

RESEARCH

Effect of brand perception and product quality on customer loyalty in the Indian apparel industry

Aabha Singhvi^{*†} and **Pratyusha Acharjee**

Department of Management (Marketing Specialization), Rajju Shroff ROFEL University, Vapi, India

***Correspondence:**Aabha Singhvi,
aabha.singhvi@gmail.com**†ORCID:**Aabha Singhvi
0000-0003-2299-3325**Received:** 01 September 2025; **Accepted:** 09 November 2025; **Published:** 09 January 2026

This study explores the relationship between brand perception, product quality, and customer loyalty in the Indian apparel sector, focusing on Raymond—a premium men’s fashion brand. A survey of 250 Raymond customers was conducted using non-probability convenience sampling. The results suggest that brand trust, product quality, and perceived value are key drivers of repeat purchases. Emotional connection and personalized marketing further enhance customer loyalty. Regression and descriptive analysis reveal a significant positive influence of brand perception and product quality on repurchase behavior. This study offers practical implications for brand managers and contributes to the understanding of consumer loyalty dynamics.

Keywords: brand perception, product quality, brand trust, repeat purchase, Raymond, customer loyalty

Introduction

In a competitive marketplace, fostering customer loyalty is essential for sustained business performance. The apparel industry, especially premium men’s wear, depends on consistent repeat business for growth. Raymond, with a legacy of nearly a century, represents quality and sophistication in the Indian context. The present study investigates how brand perception and product quality influence customers’ intent to repurchase from Raymond stores.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis

Strengths

1. Strong brand equity with 90+ years of legacy.
2. Wide product portfolio: textiles, apparel, ethnic wear, home décor, hygiene.

3. Vertically integrated, ensuring cost efficiency and quality.
4. Innovation with new collections (e.g., Techno-smart, Virasafe).

Weaknesses

1. Premium pricing limits mass-market reach.
2. Smaller digital presence vs. newer D2C brands.

Opportunities

1. Rising demand for ready-to-wear apparel.
2. Growing trend toward sustainable, eco-friendly fashion.

Threats

1. Intense competition (Siyaram, Aditya Birla, etc.).
2. Shift in consumer preference toward casual wear impacting the suiting segment.

Literature review

Refer to **Table 1** for additional information.

Previous studies confirm that brand image, perceived quality, and trust significantly influence customer loyalty. Saleem *et al.* (1) found that brand awareness and perceived quality enhance brand loyalty. Aquinia and Soliha (2) reported that perceived quality has a strong impact on repurchase intention. Baig *et al.* (3) emphasized the mediating role of customer satisfaction and trust in building brand loyalty. Chauhan (4) also highlighted that trust and satisfaction are key drivers of repeat purchase behaviour.

Research gap

1. Prior studies have largely focused on industries such as fast-moving consumer goods (FMCG), cosmetics, aviation, and automotive, with limited attention to the Indian premium apparel sector.

2. While factors like product quality, brand trust, and customer experience are established drivers of loyalty, little research has examined their role in premium men's fashion, particularly for Raymond.
3. Moreover, demographic influences, digital engagement, and changing consumer preferences remain underexplored, creating a gap that this study addresses by analyzing the effect of brand perception and product quality on customer loyalty in Raymond's context.

Objective and hypotheses

Main objective

1. To examine the effect of brand perception and product quality on customer loyalty in the context of Raymond.

TABLE 1 | Summary of literature review.

Year	ISSN number	Title	Author name	Content
18 November, 2020	P-ISSN: 2580-4987; E-ISSN: 2580-4995	The effect of brand equity dimensions on repurchase intention	Ajeng Aquinia and Euis Soliha	The study on 100 Starbucks consumers in Semarang, Indonesia, found that perceived quality and brand loyalty drive repurchase intention, while brand awareness negatively impacts it. Using multiple regression analysis, it suggests focusing on quality and loyalty to increase repeat purchases.
May 16, 2024	E-ISSN: 2622-6804 P-ISSN: 2622-6812	Increasing customer repurchase intention: The significance of product quality, viral marketing, and customer experience	Maribeth Adela and Meylani Tuti	The study on 254 customers in Jakarta found that product quality and customer experience drive repeat purchases, while viral marketing boosts brand awareness and loyalty. Using structural equation modeling (SEM) (SmartPLS), it suggests focusing on quality, marketing, and experience to enhance repurchase intentions.
06, June 2020	ISSN Print: 0976-6502 and ISSN Online: 0976-6510	Brand trust for creating a brand Loyalty in automotive products	Moechammad Nasir, Andi Sularso, Bambang Irawan, and Hadi Paramu	The study on 210 Honda motorcycle users in Indonesia found that brand trust drives brand loyalty, influenced by reputation, satisfaction, and service quality. Using SEM analysis, it suggests focusing on trust-building strategies to enhance loyalty.
26 August, 2022	P-ISSN: 2614-3917, E-ISSN: 2775-5037	The effect of company reputation and customer experience on customer loyal behavior at Citylink Indonesia	Kurhayadi, Barkah Rosadi, Muhammad Yusuf, Aep Saepudin, and Tuti Asmara	The study on 300 Citylink Airlines customers in Indonesia found that customer experience significantly influences loyalty ($R^2 = 0.31$). Using SEM analysis linear structural relations (LISREL), it concludes that service quality, reputation, and passenger services boost retention.
1 January, 2023	P-ISSN: 2722-7782, E-ISSN: 2722-5356	The influence of product quality, brand image, and word of mouth On the interest in rebuying Scarlett whitening body lotion products on students of the National University of Jakarta	Nadia, Resti Hardini, and Kumba Digdowiseiso	The study on 96 students in Jakarta found that product quality, brand image, and word of mouth boost repurchase interest in Scarlett Whitening lotion. Using SPSS 25 regression analysis, it suggests enhancing product quality, brand image, and word of mouth (WOM).
1 April, 2024	Print ISSN: 2579-4892 Online ISSN: 2655-8327	The influence of product price, outlet location, and discounts on the interest to rebuy	Andrio Avelino Sinurat, Elida Florentina Sinaga Simanjanrang, and Yuniman Zebua	The study on 100 consumers in Rantauprapat, Indonesia, found that outlet location, price, and discounts influence popcorn snack repurchase. Using multiple regression analysis (SPSS 22), it suggests optimizing location strategies and pricing.

- To assess how product quality impacts repurchase decisions with demographic influence on customer loyalty.

- Resonance:** strong loyalty and advocacy Raymond achieves resonance through trust and premium position.

Variables considered for the research

Brand perception refers to how customers interpret a brand's value through their experiences, word-of-mouth, and marketing efforts (5). A favorable perception builds emotional connection and purchasing confidence. For Raymond, heritage, design quality, and consistent branding drive strong perception.

Brand trust

Brand trust is the confidence customers place in a brand's reliability and intentions, developed through consistent performance and positive brand experiences (6). It develops through consistent product performance, honest communication, and long-term satisfaction. Raymond earns trust through dependable service and high-quality offerings.

Product quality

High product quality is essential for customer satisfaction and repeat buying, as perceived quality strongly influences brand loyalty and repurchase intention (1, 5). In Raymond's case, excellence in fabric, tailoring, and personalized service contributes to its premium quality image.

Customer loyalty

Customer loyalty is a buyer's repeated preference for a brand despite alternatives and is influenced by trust, satisfaction, and emotional attachment (3, 4). It includes:

Attitudinal Loyalty: emotional attachment and brand advocacy.

Behavioral Loyalty: frequent repurchasing.

Loyalty in Raymond's customers stems from trust, satisfaction, and brand alignment.

Keller's customer-based brand equity (CBBE) model

Keller's model identifies four stages of brand-building:

- Salience:** brand awareness
- Performance and Imagery:** product quality and brand associations
- Judgments and Feelings:** evaluations and emotional responses

The loyalty ladder framework

This model outlines the customer's journey from awareness to advocacy: Suspect → Prospect → Customer → Repeat Buyer → Loyal Supporter → Brand Advocate.

Raymond's goal is to elevate customers to the advocacy level through quality, experience, and emotional branding.

Refer to [Table 2](#) for additional information.

Data analysis and findings

Demographics

Most respondents were male (78%), aged 30–45, employed as professionals or business owners, with middle to high income levels.

Key results

- Brand Trust:** 83% of respondents strongly agreed that Raymond is trustworthy.
- Product Quality:** 87% believed Raymond offers superior suiting and formal wear quality.
- Repeat Purchase Behavior:** Over 68% of respondents reported they had shopped at Raymond more than three times in the last 12 months.
- Promotions:** Loyalty programs and in-store offers increased repurchase intention, especially for mid-income customers.

TABLE 2 | Research design and methodology.

Topic	:	Effect of brand perception and product quality on customer loyalty in the Indian apparel industry
Research design	:	Descriptive research design
Sample population	:	Raymond customers
Sample size	:	250
Sampling method	:	Random sampling method
Research instrument	:	Survey and questionnaire
Analysis tools and method	:	Data was analyzed using SPSS for regression and descriptive statistics. Reliability was ensured using Cronbach's Alpha ($\alpha > 0.8$ for all constructs).
Respondents	:	Individual
Area of study	:	Vapi locality

TABLE 3 | Variable analysis.

Variable	Beta value	Significance
Brand trust	0.56	$p < 0.001$
Product quality	0.43	$p < 0.001$
Emotional connection	0.38	$p < 0.05$
Pricing sensitivity	-0.21	$p < 0.05$

Source: Prepared by Author.

Regression summary

Refer to [Table 3](#) for additional information.

Interpretation: Brand trust and product quality are statistically significant predictors of repeat purchases. Emotional factors and perceived value enhance this relationship.

Factor analysis summary

Refer to [Table 4](#) for additional information.

The factor analysis confirms that product-related variables (such as variety, quality, innovation, and fit) significantly outweigh promotional or social influences in repeat purchasing behavior. These findings reinforce the importance of maintaining product excellence and innovation in customer retention strategies.

Conclusions and implications

The study affirms that brand perception and product quality are central to fostering customer loyalty at Raymond. Trust, emotional satisfaction, and personalized service are major

TABLE 4 | Results of factor analysis.

Rank	Factor	Extraction value	Influence level
1	Variety of products	0.934	Very high
2	Perceived value for money	0.920	Very high
3	Innovation in design and style	0.896	High
4	Comfort and fit	0.878	High
5	Past experiences	0.878	High
6	Fashion and lifestyle suitability	0.849	High
7	Durability of products	0.821	High
8	Strong brand reputation	0.797	Moderate
9	Promotions and discounts	0.756	Moderate
10	Customization options	0.743	Moderate
11	Pricing reasonableness	0.622	Moderate
12	Advertising and market presence	0.598	Low
13	Word of mouth (friends and family influence)	0.597	Low

Source: Prepared by Author.

retention levers. While Raymond holds a strong market image, improvements in digital engagement, competitive pricing for broader accessibility, and loyalty program expansion are recommended.

Managerial Implications:

1. Enhance Customer Relationship Management (CRM) systems to personalize offers and increase engagement.
2. Strengthen digital presence through e-commerce and influencer collaboration.
3. Introduce tiered loyalty rewards to maintain high-value customers.
4. Periodic feedback collection to align branding with customer expectations.

Moreover, the loyalty of customers is not static; it evolves over time as customers interact with the brand across various touchpoints. In Raymond's case, these include the in-store experience, customer service, fabric innovation, and seasonal offers. As competition increases with the emergence of online-first brands and direct-to-consumer fashion lines, it becomes critical for Raymond to not only retain its loyal customers but also convert first-time buyers into repeat purchasers. Loyalty programs that offer personalization, exclusive access to collections, and tailored pricing can significantly influence brand commitment.

Customer testimonials and user-generated content can also serve as a tool to reinforce brand trust, especially among younger consumers who rely heavily on peer validation. In parallel, social media engagement through curated content, influencer tie-ins, and interactive campaigns should be emphasized to sustain awareness and emotional appeal.

Stages of the model

Refer to [Table 5](#) for additional information.

Furthermore, it is recommended that Raymond invest in data analytics to better understand customer behavior, purchase cycles, and product preferences. This will enable the brand to forecast demand more accurately and design marketing campaigns that align with seasonal and regional preferences. By leveraging digital tools and focusing on

TABLE 5 | Independent variables affecting customer loyalty.

1. Brand awareness	Advertising, visibility, word-of-mouth
2. Brand perception	Trust, quality, emotional associations
3. First-time purchase	Offers, recommendations, trial experience
4. Satisfaction and value	Product performance, value for money
5. Repeat purchase	Loyalty benefits, availability, product variety
6. Emotional connection	Identity alignment, social influence
7. Brand advocacy	Word-of-mouth, long-term brand engagement

Source: Prepared by Author.

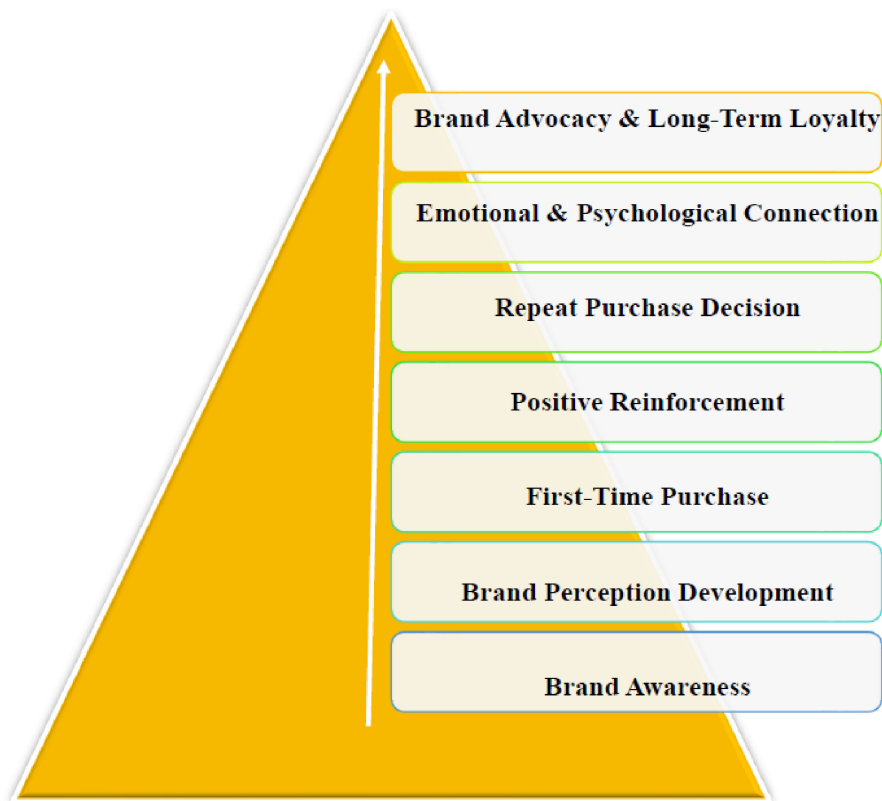


FIGURE 1 | Brand perception to repeat purchase cycle.

service excellence, Raymond can continue to thrive as a benchmark of loyalty-driven branding.

Refer to **Figure 1** for additional information.

Funding

The authors declare that this research received no external funding.

Conflict of interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

References

1. Saleem S, Ur Rahman S, Umar RM. Measuring customer-based brand equity. *Int J Market Stud.* (2015) 7(1):1–10.
2. Aquinia A, Soliha E. Brand equity and repurchase intention. *Indones J Marke Res.* (2020) 3(2):97–103.
3. Baig SA, Zia-Ur-Rehman M, Saud, Javed E, Aslam T, Shafique A. Customer satisfaction and trust in brand loyalty. *J Contemp Market.* (2015) 3:1–13.
4. Chauhan JS. Brand loyalty in FMCG. *Int J Consum Stud.* (2018) 28(3):449–68.
5. Keller KL. Conceptualizing, measuring, and managing customer-based brand equity. *J Market.* (1993) 57(1):1–22.
6. Chaudhuri A, Holbrook MB. The chain of effects from brand trust and brand affect to brand performance. *J Market.* (2001) 65(2): 81–93.