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Influence of Customer Experience on Brand Love in Fashion Apparel Industry - Systematic Literature Review

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Abstract

Purpose: This literature review examines the impact of customer experience on brand love in the fashion apparel industry. It synthesizes existing research to understand consumer-brand relationships, emotional responses, and the role of customer experience in shaping brand love. The review aims to provide a comprehensive overview, identify gaps, and understand the evolving nature of customer behavior and its impact on brand engagement.

Design and Methodology: The review systematically analyzes scholarly articles published between 2013 and 2023, focusing on customer experience and its connection to brand love. It uses rigorous screening and inclusion criteria to identify recurrent themes, conceptual frameworks, and empirical evidence, providing a holistic view of the topic.

Findings: The literature review highlights the intricate relationship between customer experience and brand love in the fashion apparel industry. It emphasizes the role of emotions, authenticity, and technology in shaping consumer-brand interactions. Emotions influence experiential consumption, while authenticity nurtures brand-loving consumers. Technology, like augmented reality, transforms brand engagement. The review also highlights the impact of socio-economic characteristics, generational differences, and cultural nuances on brand love and loyalty. Customer experiences influence loyalty, willingness to pay, and word-of-mouth communication.

Originality/Value: This literature review provides a comprehensive analysis of research on the impact of customer experience on brand love in the fashion apparel industry, highlighting the evolving nature of customer preferences and the need for businesses to adapt, innovate, and engage with consumers on emotional and experiential levels.

Future Research: Research on brand love in the fashion apparel industry is crucial for building loyal customer relationships. Future studies should explore metrics, customer journey mapping, emotional engagement, and personalization to make findings more comparable.

Keywords: Brand love, customer experience, fashion apparel industry, brand engagement, customer behavior.

1 Introduction

Consumers' lives are being influenced by brands more and more. Studies have shown that consumers view brands as relationship partners (Cristela Maia Bairrada; Filipe Coelho; Arnaldo Coelho, 2018).It's a relatively young field of study, brand love. According to (C. C. Huang, 2017), consumers view their

beloved items as an integral part of their world and themselves, playing a crucial role in shaping their perception of the world. Furthermore, a long- term relationship between customers and products is defined as brand love by (Fritz et al., 2017). As per an earlier analysis, brand love is defined as a consumer's emotional bond with a brand that drives them to exhibit consistent loyalty, repeat negative brand behavior, or a readiness to pay a higher price for the brand. Moreover, it is believed that brand loyalty needs the greatest care (Zhang et al., 2020).

It is believed that a company's brand is a crucial intangible asset (Singh & Banerjee, 2018). From David Aaker's (1991) concept of brand equity through Jennifer Aaker's (1997) research of brand personality, branding studies have undergone multiple shifts. Exploring the emotional side of branding has become a focus of more recent branding advancements. In addition to attitudinal factors, literature suggests that customer feelings towards a brand have an impact on consumer behavior (Sniehotta et al., 2014). Consequently, these feelings are crucial in determining the brand's destiny. Customer-brand relationships have therefore taken up a significant amount of space in branding literature. They are crucial to the process of developing a brand (Wang et al., 2019). The rise of traditional concepts such as brand love and brand engagement has given marketers important information to use when promoting their brands on social media through a variety of tactics. They have received a lot of attention as of late (Paul, 2019). The significance of a brand increases because customers today view brands as extensions of their inner selves and rely on them to enhance their personalities. As a psychological construct, brand love has its roots in Sternberg's 1986 Triangular Theory of Love. According to Carroll and Ahuvia (2006), it is "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name." For the marketer, maintaining this kind of strong relationship with the brand calls for maximum effort. A customer's affection for a brand extends beyond its dependability and excellence. It necessitates a comprehensive approach to brand promotion, brand consumption, brand online presence, ongoing brand improvement, and customer relationship management. But brand love has amazing results; it can stimulate higher-order feelings such as allegiance, good word-of-mouth, active participation, and a desire to spend more for the preferred brand.

Around the world, academics are becoming increasingly interested in consumer research on fashion brands. Modern customers' affinity for branded clothing has been influenced by their increased awareness of worldwide brands. As a result of this change, a lot of studies are now concentrating on comprehending the attitudes and behaviors of consumers with regard to trendy apparel brands. Furthermore, apparel is thought to be one of these domains that satisfy the functional and symbolic needs of the consumer (McNeill & Moore, 2015), hence it is imperative to examine consumer reaction to this product category. Convenience products are less risky than fashion items. According to (Handa & Khare, 2013), branded clothing tends to reduce customer risk throughout the buying process and also improves the buyer's social image. Compared to other product categories, fashion products are more closely linked to branding. Research has also demonstrated that customers respect celebrity expertise and find it to be more reassuring (Gilal et al., 2020). Additionally, irrelevant information that celebrities provide in their advertising may also have an impact on consumers' perceptions (Albert et al., 2017). Customers find brand endorsers' physical attributes fascinating, and celebrity endorsement helps raise brand awareness (Chan & Fan, 2022). As a result, consumers' behavioral intentions are often influenced by products that attractive celebrities advocate.

Therefore, this psychology is also supported by the fact that a number of well-known celebrities have endorsed branded clothing in TV shows and other marketing initiatives. The buying of branded goods

has also been complimented by the imitation of celebrity dress and style. While the market for fashion clothes is growing in developing nations like India, it is still relatively stagnant in established nations like France, the United States, the United Kingdom, and Germany (S. Roy et al., 2016). Given that there are 1.2 billion people in this market, there is a lot of opportunity for marketers of fashion apparel (Kumar & Paul, 2018). Nike, Reebok, and Levi's have all made significant investments in the Indian market as a result (Khare, 2014). With income generated through it expanding at an annual growth rate of 20.3% and expected to reach US$21,517 million by 2023, the Indian fashion market has enormous potential. An increase in promising opportunities for this industry has also been attributed to favorable demographics, organized retail's rise, and rising earnings. This review aims to determine the primary elements that define a positive customer experience in the fashion apparel industry according to existing literature.

2 Research Gap

The fashion apparel industry is a highly competitive market, with numerous brands competing for consumer attention. Brand loyalty is crucial for long-term success, and understanding how customer experiences impact brand love is essential for catering to modern consumer behaviour. Digital transformation, with the rise of e-commerce and digital marketing, has increased the number of touch points with customers, shaping their perception of the brand. Brand love can be a competitive advantage, as consumers who love a brand are more likely to be loyal, recommend it, and forgive occasional missteps. However, there is a research gap in the literature regarding the relationship between customer experience and brand loyalty in the fashion apparel industry. Factors such as seasonal trends, fast fashion, and aesthetics have not been thoroughly examined. Emotional connections between customers and fashion brands are distinctive and need to be understood to contribute to brand love. Digital touch points and cultural and regional variations are also crucial for understanding brand love. Measuring brand love is challenging, and developing objective and standardized metrics can be a significant contribution. Addressing this research gap can provide fashion companies with actionable insights to build stronger customer relationships and drive brand loyalty.

3 Research Question

This review aims to determine the primary elements that define a positive customer experience in the fashion apparel industry according to existing literature?

4 Methodology

For its structure and organization, this review methodology adhered to the PRISMA protocol guidelines and the Cochrane Handbook for Systematic Reviews of Interventions.

4.1 Criteria for the selection of the study Search Strategy

The search strategy employed to investigate the impact of customer experience on brand love within the fashion apparel industry involved the utilization of appropriate keywords such as "customer experience," "customer satisfaction," and "consumer perception," in conjunction with "brand love," "brand loyalty," and "brand affection," as well as "fashion," "apparel," and "clothing." These keywords were employed during the search process to locate relevant articles. The period of article selection spanned from January 2013 through 2023. The articles on customer involvement were collected from several notable databases, namely Pub Med, Google Scholar, Elsevier, and Springer. This review only includes papers

written in English and does not evaluate those written in other languages.

4.2 Exclusion and Inclusion Criteria Exclusion

- Studies that do not directly address the relationship between customer experience and brand love in the fashion apparel industry was excluded.
- Non-peer-reviewed sources, such as non-academic publications, books, and grey literature, was not be considered.
- Research published prior to January 2012 was excluded to emphasize recent developments in the field.
- Studies published in languages other than English was omitted due to language accessibility constraints.
- Duplicate or redundant publications of the same research was disregarded, with preference given to the most comprehensive or recent source.
- Studies not explicitly investigating brand love or customer experience, even within the fashion apparel industry, was excluded from the review.

Inclusion

- Studies must predominantly investigate and emphasize affective feelings, emotional attachment, and brand perceptions that extend beyond utilitarian values and functional benefits.
- Only peer-reviewed journal articles were considered, ensuring the inclusion of rigorous academic research.
- Only studies with full-text availability was included to facilitate a comprehensive analysis.
- Papers published in peer-reviewed academic journals was prioritized to ensure the reliability and quality of research.
- The initial selection pool was based on the keyword "Customer Experience" and "Brand Love" to ensure alignment with the research focus.

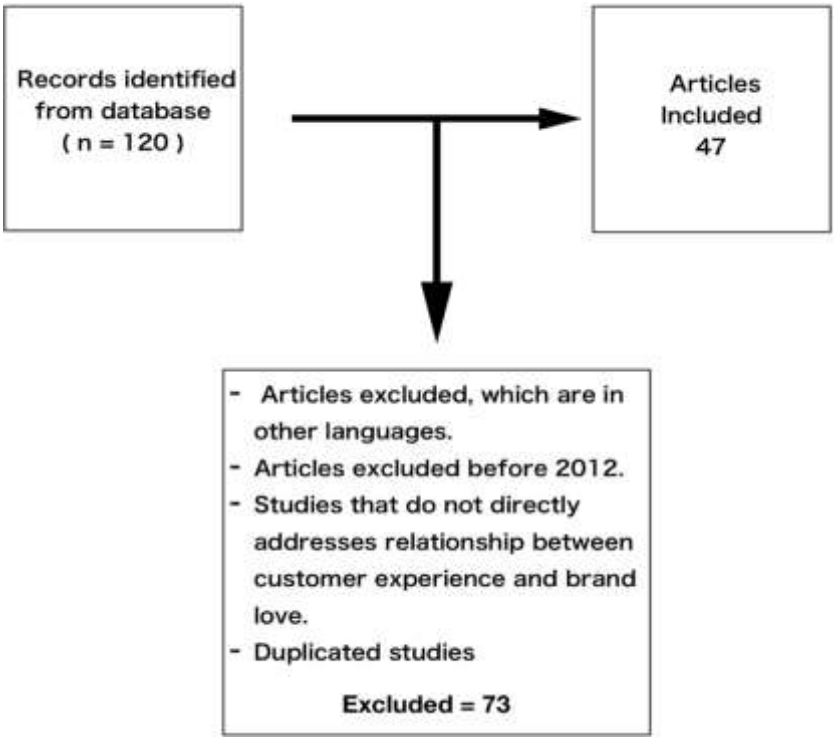

Figure 1: The flow diagram illustrating the selection of publication

5 Literature Review

5.1 Brand love

Brand love, also referred to as B.LOV, is commonly conceptualized as a type of emotional affinity towards a specific brand label. This phenomenon encompasses a variety of affirmative emotions, including but not limited to enthusiasm and excitement, which are experienced by consumers when they are exposed to a particular brand. B.LOV additionally elucidates the affective attachment that a consumer forms with a particular object that symbolizes a specific brand, and the psychological discomfort that may arise from the termination of this connection. The intensity of emotions can range from mild to strong, as described by Blau's social exchange theory (J., Drenna C., Bianchi, 2019). Gaining insight into the factors that contribute to the emergence of these emotions is important for potentially influencing customers' buying choices. In their study, Wallace et al. (year) identify several dimensions that have an impact on B.LOV, including the quality and enthusiasm for the brand, which Park and Namkung (year) argue is one of the dimensions of B.EQU. In contrast, (S. K. Roy et al., 2013) present a more precise enumeration of the factors that influence B.LOV, including romanticism, customer delight, self-congruity, and fulfillment. These factors are identified as the fundamental elements of B.LOV and word-of-mouth.

Several researches have also postulated the potential impact of brand happiness and pleasant emotions on customer behavior (Schnebelen & Bruhn, 2018). Another noteworthy discovery indicates that the presence of love markings, which refer to the affection and admiration for a specific brand, enhances the bond between a consumer and the brand (Jo et al., 2022). In essence, the concept of brand love (B.LOV) arises inside the cognition of customers who perceive that their specific preferences and individual requirements are being effectively fulfilled by the brand (C.-C. Huang, 2017).

The prevailing consensus among scholars is that B.LOV is a direct consequence of B.ENG, as supported by several sources (Loureiro et al., 2017). However, in this study, it was hypothesized that B.LOV is a precursor to B.ENG, based on a relatively recent study conducted by (Voorveld et al., 2018), which found that customers' sentiments towards the brand contribute to the formation of B.ENG. The notion of B.LOV is very new, hence necessitating further exploration of its impact on client purchase decisions.

5.2 Customer Experience on Brand Love

The realm of consumer-brand relationships is a dynamic and multidimensional field, encompassing a myriad of factors that influence brand love, loyalty, and equity. Researchers, such as (Robertson et al., 2022), have delved into the intricate interplay between brand love and loyalty, revealing distinct consumer segments based on their emotional attachment and commitment to brands. This segmentation highlights the importance of understanding the diverse emotional responses consumers have towards brands, ranging from detached indifference to devoted loyalty. Furthermore, the impact of perceived brand betrayal on masstige brands, as uncovered by Robertson et al., emphasizes that even established brand relationships can be fragile in the face of trust breaches, shedding light on the nuanced dynamics of consumer-brand connections.

The significance of emotions in consumer-brand relationships extends beyond loyalty; it influences various behavioral outcomes. (Nikhashemi et al., 2019) demonstrated the positive impact of brand-based advertising on willingness to pay more and word of mouth communication in the apparel retail industry, underscoring the role of brand love as a mediator. (Joshi & Garg, 2021) added depth by revealing the mediating role of brand engagement in the relationship between brand love and loyalty intention, particularly relevant in emerging markets. Meanwhile, luxury brands have their unique dynamics, as

evidenced by (Fanandaru et al., 2023), emphasizing the role of customer engagement in fostering brand loyalty.

(Safeer et al., 2020) highlighted the importance of brand authenticity and its relationship with brand love, resonating with the findings of Mody and Hanks (2020), solidifying the notion that authenticity is a cornerstone in nurturing brand-loving consumers. These studies collectively illuminate the complex web of emotions, experiences, and attitudes that shape consumer-brand relationships, whether in the context of luxury, emerging markets, or digital platforms. The evolution of technology and its role in enhancing customer experiences, as observed by (Alexander & Kent, 2022), underscores the importance of adapting to changing consumer behaviors and preferences. Additionally, (Coelho et al., 2018) provides insights into the role of social media brand communities in shaping brand loyalty, emphasizing the transformative potential of engaged communities. (Lee & Chow, 2020) delve into the realm of online fashion renting services, revealing the importance of attitudes and subjective norms in shaping consumer intentions. The nascent market for virtual products, as explored by (Zhang et al., 2020), offers a glimpse into the future of consumer preferences, highlighting the multifaceted motivations driving the adoption of digital goods. Collectively, these studies emphasize the ever-evolving nature of consumer-brand relationships and the need for businesses to adapt, innovate, and engage with consumers on a multitude of emotional and experiential fronts. As the fashion industry continues to bridge the gap between in-store and online experiences, as seen in (Blázquez, 2014) and (Pandey & Chawla, 2018), understanding the role of IT and multichannel interactions becomes paramount. Furthermore, (Stathopoulou & Balabanis, 2016) underscore the importance of gender-based differences in online customer experiences, urging retailers to tailor their strategies to accommodate diverse consumer needs and preferences. In this intricate landscape of consumer-brand interactions, a holistic approach that considers emotions, experiences, authenticity, and technology is essential to building enduring and fruitful brand relationships.

The evolving landscape of consumer experiences in the digital age has led researchers to explore the multifaceted nature of online customer experiences. (Kawaf & Tagg, 2017) delve into the fluid and individualistic construction of online customer experiences, challenging conventional notions and highlighting the importance of emotions, risk perception, and situational variables in shaping the online shopping journey. Emotion, (ISHITA SACHDEVA Sushma Goel, 2015) as emphasizes, plays a pivotal role in experiential consumption, influencing consumer behavior and satisfaction. Understanding how to engineer customer experiences to evoke positive emotions becomes crucial in achieving the "triple bottom line" for organizations.

The advent of omnichannel retailing introduces a complex web of interactions for consumers, and (Shi et al., 2020) provide insights into the omnichannel customer experience, emphasizing the role of perceived compatibility and perceived risk. This research highlights the need for retailers to navigate this intricate landscape to enhance customers' shopping intentions. Meanwhile, (Ko et al., 2016) shed light on luxury brand strategies and customer experiences, showcasing the global trends in luxury brand research and the evolving dynamics in the luxury industry, particularly in the context of social media, digital marketing, and retailing.

As the global retail landscape evolves, (Mohd-Ramly & Omar, 2017) emphasize the importance of customer experience and engagement in Asian markets, where ambitious expansion plans meet new challenges. The study underscores how store attributes influence customer experience and engagement, providing valuable insights for foreign retailers looking to establish a foothold in this dynamic region.

(Bagdare & Jain, 2013) offer a reliable measure of retail customer experience, articulating its multidimensional nature. Their scale can serve as a valuable tool for assessing experiential responses in retail settings.

In the service industry, (Roozen & Katidis, 2019) explore the customer-employee relationship's impact on service and shopping experiences, demonstrating how these experiences influence customer satisfaction, loyalty, and the intention to recommend. (Pekovic & Rolland, 2020) delve into the dimensions of customer experience within the DIY sector, revealing configurations that lead to superior customer loyalty. Their findings illustrate the complex interplay of CX dimensions in shaping customer behavior. Additionally, (Barari et al., 2020) examine both positive and negative online customer experiences, shedding light on how service failures can impact customer dissatisfaction and negative word of mouth in the online retail context.

The importance of convenience and atmospherics in retail customer experience is underscored by (Bagdare, 2014), particularly in new format stores in India. Their research highlights that convenience exerts a significant influence, outweighing atmospherics in shaping the retail customer journey. These studies collectively underscore the ever-evolving and multifaceted nature of customer experiences, emphasizing the role of emotions, convenience, and situational variables in shaping consumer behavior and loyalty across various retail settings and channels.

The landscape of consumer behavior and brand engagement has been shaped by various factors and dynamics explored in a range of research studies. (Braxton & Lau-Gesk, 2020) underscore the critical role of frontline service providers in creating optimal customer experiences, highlighting the importance of aligning service providers with the retailer's brand persona. This collective brand personification fosters customer happiness and loyalty, emphasizing the significance of considering social norms in occupational qualifications.

Meanwhile, (Workman & Cho, 2013) delve into consumer preferences for touch and non-touch shopping channels, shedding light on how factors like the need for touch, gender, and fashion innovativeness influence shopping outlet choices among Korean college students. These findings illuminate the multifaceted nature of consumer preferences and the interplay between individual characteristics and shopping behavior.

As the Indian retail industry undergoes significant growth and transformation, the impact of branding and socio-economic characteristics on customer loyalty comes into focus in the research by (Dhasarathi & Kanchana, 2020). Their study recognizes the importance of understanding the evolving landscape of Indian retail and its implications for customer loyalty. Similarly, (Dhasarathi, 2020) explores customer loyalty in the context of trending fashion in the Indian textile and apparel industry, considering the influence of socio-economic characteristics. These studies collectively highlight the unique dynamics at play in India's retail sector and the role of branding in shaping customer loyalty. Generational theory, as presented by (Bilgihan, 2016), anticipates the evolving preferences and behaviors of Gen Y consumers, emphasizing the significance of trust, brand equity, and online experiences in building e-loyalty. This research underscores the importance of adapting to the changing expectations and behaviors of different generations in the hospitality and online shopping industries.

Meanwhile, (Michaud Trevinal & Stenger, 2014) offer an integrative conceptual framework for understanding the online shopping experience, emphasizing the multidimensional nature of online interactions and their impact on consumer behavior. Their research highlights the interconnectedness of physical, ideological, pragmatic, and social dimensions in the online shopping journey. (Thakur, 2019)

(Thakur, 2018) delve into the role of customer engagement experiences in digital business environments. The findings emphasize the intricate relationship between customer engagement, satisfaction, loyalty, and electronic word of mouth, shedding light on the nuances of consumer behavior in the context of mobile apps and online reviews. (Wei & Lu, 2013) contribute valuable insights by comparing the influence of celebrity endorsements and online customer reviews on female shopping behavior. Their research showcases the varying impact of these two forms of influence, particularly in the context of search goods and experience goods, offering implications for marketing strategies.

In a rapidly evolving technological landscape, (McLean G, 2019) explores the use of augmented reality (AR) features in retailers' mobile applications. This research introduces novel attributes like novelty, interactivity, and vividness, which influence brand engagement and subsequently affect satisfaction and future brand usage intent. The study highlights the transformative potential of AR technology in enhancing brand engagement and customer experiences. Collectively, these studies provide a rich tapestry of insights into consumer behavior, brand engagement, and the evolving dynamics of retail and technology in today's interconnected world.

Customer Experience (CX) and its Components

Customer experience (CX) is a multifaceted construct that encompasses a customer's holistic journey with a brand, incorporating interactions across various touchpoints (Kumar & Reinartz, 2018). As Berry and Carbone (2007) succinctly put it, CX reflects "all the aspects of a customer's interaction with the company, from advertising and awareness, discovery, attraction, interaction, purchase, use, and advocacy." CX consists of numerous components, including the sensory, emotional, cognitive, and behavioral aspects of the customer's encounter with a brand (Verhoef et al., 2009). One fundamental component of CX is the notion of touchpoints, which are specific moments of interaction between the customer and the brand (Meyer & Schwager, 2007). These touchpoints can be physical, such as a visit to a retail store, or digital, like an interaction on a brand's website or social media platform (Lemon & Verhoef, 2016). The cumulative impact of these touchpoints shapes the customer's overall experience with the brand.

Brand Love: Concept and Measurement

Brand love is a complex emotional connection that consumers develop with a brand (Carroll & Ahuvia, 2006). It is characterized by strong positive emotions, deep loyalty, and a willingness to engage in advocacy behaviors (Albert et al., 2020). Researchers have identified several dimensions of brand love, including passion, attachment, and commitment (Carroll & Ahuvia, 2006). Passionate brand advocates often exhibit behaviors such as recommending the brand to others and defending it in the face of criticism (Vivek & Beatty, 2012).

The measurement of brand love has evolved to capture the richness and depth of this construct. Scales such as the Brand Love Scale (BLS) developed by Batson and Dee (2019) have been instrumental in quantifying the intensity of consumers' emotional bonds with brands. The BLS measures facets like emotional attachment, commitment, and affection, providing a robust framework for assessing brand love.

Table 1 : Methodology used in existing research

Research Approach	*Number of Studies*	*weight (%)*	*Articles*
Quantitative	24	60	Robertson et al., 2022), Joshi & Garg, 2021, Nikhashemi et al., 2019, Fanandaru et al.,

			2023, Prentice et al., 2019, Mi ' rojatul Jannah & Aidil Fadli, 2023, Safeer et al., 2020, Alexander & Kent, 2022, Alnawas & Altarifi, 2016, Kaufmann et al., 2016, Busalim et al., 2019, Verma, 2021, Kawaf & Istanbulluoglu, 2019, Shi et al., 2020, Mohd-Ramly & Omar, 2017, Bagdare & Jain, 2013, Roozen & Katidis, 2019, Pekovic & Rolland, 2020, Barari et al., 2020, Workman & Cho, 2013, Dhasarathi & Kanchana, 2020, Dhasarathi, 2020, Bilgihan, 2016, Thakur, 2019, Wei & Lu, 2013, McLean G, 2019
Case Study	1	2.5	Braxton & Lau-Gesk, 2020
Qualitative	2	5	ISHITA SACHDEVA Sushma Goel, 2015, Michaud Trevinal & Stenger, 2014
Experimental Data	24	60	(Robertson et al., 2022), Joshi & Garg, 2021., 2019. ,Fanandaru et al., 2023, 2019, Mi'rojatul Jannah & Aidil Fadli, 2023, Safeer et al., 2020, Alexander & Kent, 2022, Alnawas & Altarifi, 2016, Kaufmann et al., 2016, Verma, 2021, Kawaf & Istanbulluoglu, 2019, Shi et al., 2020, Mohd-Ramly & Omar, 2017, 2013, Roozen & Katidis, 2019, Pekovic & Rolland, 2020, Barari et al., 2020, Workman & Cho, 2013, Dhasarathi & Kanchana, 2020, Dhasarathi, 2020, Bilgihan, 2016, Thakur, 2019, Wei & Lu, 2013, McLean G, 2019
Secondary Data	5	12.5	Nikhashemi et al., 2019,Prentice et al., 2019,Busalim et al., 2019,Bagdare & Jain, 2013,Michaud Trevinal & Stenger, 2014

Table 2 : Summary of the Existing studies on the customer experience on the brand love

Author & Year	Customer Experience Elements Assessed	Brand Love Metrics	Key Findings
(Robertson et al., 2022)	Brand love-loyalty, masstige, brand engagement	Conversion categories (Devoted, Going Steady, Yearning) and a brand love-loyalty matrix	Masstige brands need fresh approaches to interpersonal communication. Segment conversion via innovation increases brand equity.
(Nikhashemi et al., 2019)	experience with retail brands and word of mouth.	Moderation of RBE by brand love and non- linear interactions in communication.	Word-of-mouth and RBE are improved by brand love. examines the effect of RBE on ongoing intention and readiness to pay.
(Joshi & Garg, 2021)	Brand interaction and brand perception	Brand satisfaction, brand image and brand trust.	Brand love-loyalty is mediated by brand engagement. Image and trust are moderated by brand experience expands on current models.
(Fanandaru et al., 2023)	Brand perception, attitude, and loyalty	Engagement o f customers	Brand loyalty is positively impacted by customer interaction, focuses on investigating factors that influence the buying experience.
(Prentice et al., 2019)	Quality of service and brand experience	Engagement of customers	Customer-related variables affect participation. Brand experience affects people both directly and indirectly, recommends looking at more customer-related factors.
(Alexander & Kent, 2022)	Omni channel consumer experiences in-store made possible by technology	Technology- enabled in- store shopping journeys and technology-induced in- store customer experiences	Using in-store technology enhances the shopping experience for customers, encourages further study on customer experience and technology at all market levels.
(Alnawa s & Altarifi, 2016)	Brand recognition, brand adoration	In the hotel sector, brand- lifestyle congruency, brand love growth and brand loyalty	Brand love and loyalty are influenced by brand-lifestyle congruency suggests comparing the experiences of first-time with returning visitors to get further understanding.
(Kaufmann et al., 2016)	Brand co-creation, brand love, and behavioral branding	Customer interaction, product/service category and brand community	Brand love inspires co-creation. Product/service category and engagement moderate brand loyalty towards positive. Study unfavorable co-creation dynamics and employee roles.
(Suetrong et al., 2018)	Love for a brand	Like ability of the brand and desire to repurchase	Ambiguity in concepts related tobrand love and likeability suggests examining connections between customer thankfulness circumstances and repurchase intentions across a variety of service-product categories.
(Busalim et al., 2019)	Considerations for websites specializing in social commerce	Theories pertaining to society, as well as technical aspects	Customer engagement is significantly influenced by social theories and circumstances, suggests further research that considers cultural and other aspects in various geographical areas.
(Verma, 2021)	Engagement with the brand, passion for the brand	Brand recognition and purchasing intent	Usage and gender have an impact on brand love and engagement, which are vital. focuses on mobile branding while recommending further study in other areas of goods and services.
(Kawaf & Istanbulluoglu, 2019)	The paradox of online clothes purchasing	Consumer feedback and Facebook advertising	Highlights the significance of social media for online fashion purchasing. suggests researching many websites and eras to have a deeper comprehension.

(Coelho et al., 2018)	Consumer-brand identification, community inside the brand, and loyalty to the brand	Brand communities on social media	Communities around social media brands cultivate optimistic outlooks. provides quantitative analysis broken down into the following industries: electronics, food and beverage, retail, personal care, and clothes and accessories.
(Sheng, 2023)	Analysis of virtual clothing purchases by consumers	The social value, social interaction and design trends of virtual apparel	The social value of virtual apparel encourages purchasing; design trends are highlighted by social engagement and display functionality. suggests that future studies use changed interview styles and a range of audience samples.
(Blázquez, 2014)	Fashion purchasing in multi-channel retail	Social networks, mobile devices, interactive technologies, and technology integration	Proposes revolutionizing in- store buying via the use of technology. suggests concentrating research on certain fashion retail goals, such as younger and older consumers.
(Pandey & Chawla, 2018)	Online apparel e- retail consumer experience	Dimensions of the online client experience	Through satisfaction, six psychological and four functional variables influence loyalty. suggests understanding how culture affects OCE parameters across various geographic contexts.
(Stathopoulou & Balabani s, 2016)	Customer happiness, trust, and loyalty programmes for high- end and low-end fashion shops	Hedonistic, practical, and symbolic advantages	Symbolic advantages are more important in high-end shops; utilitarian and hedonic effects boost pleasure in both categories of businesses. Longitudinal study on behavioral consequences is recommended.
(Kawaf & Tagg, 2017)	Building an online commerce environment	Aspects of behaviours, circumstance, perception, and emotion	Online buying is fluid and emphasizes situational, behavioral, emotional, and perceptual factors. suggests examining individualistic dynamic nature in more detail.

Conclusion

This systematic literature review explores the relationship between customer experience and brand love in the fashion apparel industry. Brand love (B.LOV) is a profound emotional affinity towards a specific brand, encompassing positive emotions like enthusiasm and excitement. It signifies the affective attachment formed by consumers with objects symbolizing a brand and the potential psychological discomfort upon termination. Key dimensions influencing B.LOV include brand quality, enthusiasm, romanticism, customer delight, self-congruity, and fulfillment. Brand happiness, love markings, and perceived brand betrayal also impact consumer-brand relationships. The evolving landscape of consumer experiences in the digital age highlights the dynamic nature of this relationship. Brand love mediates various aspects of consumer behavior, such as willingness to pay more, word-of- mouth communication, loyalty intention, and recommendation intention. It emphasizes the importance of adapting to changing consumer behaviors and preferences, particularly in omnichannel retailing, luxury brands, and emerging markets.

The studies highlight the multifaceted nature of consumer-brand interactions and the need for businesses to adopt a holistic approach that considers emotions, experiences, authenticity, and technology. Recognizing the diverse preferences and behaviors of different generations and the unique dynamics of specific regions is crucial for cultivating enduring and fruitful brand relationships. This review underscores the critical importance of fostering positive customer experiences to cultivate brand love in the fashion apparel industry.

6 Future research

The fashion apparel industry's relationship with brand love is a crucial area of research. Brand love is the emotional connection and deep affection consumers have for a brand, encompassing all interactions and touch points. Understanding how customer experience impacts brand love is essential for brands to build

strong, loyal customer relationships. Future research can explore various aspects, such as measuring brand love and customer experience, customer journey mapping, emotional engagement, personalization and customization, omni- channel experiences, social media and user-generated content, brand storytelling, cultural and regional differences, long-term brand loyalty, technology and innovation, competitive analysis, and customer co-creation.Standardized metrics and scales for measuring brand love and customer experience can help make research findings more comparable across studies and brands. In-depth customer journey mapping can identify critical touch points and moments of truth in the customer experience, while emotional engagement can explore positive emotions like delight, trust, and satisfaction. Personalization and customization can help brands create a sense of uniqueness and foster brand love.

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