hours do you practice a day? 33.9 % of the athletes were 1-2 hours, 45.7 % were 3-4 hours, 20.4 % were 5-6 hours. The summary is provided in the following table.

Table Sample Characteristics (n =304)

Demographic Variable		Frequency	Percentage
Gender	Male	195	64.10%
	Female	109	35.90%
Age	Below 16 years	5	1.60%
	16-20 years	42	13.80%

	21-27 years	104	34.20%
	28-34 years	119	39.10%
	Above 40 years	34	11.20%
Educational level	Below Metric	13	4.30%
	Intermediate	74	24.30%
	Bachelor	127	14.80%
	Master or above	90	29.60%
How many years you are in sports?	1- 3 years	17	5.60%
	3- 5 years	89	30.95%
	Above 05 years	193	63.50%
What sports do you play?	Volleyball	86	28.30%
	Badminton	66	21.70%
	Football	70	23.00%
	Table tennis	60	19.70%
	Basket ball	22	7.20%
At which level you play sports?	Recreational	45	14.80%
	Domestic	176	57.90%
	National	81	26.60%
	International	2	0.70%
Do you prefer to wear branded sports wear?	Yes	304	100%
	No		
Which brand you prefer to use.	Nike	108	35.5%
	Adidas	77	25.3%
	Puma	56	18.4%
	Asics	11	3.6%
	Reebok	6	2.0%
	Converse	8	2.6%
	Bata	11	3.6%
	Service	26	8.6%
	other	1	.3%
How many years using this brand?	1-2 years	23	7.60%
	3-4 years	50	16.40%
	5-6 years	125	41.20%
	Above 6 years	106	34.80%
On how many times do you participate in sports and physical activity a week?	1-2 times	29	9.50%
	3-4 times	87	28.60%
	5-6 times	188	61.90%
How many hours do you practice a day?	1-2 hours	103	33.90%
	3-4 hours	139	45.70%

Measurement Reliability

To understand the convergent validity, the value of each construct's Average Variance Extracted (AVE) should be > 0.5 (Fornell and Larcker 1981). In this research, the Average Variance Extracted of all constructs is > 0.5 , confirming the validity of convergence. The Composite Reliability value of all the constructs must be greater than the value of 0.60 to understand the composite reliability (CR) (Bagozzi and Yi 1988). The CR of all constructs is from 0.702 to 0.777, which is > 0.60 thresholds suggested. The Cronbach 0.70 Alpha value is considered a minimum range to calculate the structural reliability (Hair, Anderson et al. 2010). Also, the alpha values of the Cronbach preferably range between 0.7 and 0.90, although the values are small as 0.6 it would be appropriate (Nunnally & Bernstein 1994). Within the final measurement model, we measured and tested the live reliability. For all constructs, the Cronbach alpha exceeded the specified limit of 0.60.

Codes	Factor Loadings	SMC	Mean	SD	α	CR	AVE
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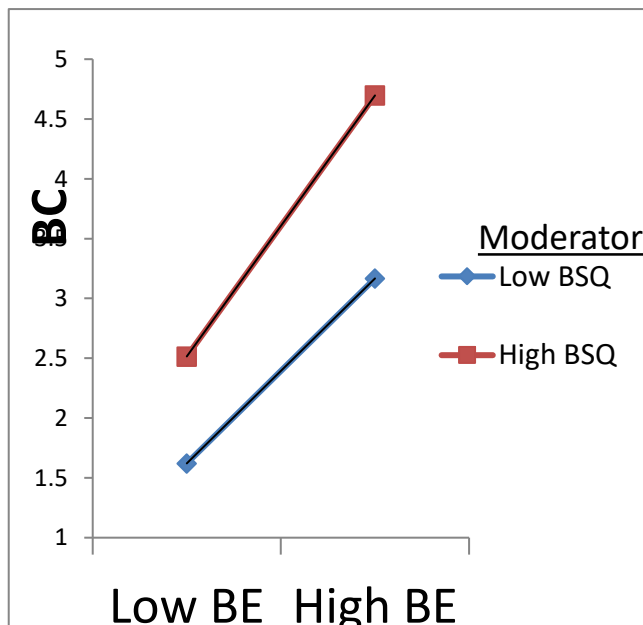
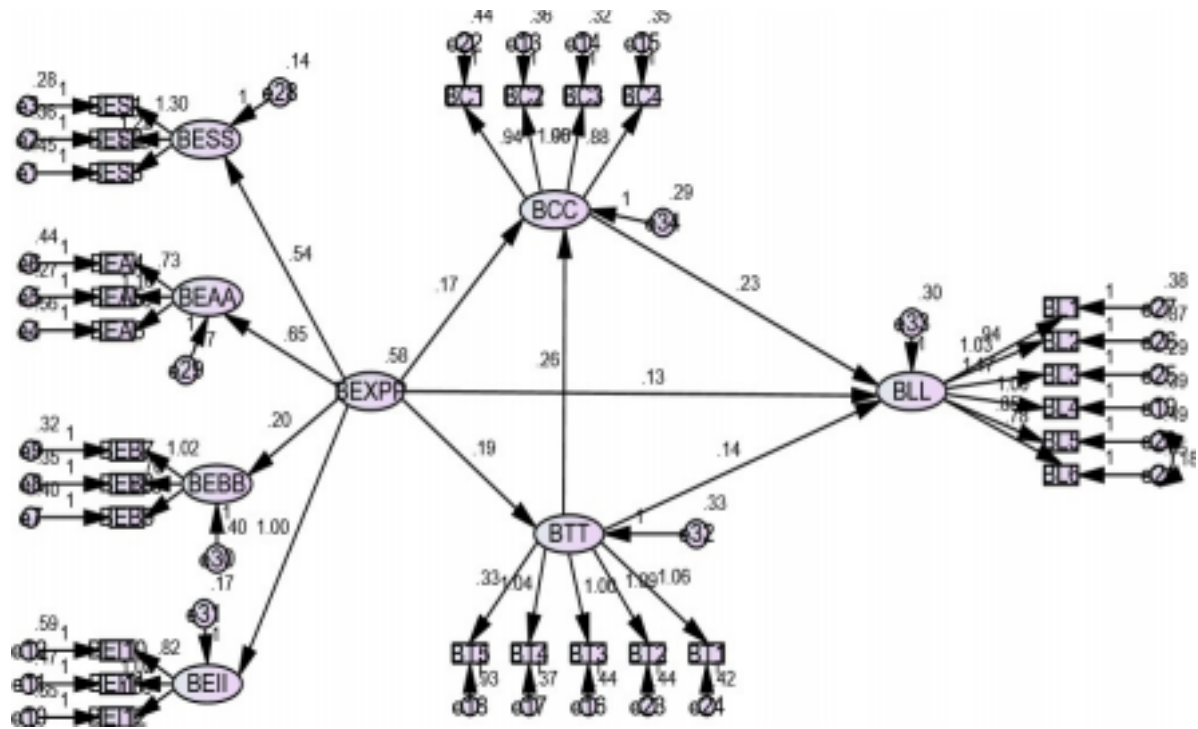
Brand Experience							
BES1	0.77	0.540	4.05				
BES2	0.95	0.765	4.23				
BES3	0.73	0.630	3.81				
BEA4	0.90	0.849	4.30				
BEA5	0.46	0.370	4.06	0.539	0.811	0.744	0.554
BEA6	0.56	0.488	4.00				
BEB7	0.94	0.786	3.98				
BEB8	0.92	0.691	4.43				
BEB9	0.88	0.700	3.80				
BEI 10	0.80	0.554	4.11				
BEI 11	0.92	0.765	4.03				
BEI 12	0.93	0.667	4.05				
Brand Trust							
BT1	0.40	0.281	4.18				
BT2	0.78	0.673	4.31				
BT3	0.68	0.463	4.04				
BT4	0.92	0.775	4.31				
BT5	0.98	0.811	4.12	0.582	0.718	0.777	0.608
Brand Commitment							
BC1	0.90	0.671	4.19				
BC2	0.91	0.615	4.32	0.629	0.767	0.727	0.529
BC3	0.94	0.647	4.38				
BC4	0.88	0.563	4.27				
Brand Loyalty							
BL1	0.47	0.791	4.27				
BL2	0.89	0.780	4.34				
BL3	0.80	0.678	4.24				
BL4	0.65	0.561	4.24	0.640	0.827	0.702	0.521
BL5	0.73	0.661	4.23				
BL6	0.67	0.656	4.27				
Brand Service Quality							
BSQ1	0.90	.770	4.26				
BSQ2	0.97	.350	4.04				
BSQ3	0.88	.650	3.66	0.788	0.720	0.752	0.566
BSQ4	0.54	.554	3.92				
BSQ5	0.40	0.182	3.96				

Hypothesis test

Validated the overall model using SEM based on AMOS covariance. H1: The findings illustrate the important and optimistic relationship between BE and BC since the value of St. Regression coefficient 0.16 or ($\mu = 0.16$) is less than 0.05. And the findings show that BE affects BC substantially and directly. H2: The findings illustrate the important and positive relationship between BE and BT due to the St. Regression coefficient value 0.19 or ($T = 0.19$) at a p below 0.05. And the results show that BE affects BT significantly and explicitly. H3: The findings show the important and optimistic relationship between BC and BL, because the value of St. Rectification coefficient 0.23, or ($\beta = 0.23$), with p under 0.05 is present. And the findings indicate that BC affects BL greatly and explicitly. H4: The findings show the important and positives relationship between BT and BL as the St. Regression Co-effective value 0.15 or ($\alpha =$

0.15) with P below 0.05 shows. And the results show BT has a substantial and clear effect on BL. H5: The results show the important and optimistic correlation between BT and BC because of the value of St. Regression Co-efficient 0.25 ($\mu=0.25$) with p less than 0.05. And the findings indicate that BT affects BC strongly and directly.H6: Results indicate the important and optimistic relation between BE and BL as a St. Regression Coefficient 0.15 or p less than 0.05 ($\mu=0,15$) is seen. And the findings show that the effect of BE on BL is important and direct.H7: Brand commitment mediate the relationship between BE and BL at St. Regression Co-efficient 0.14 or p less than 0.05 ($\mu=0,14$) is seen. H8: Brand trust mediate the relationship between BE and BL at St. Regression Co-efficient 0.14 or p less than 0.05 ($\mu=0,14$) is seen. H9: Brand service quality positively moderate the relationship between BE and Bc at St. Regression Co-efficient 0.16 or p less than 0.05 ($\mu=0,16$) is seen.

Hypothesis	Structural Path	(γ)	t-Values	p - Values	Decision
H1	BC <--- BE	0.165	2.751	0.006	Accepted
H2	BT <--- BE	0.194	3.192	0.001	Accepted
H3	BL <--- BC	0.229	2.857	0.001	Accepted
H4	BL <--- BT	0.154	1.998	0.001	Accepted
H5	BC <--- BT	0.256	3.361	0.001	Accepted
H6	BL <--- BE	0.131	2.187	0.001	Accepted
H7	BL <--- BC <--- BE	0.14	2.004	0.001	Partial Mediation
H8	BT <--- BE <--- BT	0.14	2.004	0.001	Partial Mediation
H9	BL <--- BE_X_BSQ	0.16	2.18	0.001	Positive Moderation



Discussion

This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015).

This research aimed to investigate whether brand experience is associated directly with brand loyalty or whether there is an indirect link through trust or brand commitment. The results show that a variety of brand experiences increase the trust of the brand. The finding is intimately linked to the findings of the (Forrester Survey 1999), whereby 90% of all branded sportswear clients consider that the secret to selecting the favorable branded sportswear to be the positive customer experience. Such a move clearly improves consumer trust in branded sportswear. Although a large number of branded sportswear aim to improve their brand confidence, only a

handful have the benefits of leading companies. Brand experience for customers appears much more relevant for items like this. This means that managers develop a strong reputation based on positive client interactions. For example, branded sportswear may give people or friends who want to play a role a favorable word of mouth contact.

The meaning of brand faith. The results indicate that brand faith has a major effect on brand loyalty. These findings have been supported in previous studies (Hollebeek 2011). Brand trust helps to foster brand loyalty (Hollebeek 2011). Since trust creates an exchange between the manufacturer This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). A client who believes in a brand is more likely to remain engaged in the brand, pay higher rates, buy new products in existing and new styles and share some information on the consistency, wishes and actions of the brand (Hollebeek 2011).

Trustworthy labels are most often to be purchased. Higher brand faith is aimed at improving brand loyalty. Trust is critical in many respects; products markets are of quality and clients are vulnerable to unfavorable selection costs and moral hazards, all costs of the agency. Brand trust has a positive influence on brand loyalty. This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). This study shows that brand trust has a positive effect on sportswear engagement from consumer brands. Analyzing brand trust's impact on brand engagement This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al., 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015).

Brand trust has a positive influence on brand loyalty. The outcome is the same as (Moorman, Zaltman et al. 1992). The above study shows that brand faith affects the relationship between brand engagement and brand loyalty. This study shows that brand trust has a positive effect on sportswear engagement from consumer brands. Analyzing brand trust's impact on brand engagement was in line with the dedication of trust relationships (Morgan and Hunt 1994). Even with the positive effect of brand trust on brand engagement (Hollebeek 2011).

Our research shows that dedication mediates a suggested relationship between brand experience and brand loyalty. The most important contribution to the analysis. A brand experience deemed superior by shoppers only leads to real loyalty to the brand if a commitment between the brand and its customers has already been formed. This is a recent conclusion that contributes to the advancement of the new brand experience model.

An awareness of the mediation impact of branded sportswear faith gives useful insights into literature on brand experience. Branded sportswear trust is important before service providers, due to intensive competition and the value of branding (Morgan-Thomas and Veloutsou 2013). More specifically, this research expands prior analysis on the commitment of the consumer brand and on brand experience by presenting analytical proof of the prior explanation of sportswear (Nysveen, Pedersen et al. 2013). This study shows that the quality of consumer sportswear plays a moderating role in the brand experience, brand love, and brand engagement and brand loyalty linkages. This study does not vary from other analyzes of the models which show service quality as an indicator for consumer humour or behaviour. This proposition is based on the claim by (Prentice, Wang et al. 2019) that customer-based variables are more representative of the desire of consumers to interact with a brand. Service quality represents the cognitive evaluation of the sportswear facilities offered by the brand. In order to be successful, branded sportswear can provide high-quality service from the viewpoint of consumers. There is several alternative sportswear, especially in the sportswear industry, that would take

customers to their scheduled visit.

Managerial Implications

This analysis will deliver the implications for executives in the sportswear industry above the analytical contributions. This major change from brand welfare to brand experience was also indicated by prior studies on customer experience (Barnes, Mattsson et al. 2014). Also, consumer loyalty, a significant marketing phenomenon, is a major source of competitive benefits for businesses (Kandampully, Zhang et al. 2015). It can be seen from the empirical findings that, relative to those of the direct effects, the indirect impact of consumer brand experience on brand loyalty via brand trust and brand commitment is greater. This is an important finding of this research, which shows that it is possible for a sportswear to increase the degree of brand commitment and brand trust and build brand loyalty more efficiently by increasing the level of consumer brand experience with an emphasis on developing exclusive sportswear brand experiences. It will subsequently assist managers of sportswear in enhancing market efficiency. In addition, many of the participants in this study visited sportswear brand customers who created three, four or more than four sportswear products. This suggests that the value of sportswear on the definition of consumer brand loyalty is often seen by sportswear clients. These findings therefore have highly significant managerial implications as they indicate that in order to produce loyal customers, businesses need to further focus on the brand loyalty level of their commitment and on their entire brand experience to develop and consolidate their affective relationships with their customers. In this respect, managers need not only seek to maintain cross-functional communication and operations cohesiveness at all points of interaction, as many organizations have increasingly concentrated on. They should also prepare and promote commitment with the wider experience strategically. The results are that the whole company needs brand management to concentrate and that positive experience and customer commitment would be incredibly difficult to create if staff are not also dedicated to and live up to the ideals of the brand. Overall, recruiting, preparation and internal communication practices seem to be important concerns if brands are to have superior brand experience which can contribute to high expectations of loyalty to their consumers.

Limitations

Similarly, there are certain limitations to this analysis in another research. Firstly, this research was performed only in the sense of branded sportswear, which restricts its generalization. The proposed structure should be evaluated in other sectors, such as banking, tourism and telecommunications, etc., to increase the generalizability of the established relationships.

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