

A Study on the Factors Influencing Clothing Brands Loyalty in the Clothing Industry Under Henan Province

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Abstract

Introduction: As a populous province in China, Henan province's garment industry has always been one of the important pillar industries of economic development. However, in the past few decades, the garment industry in Henan province has experienced many historical changes. From the initial family workshop production to the modern industrial cluster, from the simple processing and manufacturing to the exploration of brand construction, the garment industry in Henan province is constantly developing and evolving (Gemino, A., Verganti, R., & Perego, A. 2018). In the development process of the garment industry in Henan province, brand loyalty has become an important factor in enterprise competition. Brand loyalty refers to consumers' recognition and loyalty to a certain brand, which is the key to the success of a brand. In the garment industry of Henan Province, there are many factors affecting the loyalty of clothing brands, such as product quality, design style, brand image, price, after-sales service, etc (Reichheld, F. F., & Sasser Jr, E. E. 2020).

Objectives: 1) To explore the factors influencing clothing brands loyalty in the clothing industry under Henan province. 2) To explore how product quality (PQ), after-sale service (AS), Consumer word of mouth (CM), innovation ability (IA), clothing brands loyalty (CL) effect affect the clothing brands loyalty in the clothing industry under Henan province.

Methods: This study used quantitative analysis method and collected data in batches of 383 responses each during each data collection session. This study employed an exploratory factor analysis (EFA) and structural Equation Model (SEM) Testing to assess the construct validity of the questionnaire.

Results: Product quality (PQ) of clothing brands loyalty in the clothing industry under Henan province positively influences Consumer word of mouth (CM) (standardized coefficient $\beta=0.401$, $P<0.05$), as hypothesized in H1. Product quality (PQ) positively influences clothing brands loyalty (CL) (standardized coefficient $\beta=0.483$, $P<0.05$), as hypothesized in H2. After-sale service (AS) positively influences clothing brands loyalty (CL) of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.589$, $P<0.05$), as hypothesized in H3. After-sale service (AS) positively influences innovation ability (IA) of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.539$, $P<0.05$), as hypothesized in H4. Innovation ability (IA) positively influences clothing brands loyalty (CL) of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.593$, $P<0.05$), as hypothesized in H5. Consumer word of mouth (CM) positively influences clothing brands loyalty (CL) of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.389$, $P<0.05$), as hypothesized in H6.

Conclusions: The results of the dissertation found that: clothing brands loyalty in the clothing industry under Henan province includes 5 influencing factors: product quality (PQ), after-sale service (AS), Consumer word of mouth (CM), innovation ability (IA), clothing brands loyalty (CL); product quality (PQ) of clothing brands loyalty in the clothing industry under Henan province positively influences Consumer word of mouth (CM). product quality (PQ) positively influences clothing brands loyalty (CL). after-sale service (AS) positively influences clothing brands loyalty (CL) of clothing brands loyalty in the clothing industry under Henan province. after-sale service (AS) positively influences innovation ability (IA) of clothing brands loyalty in the clothing industry under Henan province. innovation ability (IA) positively influences clothing brands loyalty (CL) of clothing brands loyalty in the clothing industry under Henan province. Consumer word of mouth (CM) positively influences clothing brands loyalty (CL) of clothing brands loyalty in the clothing industry under Henan province.

Keywords: Clothing brands loyalty, The clothing industry, Henan province.

1. Introduction

As a populous province in China, Henan province's garment industry has always been one of the important

pillar industries of economic development. However, in the past few decades, the garment industry in Henan province has experienced many historical changes.

From the initial family workshop production to the modern industrial cluster, from the simple processing and manufacturing to the exploration of brand construction, the garment industry in Henan province is constantly developing and evolving (Gemino, A., Verganti, R., & Perego, A. 2018). In the development process of the garment industry in Henan province, brand loyalty has become an important factor in enterprise competition. Brand loyalty refers to consumers' recognition and loyalty to a certain brand, which is the key to the success of a brand. In the garment industry of Henan Province, there are many factors affecting the loyalty of clothing brands, such as product quality, design style, brand image, price, after-sales service, etc (Reichheld, F. F., & Sasser Jr, E. E. 2020).

There are some problems in the development of the clothing industry in Henan Province in the past, such as weak brand awareness, insufficient design innovation ability, and ineffective industrial agglomeration effect (Oliver, R. L. 2020). All these problems have affected the loyalty of clothing brands in Henan Province. therefore, For To explore the factors influencing clothing brands loyalty in the clothing industry under Henan province. 2) To explore how quality products and perfect service, customer database, corporate website, customer organization development, partnerships with customers effect affect the clothing brands loyalty in the clothing industry under Henan province is necessary.

2. Objectives

- 1) To explore the factors influencing clothing brands loyalty in the clothing industry under Henan province.
- 2) To explore how product quality(PQ), after-sale service(AS), Consumer word of mouth (CM), innovation ability(IA), clothing brands loyalty(CL) effect affect the clothing brands loyalty in the clothing industry under Henan province.

3. Methods

This study used quantitative analysis to explore the factors influencing clothing brands loyalty in the

clothing industry under Henan province and the various influencing factors.

Sample Size

If the sample size for the study can be calculated using the simplified formula, where the equation is $n = \frac{N}{1-N(e)^2}$ (Chaokromthong & Sintao, 2021), To ensure enough valid data, this study has decided to collect data in batches of 383 responses each during each data collection session.

Hypothesized

H1: product quality(PQ) of clothing brands loyalty in the clothing industry under Henan province positively influences Consumer word of mouth(CM).

H2: product quality(PQ) positively influences clothing brands loyalty(CL).

H3: after-sale service(AS) positively influences clothing brands loyalty(CL) of clothing brands loyalty in the clothing industry under Henan province.

H4: after-sale service(AS) positively influences innovation ability(IA) of clothing brands loyalty in the clothing industry under Henan province.

H5: innovation ability(IA) positively influences clothing brands loyalty(CL) of clothing brands loyalty in the clothing industry under Henan province.

H6: Consumer word of mouth(CM) positively influences clothing brands loyalty(CL) of clothing brands loyalty in the clothing industry under Henan province.

4. Results

The reliability test value of the scale is an indicator used to evaluate the stability and reliability of the scale's measurement results. This article uses internal consistency reliability to test, and the commonly used one is Cronbach's α , whose value is between 0 and 1. The closer it is to 1, the better the internal consistency. After testing the scale, the Cronbach's α in this article is 0.873, which exceeds 0.8 and can be used for further analysis.

The KMO and Bartlett's test results for this questionnaire and its constructs are presented in the table below:

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	6546.496
	df	300
	Sig.	.000

The KMO for the questionnaire is 0.883, which is greater than 0.7, and the Bartlett's test (Sig. < 0.001) indicates significance. The results of the KMO and Bartlett's sphericity test demonstrate that there is a strong interrelation among constructs, aligning with the requirements for factor analysis.

Structural Equation Model (SEM) Testing

Structural Equation Modeling enables the establishment and examination of complex conceptual models,

including the relationships between observed variables and latent variables. It comprises two parts: the Measurement Model and the Structural Model (Ji, Y.li.2018).

Model Fit Test

In this study, we employed AMOS 24.0 for computations and utilized the maximum likelihood method to estimate the model. The model fit results are presented in Table 2.

Table 2 The Results of Model Fitting

Indices	Optimal Standards	Statistical Values	Status
CMIN	---	1230.974	---
DF	---	517	---
CMIN/DF	<3	2.438	Good
RMR	<0.08	0.027	Good
GFI	>0.8	0.873	Accepted
AGFI	>0.8	0.822	Accepted
NFI	>0.9	0.922	Good
IFI	>0.9	0.932	Good
TLI	>0.9	0.943	Good
CFI	>0.9	0.930	Good
RMSEA	<0.08	0.025	Good

From the table 7 above, it can be observed that CMIN/DF of model is 2.438, which is below the standard threshold of 3. Additionally, GFI and AGFI are both above 0.8, within an acceptable range. NFI, TLI, IFI, and CFI all exceed the standard of 0.9. Furthermore, RMR is 0.017,

below the 0.08 threshold, and RMSEA is 0.025, also less than 0.08. According to relevant research, this model demonstrates good fit (Kline, 2016b).

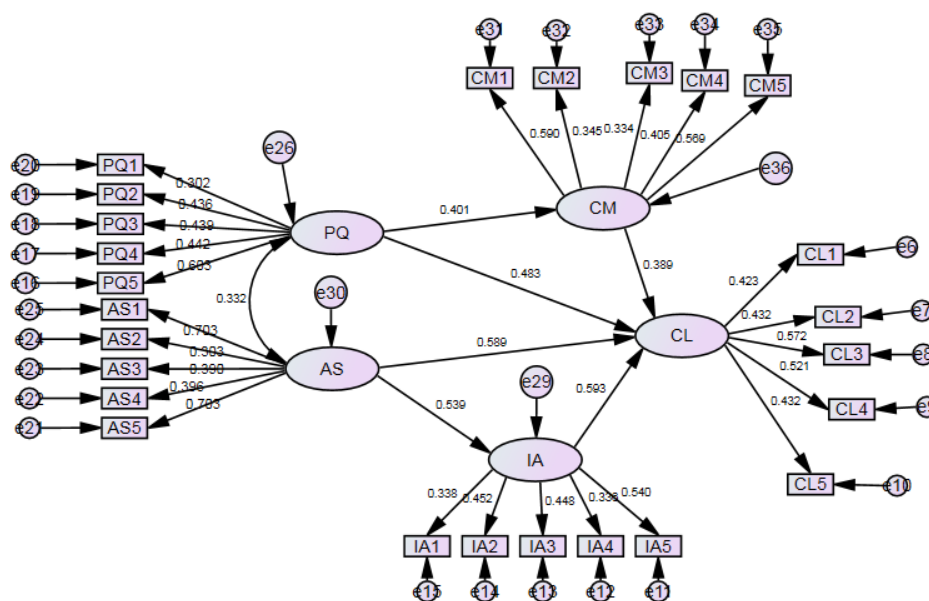


Figure 1 clothing brands loyalty in the clothing industry under Henan province model

Path Model Analysis

The study employed AMOS 24.0 to perform structural equation modeling on the collected data, resulting in

standardized path coefficients (refer to Figure 1) and significance tests.

Table 8 The Result of Path Analysis

			Estimate	S. Estimate	S.E.	C.R.	P	Label
CM	<---	PQ	0.401	0.232	0.041	5.239	***	Support H1
CL	<---	PQ	0.483	0.374	0.057	5.639	***	Support H2
CL	<---	AS	0.589	0.437	0.044	5.425	***	Support H3
IA	<---	AS	0.539	0.479	0.047	5.349	***	Support H4
CL	<---	IA	0.593	0.649	0.063	6.765	***	Support H5
CL	<---	CM	0.389	0.529	0.042	8.218	***	Support H6

Based on Table 8, product quality(PQ)of clothing brands loyalty in the clothing industry under Henan province positively influences Consumer word of mouth(CM) (standardized coefficient $\beta=0.401$, $P<0.05$), indicating that when employee perceive a higher degree of product quality(PQ) , they tend to have stronger Consumer word of mouth(CM), as hypothesized in H1. Product quality(PQ)positively influences clothing brands loyalty(CL)(standardized coefficient $\beta=0.483$, $P<0.05$), indicating that when employee perceive a higher degree of product quality(PQ), they tend to have stronger clothing brands loyalty(CL) , as hypothesized in H2.

After-sale service(AS) positively influences clothing brands loyalty(CL)of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.589$, $P<0.05$), indicating that when employee perceive a higher degree of after-sale service(AS), they tend to have stronger clothing brands loyalty(CL), as hypothesized in H3.

After-sale service(AS)positively influences innovation ability(IA)of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.539$, $P<0.05$), indicating that when employee perceive a higher degree of after-sale service(AS), they tend to have stronger individualism and collectivism, as hypothesized in H4.

Innovation ability(IA)positively influences clothing brands loyalty(CL)of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.593$, $P<0.05$), indicating that when

employee perceive a higher degree of innovation ability(IA), they tend to have stronger clothing brands loyalty(CL), as hypothesized in H5.

Consumer word of mouth(CM) positively influences clothing brands loyalty(CL)of clothing brands loyalty in the clothing industry under Henan province (standardized coefficient $\beta=0.389$, $P<0.05$), indicating that when employee perceive a higher degree of Consumer word of mouth(CM), they tend to have stronger clothing brands loyalty(CL), as hypothesized in H6.

Discussion

Based on the literature review and related research, the factors influencing clothing brands loyalty in the clothing industry under Henan province includes 5 influencing factors: product quality(PQ), after-sale service(AS), Consumer word of mouth(CM), innovation ability(IA), clothing brands loyalty(CL), high-quality products and complete services are the foundation for building clothing brands loyalty. These are consistent with Bendle, N. T., Peterson, R. A., & Shrader, C. B. (2014)'s theory.

Product quality(PQ)of clothing brands loyalty in the clothing industry under Henan province positively influences Consumer word of mouth(CM). product quality(PQ)positively influences clothing brands loyalty(CL). after-sale service(AS)positively influences clothing brands loyalty(CL) of clothing brands loyalty in the clothing industry under Henan province. after-sale service(AS) positively influences innovation ability(IA)of

clothing brands loyalty in the clothing industry under Henan province. innovation ability(IA)positively influences clothing brands loyalty(CL)of clothing brands loyalty in the clothing industry under Henan province. These are consistent with Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (2016)'s theory. Consumer word of mouth(CM)positively influences clothing brands loyalty(CL)of clothing brands loyalty in the clothing industry under Henan province. In addition, the establishment and maintenance of after-sale service(AS) also has a positive impact on the improvement of clothing brands loyalty. These are consistent with Fornell, C. (2020)'s theory. Understanding customer needs and preferences through after-sale service(AS) and providing personalized service can increase customer satisfaction and loyalty innovation ability(IA) and cooperation relationship with customers are also important factors, through the establishment of good cooperation relationship and organization development, can enhance customer trust and dependence, improve clothing brands loyalty.

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