

**How does brand loyalty influence purchasing behavior among consumers
in the fashion industry?**

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2.0 - Introduction

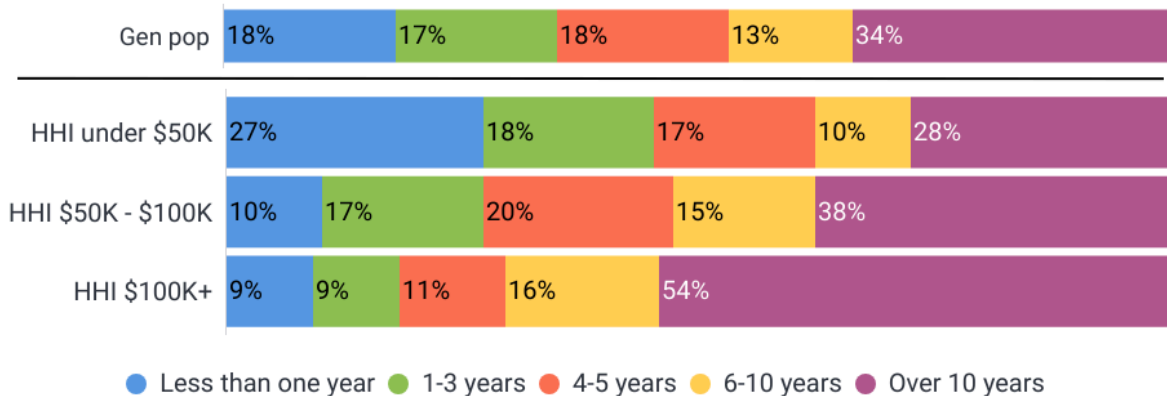
[Brand Loyalty]

Brand loyalty is the willingness of consumers to purchase items more than one time from a certain brand regardless of price, and it's based more on the image and experience rather than in an economic perspective. Companies will use strategies such as best-in-class quality, customer service, brand ambassadors, and loyalty programs to build brand loyalty among consumers. It's mainly measured through "consumer retention" and "customer satisfaction surveys" (Kopp, "What Is Brand Loyalty?"). When a company has high brand loyalty, they're able to enhance the quality and other factors of their product, refine their customer service, or increase revenue. Furthermore, consumers will be less likely to switch to a competitor brand, therefore making brand loyalty "self-reinforcing" (Little, "The Importance Of Brand Loyalty To Commodity Product Or Service Businesses). Companies won't need to continually work to attract new customers, and those who are already loyal have a high chance of recommending the brand to friends and family.

The fashion industry includes lots of competition, especially with varying consumer preferences often influenced by the ever changing trends in the modern world. Building loyalty based on what consumers are looking for, such as convenience, "quality products and experiences", and the pricing range ("Loyalty in the fashion industry"). In a survey by Civil Science, shoppers with lower income were reported to be loyal to their favorite brand for less than a year, while those with high income were reported to staying loyal for over 10 years (Figure 1).

Figure 1:

When thinking about your favorite clothing brand today, roughly how many years have you been shopping with them? by *Annual expected household income*



1,488 responses from 09/29/2025 to 10/02/2025
Weighted by U.S. Census 18+
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<https://www.investopedia.com/terms/b/brand-loyalty.asp>

Includes info about brand loyalty (definition, how companies use it, etc)

<https://www.forbes.com/councils/forbescommunicationscouncil/2022/10/25/the-importance-of-brand-loyalty-to-commodity-product-or-service-businesses/>

<https://www.merkle.com/en/merkle-now/articles-blogs/2023/loyalty-in-the-fashion-industry.html>

https://docs.google.com/document/d/11wnrlc7eNJ1U3tFWz_s4MifdKLFac_namKgPJ9NTxHs/edit?tab=t.okbno0oj8b3g

[Purchasing Behavior]

Purchasing behavior is the pattern of how people shop for a product and why. Buying behavior is an important aspect of improving a business: brands can use this data to understand patterns and tailor their services or products to meet the preferences of their customers better. Furthermore, businesses can benefit as well by being able to gain valuable feedback, set proper competitive prices, and make decisions for the future. Purchasing behavior can be influenced by many psychological, social, and economic factors, such as “demographic differences,” personal customer preferences, and technological advancements, etc (Survey Monkey, “Buying behavior: Understanding how consumers make purchasing decisions”). These factors shape the motivation, decisions, and attitudes in a customer’s buying behavior, therefore influencing their choices and brand preferences.

https://www.score.org/southernminnesota/resource/article/consumers-have-changed-their-shopping-behavior-your-business?gad_source=1&gad_campaignid=22956926393&gbraid=0AAAApEg_JtcayDtjNkJ_PkLdnvQRSFrVu&gclid=CjwKCAiAtq_NBhA_EiwA78nNWHolXEh-Vot5UW7UYBqTIUxvzvg5t6luqljDFuSYMU1D4ZaWereKXhoCPngQvD_BwE

Info about shopping behavior over time and factors that influences it

<https://www.surveymonkey.com/learn/market-research/buying-behavior/>

What is buying behavior and factors that influence it; has a section about brand loyalty as well

3.0 - Repeat Purchasing

3.1 - Social Influence (eg trends)

<https://www.forbes.com/councils/forbesagencycouncil/2019/12/27/the-importance-of-brand-reputation-20-years-to-build-five-minutes-to-ruin/> importance of brand reputation

3.2 - Advertising and Marketing

<https://astrad.io/how-does-advertising-affect-consumer-behaviour/> impacts of advertising on consumer behavior and repeat purchasing