



Griffith College

ANALYSING THE INFLUENCERS OF BRAND LOYALTY IN THE FAST FASHION RETAILING IN DUBLIN

Research dissertation presented in partial fulfilment of the requirements
for the degree of
MSc in Accounting and Finance management

Griffith College Dublin

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6th September 2024

DECLARATION

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Submitted for the degree of: **MSc in Accounting and Finance Management** is the result of the my own work and that where reference is made to the work of others, due acknowledgment is given.

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ABSTRACT

This research explores the key influencers of brand loyalty in the fast fashion retail industry in Dublin, with a specific focus on student consumers. Brand loyalty is recognized as crucial for businesses, as it drives sales, customer retention, and long-term growth. The fast fashion industry in Dublin is rapidly expanding, with students displaying a strong interest in fashion products. This study examines how various factors such as product quality, pricing, and brand ethics influence loyalty among these young consumers.

A mixed-method approach was employed to gather data. Quantitative data were collected through surveys distributed to students in Dublin, while qualitative insights were obtained through interviews with industry experts. This methodology allowed for a comprehensive understanding of the factors that drive brand loyalty, providing a balanced view of both consumer behavior and business strategies. The data were analyzed to identify patterns and trends, offering a clear picture of how loyalty programs, ethical practices, and pricing strategies affect student loyalty in the fast fashion sector.

The findings suggest that sustainable practices, ethical sourcing, and maintaining affordable yet trendy fashion options are key to fostering brand loyalty. Companies that align their business models with these values are better positioned to retain customers and build long-term loyalty. The research concludes by offering recommendations for fast fashion retailers to adopt sustainability initiatives, exclusive collections, and enhanced loyalty programs to ensure continued growth and competitiveness in Dublin's fast fashion market.

CHAPTER 1: INTRODUCTION

1.1 Research background

The loyalty of customers towards a specific company is beneficial for that organization. It improves the sales volume of the company in the industry. The students of Dublin have a higher interest in fashion products. The fashion retail companies are growing rapidly in Dublin. The market size of the fast fashion retail sector in Dublin is around €3.6 billion in 2023 (Statista, 2024). The growth rate of revenue in this industry is approximately 9.89% (Statista, 2024). According to

the opinion of Prameswari (2022), brand loyalty is a key factor in increasing the customer retention rate. The company will grow in the industry with effective strategies. The fashion brand should interact with target customers. It provides the preferences and requirements of target customers.

Fashion brands should know the upcoming fashion trends in the industry. The company should manufacture products according to the requirements of customers. Communication skills of his organization to find the reference and service of customers (Liu *et al.*, 2022). The purchasing behavior and preferences of customers frequently change in the fashion industry. The company should consider the choice of target customers. Due to this reason, it is important to modify the products as per the feedback of the target audience. This study has discussed the benefits of brand loyalty among students of Dublin to increase financial stability.

The stability of a company in terms of the economy depends on sales volume and cost efficiency of the company to manufacture products. The product quality will enhance the satisfaction of the organization. It is justified to improve the financial stability of the company in the competitive industry. Furthermore, brand and loyalty are effective for increasing the attention of customers to purchase products from that organization. As per the opinion of Van and Fah (2022), this increases the intention of customers to repeat the purchasing customer from the organization. As well as the interaction of the company with customers is beneficial for managing performance. Brand loyalty depends on the quality of products. It should align with the requirements of customers.

The behavior of employees is important to control the satisfaction of customers with the organization. The service of the organization should be customer-centric to manage customer satisfaction. The service should align with the customer's demand. The growth of the company is associated with the performance of the company. The quality of products is beneficial for managing the faith and trust of customers (Dabija *et al.*, 2022). These strategies will help the organization to manage its position in the industry. The leaders will need to manage the impression of the brand in the target market to control the performance.

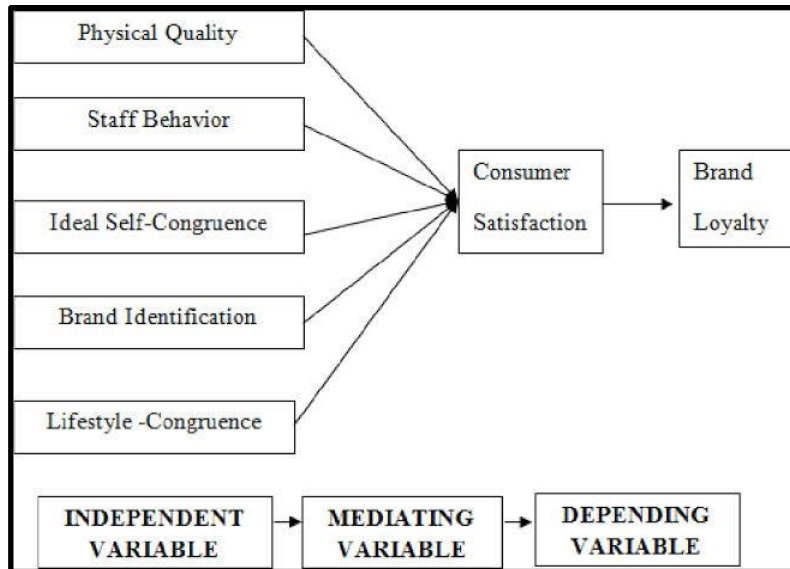


Figure 1.1: Quality of product on customer satisfaction

(Source: Dabija *et al.*, 2022)

1.2 Research aims and objectives

Aim

The study aims to find the impact of brand loyalty on customer behavior and financial performance of the fast fashion retail industry of Dublin.

Objectives

- “To conduct a critical literature review on investing concept of brand loyalty in fast fashion retail sector in Dublin with the application of peer reviewed conceptual and theoretical articles.”

- “To conduct a comprehensive analysis on the impact of student brand loyalty on the financial strategies of fast-moving Firms”.
- “To producing evidence for finding how student brand loyalty affects the sustainability and competitiveness of Dublin's fast fashion retail sector over the long run.”

1.3 Research Questions

1. What are the key factors influencing brand loyalty among students in Dublin’s fast retail fashion industry?
2. What is the effect of brand loyalty of students on the fast-moving retail sector of Dublin?
3. What is the impact of student’s brand loyalty on the management of competitiveness and financial stability of the fast fashion retail industry?

1.4 Research Rationale

Companies in the fast fashion industry should know the requirements of the target customers. The production should align with the performance of the company. This study is rational as it has discussed the strategies of the company to manage customer satisfaction. The study is important to evaluate the performance of the company. Customer satisfaction is important for managing the sales volume of the company. The main purpose of the study is to understand the requirements of customers. The growth of the company is associated with the performance of the company. The sales volume will be increased through managing the satisfaction of customers. The products of the company should align with the demands of the customers. As per the statement of Muniesa and Giménez (2020), the product line should manage the demand of the customers. The quality of products is important to maintain performance. The main purpose of the company is to understand the requirements of the market. Market research is important to collect information. This real-time information is important to understand the requirements of customers. The service of the company should align with the requirements of the company. The sales volume of the company is important for managing the economic condition of the company. The customer demand should align with the product of the company. Fast fashion products should manage the sustainability and ethical principles to manage the performance of the company. The CSR framework is important for managing sustainability to maintain the position of the company.

1.5 Problem Statement

The main problem of the company is to maintain the sustainability of the company. The main objective of the fast fashion industry in Dublin is to control the performance of the company. The main objective of this research is to analyze the performance of the company. The brand revenue depends on the sales volume of the company. It is justified for the fashion brand to collect the information from the market (Salem and Salem, 2021). It is a challenge for fashion organizations to maintain sustainability along with maintaining financial condition. It is justified for the company to practice the sustainable guidelines in the workplace. Brand loyalty among students is important for managing sales volume in the organization. Following sustainable goals is challenging for Fashion Company along with affordable price.

1.6 Research Justification

Analyzing the significance of this study the current trends of fashion brands are one of the exceptional parts of this study which allowed to ensure the customer retention rate. Customer satisfaction management within the fast fashion industry exceptionally adds the value-driven analysis in this study (Brown, 2023). Focusing on the current trends of fast fashion utilized with a “ecommerce and online retailing” management to compose the customer retention management in business. Especially, the current trends of brand loyalty evaluation are further assimilated with the flexibility of customer satisfaction and include more resilience within business accountability (Shao and Lassleben, 2021). Retrieval of brand integrity expansion is allowed to ensure the possible values within brand integrity and arranged to maintain the progress of customer reach in Dublin. Apart from discussing the brand loyalty program key barriers and factors influences on the customer purchase management has also been entitled within his scenario which is another beneficial advantage of this study.

Analyzing different arrays of brand loyalty programs of fast fashion brands are essential to maintain the functional possibility within this scenario. This study has managed to disclose the key gaps in fast fashion business management and it has been entitled the beneficial outcomes within brand recognition management. The emotional engagement within the customer development framework of Zara is one of the exceptional parts of deriving the practices of the brand of the brand

loyalty program. Apart from this Amazon plc managed to compose the e-commerce brand value management with an online platform usage to maintain the possible solutions of brand loyalty among customers (Muniesa and Giménez, 2020). Attaining the brand loyalty program, the possible outcomes of change management in Dublin, and partnership with local retailers is essential to disclose the flexibility of business functions within the business as well (Fares *et al.*, 2023). Analyzing the key trends of fast fashion businesses with brand loyalty management it is exceptionally delivered the biggest challenge management practices within this scenario. Apart from developing functional possibilities of business practice with brand loyalty management in fashion brands it addressed the key challenges within Dublin as well. The key drawbacks with fashion brand customer reach have been entitled within this study to make significant and future deliverables in this scenario.

1.7 Research structure

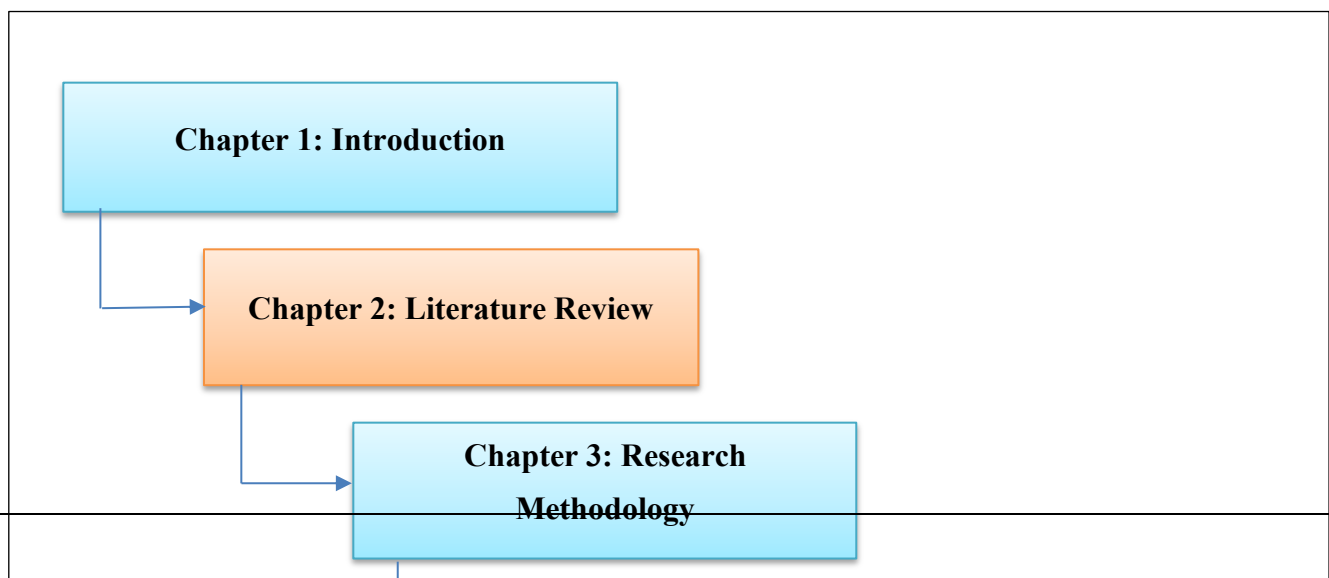


Figure 1.2: Research Structure

(Source: Created by Self)

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

A literature review is a detailed part of research exploration and current content regarding the research topic. The role of literature is to define the theoretical angle and illustrations within research documentation which is eventually addressed within this study. Through the referral of literature, key factors that are associated with brand loyalty in the retail industry have been discussed to determine the changes within operational outcomes. The current review of the fast fashion retail sector and customer purchase scenario and operations accountability within business

uncertainties have declined. The theoretical alliance within the digital retail business indulged with the fast fashion industry has been discussed and it is entitled with possible solutions for the business upgradation.

2.2 Overview of the Fast fashion retail sector in Dublin

In this contemporary era of business growth Fast fashion is a remarkable part of developing potential business marks in the digital world. In Dublin, the epidemic rise of fast fashion is apparently encountered with a possible growth and it is further retired with digital channeling to raise its brand integrity. In Particular, the market research revealed that the total growth of the fast fashion industry has increased up to €3.6 billion in 2023 in Dublin (Prnewswire, 2024). Apart from fashion clothing the accessories market has further enriched with greater possibilities of customer reach and retaining the range of growth and sustainability (Fashionunited, 2024). Trends and quality are two critical factors that are expected to be included within this sector which is assembled within the current growth of the fast fashion sector within business affiliation as well. Especially, expansion with a growth rate of 9.89% of CAGR has been expected to be enriched within Dublin (Prnewswire, 2024). This remarkably ensures a greater customer reach in this country as well.

The possible growth of fast fashion eventually raised in the practices of operational growth and a linear connectivity to the customer reach. A possible interaction within business practices and direct engagement with customers has been precisely added within this marketing development of operational changes in recent times (Marques *et al.*, 2023). The estimated total growth will be enriched up to 42% of CAGR in the future in the targeted market of Dublin (Prnewswire, 2024). Different fashion brands such as “Zara, H&M, Gucci, Armani, Burberry, Nike, and Adidas' 'have made a significant expansion to this business and arranged to maintain a further development of business expertise as well (Nguyen *et al.*, 2021). In addition, the flexibility of current trends also included possible change management practices and it was decided by the fast fashion industry to encompass the best solutions within business marketing and presented the goal growth for the other fashion retailers (Diva-portal, 2024). Expected growth of fast fashion will be enriched up to 10.7% of CAGR by the end of 2032 which is possibly the biggest market trend in Dublin (Prnewswire, 2024).

2.3 Significance of brand loyalty is operational growth and customer retention.

Kato (2021), opined that Brand loyalty is one of the most effective elements of the businesses and it has been seen that this key asset determines the operational growth and the customer engagement with the brand itself. It can be addressed as an important component for the customer satisfaction and trust in the brand. Brand loyalty is a popular metric for measuring customer retention and can be calculated using online reviews and ratings, brand recommendations, and repeat business from customers. Conveying the idea of an emotional connection that consumers could have to a specific brand is another way that the phrase "brand loyalty" is employed. As per the research analysis of Çelik (2022), there may be a stronger bond and sense of devotion to the brand with this kind of brand loyalty, which goes beyond simple recurrent purchases. The fashion and luxury goods industries are common places to witness this kind of loyalty, when consumers are prepared to spend more for a brand's items due to their strong emotional connection and commitment to the brand.

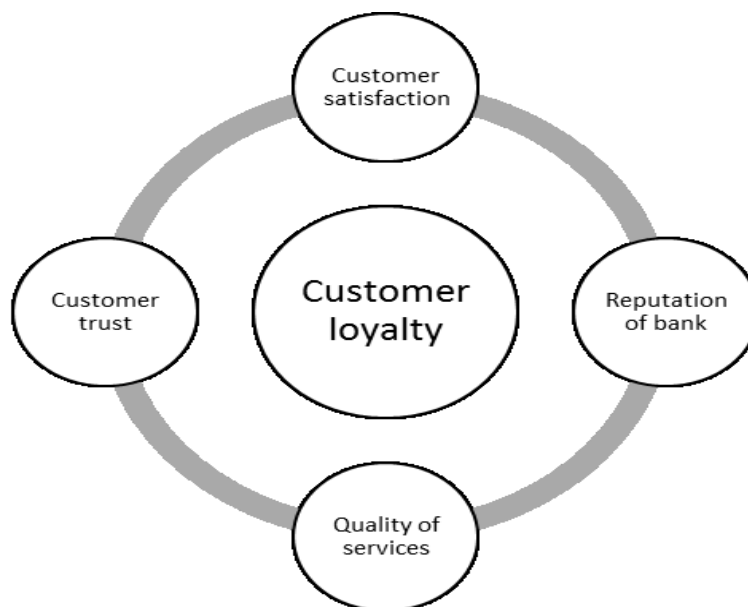


Figure 2.1: Components of Brand loyalty

(Source: ResearchGate, 2024)

Parallel to this, Mrad *et al.*(2020), stated, the fast fashion business greatly benefits from brand loyalty. In this sector, social standing, individual taste, and an emotional bond with a certain brand are known to have an impact on brand loyalty. As per the research analysis of Salem and Salem

(2021), this leads to increased sales and improves brand image in addition to building a strong sense of community around the company. Because of its reliance on recurring business, the fashion sector also needs to retain customers through brand loyalty successfully. Designer or luxury brands have a large following of devoted customers (Natiqa *et al.* 2022), which makes many consumers prepared to pay a premium for them. Along with Khoa (2020), commented being devoted consumers, these brand ambassadors advocate and promote the company to others in addition to making purchases from their favorite brands.

There are several elements that ensure sustainable brand loyalty in the organization in their overall management aspects. According to the strategic analysis of Pinto and Paramita (2021), the proper manifestation of the factors ensures better results in the overall operational management in the fast fashion retail segment. Quality is the primary element for brand loyalty and fast fashion companies in Dublin must provide superior quality to the customers in order to achieve better results in brand loyalty (Dabija *et al.* 2022). Achieving the kind of brand loyalty that yields significant profits requires a significant investment in exceptional customer service, which may be costly (Khurana and Muthu,2022). This includes hiring chat representatives, social media managers, phone operators, and support ticket workers who are available around-the-clock. Honestly, in a competitive market, a company may only differentiate itself from rivals by providing excellent service that makes clients feel important (de Oliveira *et al.*(2022). One of the simplest and most effective strategies to increase brand loyalty is to implement a program that rewards current clients for their business. According to the strategies of Jun and Yi (2020), it is important to emphasize that investing in the loyalty and retention of current consumers is significantly less expensive than marketing to attract new ones, regardless of how costly redemptions for shop credits, discounts, and free merchandise may be (Jung *et al.*2020). This is especially true for luxury brands, where a loyalty program member-only discount may be the perfect motivator to select the pricier brand over a less costly one.

Hence, considering all the different factors, it can be said that brand loyalty has been one of the finest components of the company's operations and it plays an important role in the overall brand engagement with the customers.

2.4 Key Factors Influencing Brand Loyalty among Students in the Fast Fashion Retail Sector in Dublin

In the fashion industry, especially the fast fashion industry, the students contain a significant amount of the customer base and the support and belief of the youth are crucial for the better operations of the company (Van and Fah, 2022). The company's focus on the different elements of the student brand loyalty for the students and they can be impacted and manipulated through different stages (Dabija *et al.* 2022). Some of the most important elements in the brand loyalty programs have been as follows -

Affordability and price - The selection of brands by students can be significantly influenced by competitive pricing and product affordability, as they are frequently cost-conscious consumers. As per the research analysis of Mim *et al.* (2022), Value for money, discounts, and student discounts are important factors. Dabija *et al.* (2022), also stated students need to be conscious about the price and spending and the brands with nominal price attract more and more customers towards them. Hence, in order to get better brand loyalty, affordability and price can be most important in the overall aspects.

Quality and legibility - Students still prioritize quality and longevity even if fast fashion is recognized for being inexpensive. Student loyalty and trust can be increased by brands that provide relatively durable products at cheaper costs (Van and Fah, 2022). In the recent times, the Gen-z people are majorly inclined towards the quality and longevity of the products and they are attracted towards the companies that provide better quality products at affordable prices (Palomo-Domínguez *et al.* 2023).

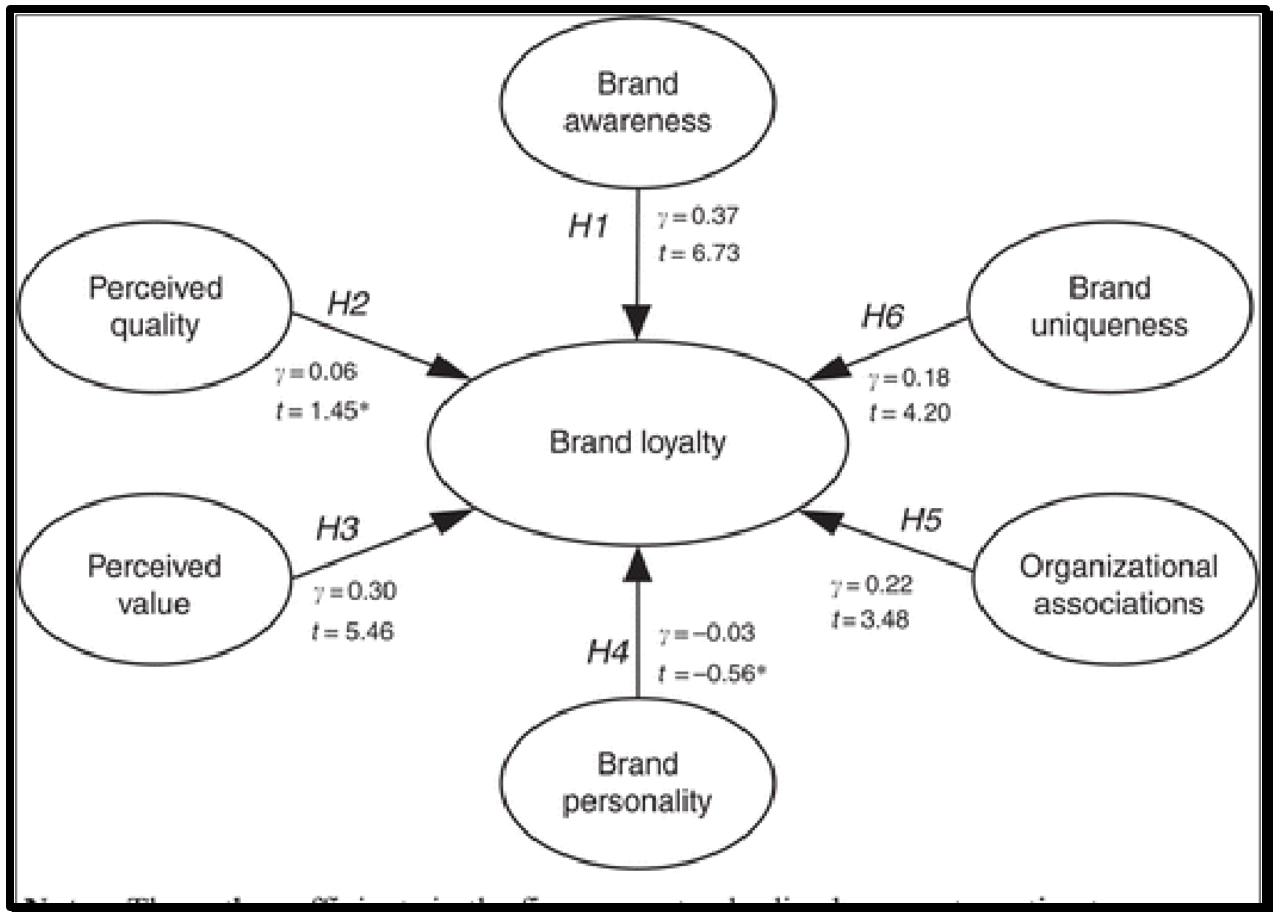


Figure 2.2: Factors affecting the brand loyalty

(Source: Semantic Scholar, 2024)

Variety and Fashion Trends: In order to stay up to date with the latest trends, fast fashion businesses regularly refresh their collections. As per the research findings of Le (2021), companies which provide a broad range of stylish apparel options that let students exhibit their own style are more appealing to students. The fashion trends are very essential elements and they keep on changing in the overall segment (Backs *et al.* 2021). The students and youth are extremely trend followers and they try to follow new trends in the market. Considering all the different factors, it can be said that the companies must be aligned with the market trends and operations (Van and Fah, 2022).

Experience purchasing Online and in Store: Brand loyalty is influenced by the whole online and in store purchasing experience. Not to mention the convenience of shopping channels (online ordering, delivery possibilities), customer service quality, and simplicity of browsing are all key factors (Amatulli *et al.* 2021).

Promotional Activities and Marketing: Students' attention can be captured and repeat purchases can be encouraged by employing effective marketing methods, such as influencer partnerships, social media campaigns, and captivating promotions such as flash sales or exclusive releases. Peer approval and social influence are important factors in student behavior (Backs *et al.* 2021). Students rely heavily on these sources. According to Amatulli *et al.* (2021), social media influencers or brands that are well-liked by their peers can attract attention and cultivate brand loyalty.

Hence, considering all the different factors it can be said that the student brand loyalty can be implemented as a major factor for the brand reputation and brand recognition in the overall competitive space.

2.5 The impact of student brand loyalty on the financial strategies of fast-moving Firms

Svensson and Gottfridsson, (2024), stated, financial stability can be treated as the backbone of the businesses and in the case of fast-moving firms, the brand loyalty is directly connected to the financial empowerment. According to the analysis of Özer *et al.* (2022), the financial strategies are connected with the customer engagement and brand loyalty and in this case, student brand loyalty can be considered as one of the most important aspects. The elements influencing the financial strategies in the student loyalty have been as follows -

Greater Customer Lifecycle Value: Throughout their relationship with a business, loyal consumers including students tend to spend more money. As opposed to infrequent purchasers, they are less price-sensitive and open to trying new things (Wren, 2022). Companies may now afford to engage in client acquisition and retention initiatives thanks to this higher customer lifetime value.

Reduced Marketing Expenses: Getting new clients may be costly and frequently necessitates large marketing investments. Backs *et al.*(2021), stated, the necessity for costly advertising and

promotion can be decreased, cutting total marketing expenses, by devoted students who promote the brand through social media and word-of-mouth.

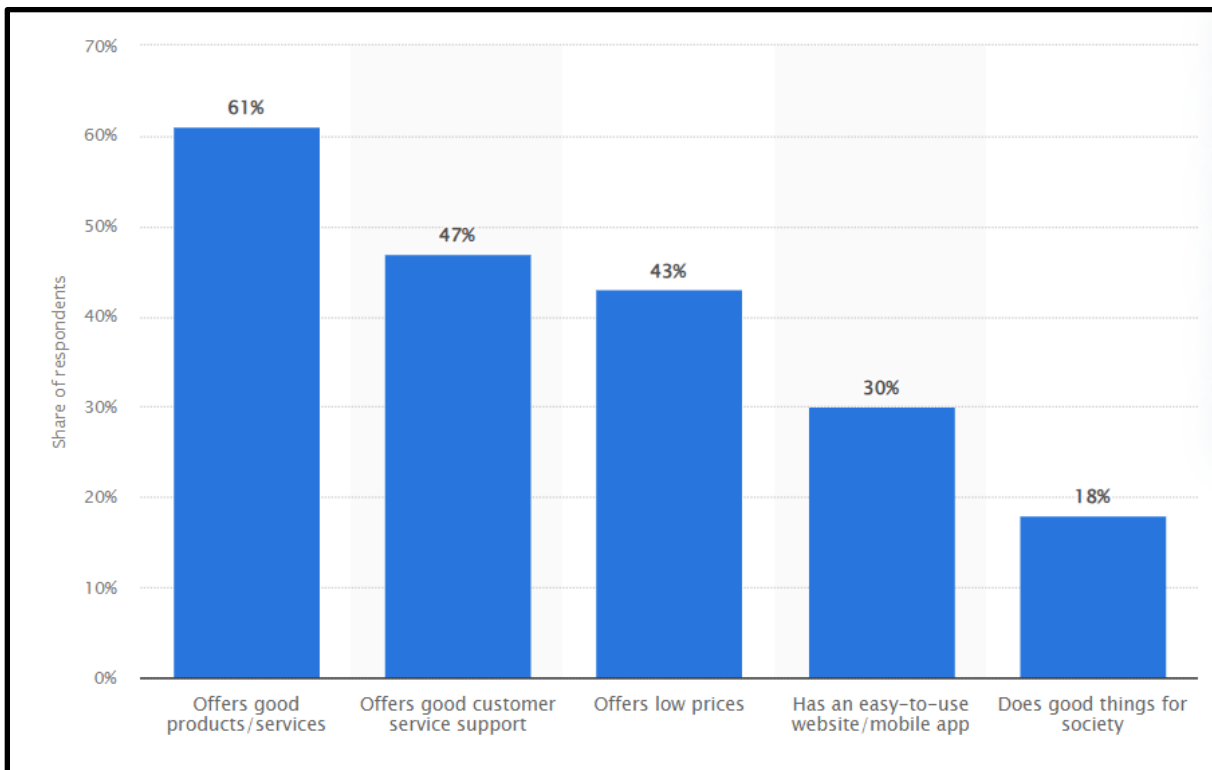


Figure 2.3: Brand loyalty among customers

(Source: Statista, 2024)

Revenue stability - The stability in the revenue can be considered as one of the finest and the most important/ elements in the company and in order to get the better results, the stable infrastructure and portability management is very important. As per the information, it can be said that 47% of the brand loyalty comes from the quality products (Statista, 2024). With the help of quality assurance, the student loyalty can be increased and this is the prime element of the revenue stability in the company. As per the research analysis of Samarah *et al.* (2022), when opposed to inconsistent or one-time purchasers, devoted student clients offer a more consistent source of income. Arrigo (2020), opined, businesses are less likely to overstock or understock as a result of this steadiness, which helps them better estimate sales and plan inventory and production schedules.

Confidence of the investors - As per Maratos (2023), Investors are the prime stakeholders of the companies and in order to ensure better financial performance, financial engagement and betterment are the most important factors. As per the research analysis of Salem and Salem (2021), with the help of student loyalty, companies in the fast fashion industry can increase their customer base and with this, the investors get the confidence to invest in the companies. It opens up different financial channels for the companies ensuring better financial aspects of the companies in this particular industry (Arrigo, 2020).

Brand Equity: As time passes, the brand's equity and market positioning are enhanced by devoted student consumers (Jiang, 2022). Partnerships, licensing agreements, and worldwide expansion are all possible uses for this intangible asset that might improve financial results.

Hence, considering all the different factors, it can be said that, the financial strategies and performances can be improved with the help of increased student loyalty in the operations.

2.6 The impact of brand loyalty in the sustainability and competitiveness of Dublin's fast fashion retail sector over the long run.

Organizational sustainability and competitiveness can be treated as one of the fundamental elements of business growth (Bucks *et al.* 2021). In order to ensure better comprehensive growth in the competitive space, brand loyalty plays an important role in the case of Dublin, the strategies are no different (Muniesa and Giménez, 2020). Dublin has a significantly large market in the fast fashion retail industry. In the long run, sustainability and competitive advantages can be ensured with the better manifestation of all the important elements such as finance, operations and promotional entities. The components of brand loyalty in the long run sustainability have been as follows -

Customer retention and lower rate of churn - In the customer retention, the customer loyalty plays an important role and it has been observed that the loyal customers return to the company more than the others. As opined by Es-Safi and Sağlam, (2021), Retention rates are lower for brands with a devoted following. Maintaining a steady revenue stream through customer loyalty is important in the fast fashion industry since it minimizes the need for costly and short-lived aggressive consumer acquisition campaigns (Muniesa and Giménez, 2020).

Sustainability practices - Sustainability and CSR have been considered as one of the most important aspects of the companies in Dublin's fast fashion industry. For example, Native Denim is one of the largest companies in Dublin and they have been well-known for their sustainability. They promote reusing and recyclability in the products and they use second-hand clothes in order to reduce waste and this ensures better sustainability and environmental standards (Muniesa and Giménez, 2020). Apart from that, Brands that show a dedication to sustainability are frequently backed by loyal consumers. Ethical sourcing, environmental impact reduction, recycling, and circular fashion projects are all ways that firms in

Dublin's fast fashion industry may draw in and keep environmentally aware customers (Es-Safi and Sağlam, 2021).

Differentiation entities - In order to operate the competitive attributes in the long run, the differentiation can be treated as one of the most effective factors and the companies must get the differentiation elements in order to get the better results. As per the research analysis of Salem and Salem (2021), Quick fashion businesses can stand out from the competition by fostering brand loyalty. A company can stand out in a crowded market and charge premium pricing by building a devoted customer base through distinctive brand experiences, personalized customer care, and exclusive goods (Muniesa and Giménez, 2020).

2.7 Theoretical Overview

The theoretical explanation and the selection of the proper theory has been one of the most effective factors. In the case of brand loyalty, several theoretical applications can be manifested in order to get better results in explaining the matters. The theoretical explanations are as follows -

Brand equity theory - Gul *et al.*(2021), stated the perceived strength and worth of a brand are said to have an impact on brand loyalty, according to brand equity theory. Included in this are brand loyalty, associations with the brand, perceived quality, and awareness. Because they are viewed as more valuable or desirable by consumers, brands with great equity are said to encourage loyalty more frequently. “***Brand loyalty, brand awareness, brand associations, and perceived quality***” are the major elements of the brand equity and considering all the different elements of the brand equity can help the companies in the fast fashion industry to get the better results in the sustainable

operations. As per the research analysis of Johnstone and Lindh (2022), once a brand identifies the value of brand equity, it can follow this roadmap to build and manage that potential value.

Expectancy-Value Theory - This theory is one of the largest theories in recent times and that can be utilized in order to understand the brand loyalty and brand awareness in the company operations and that is true for the fast fashion industry in Dublin. As per this theory, customers assess brands based on perceived value (benefits compared to costs) and expectations of performance. Consumers who believe a brand regularly meets or exceeds their expectations and provides value that justifies the expenditures are more likely to be loyal (Eccles, and Wigfield, 2020).

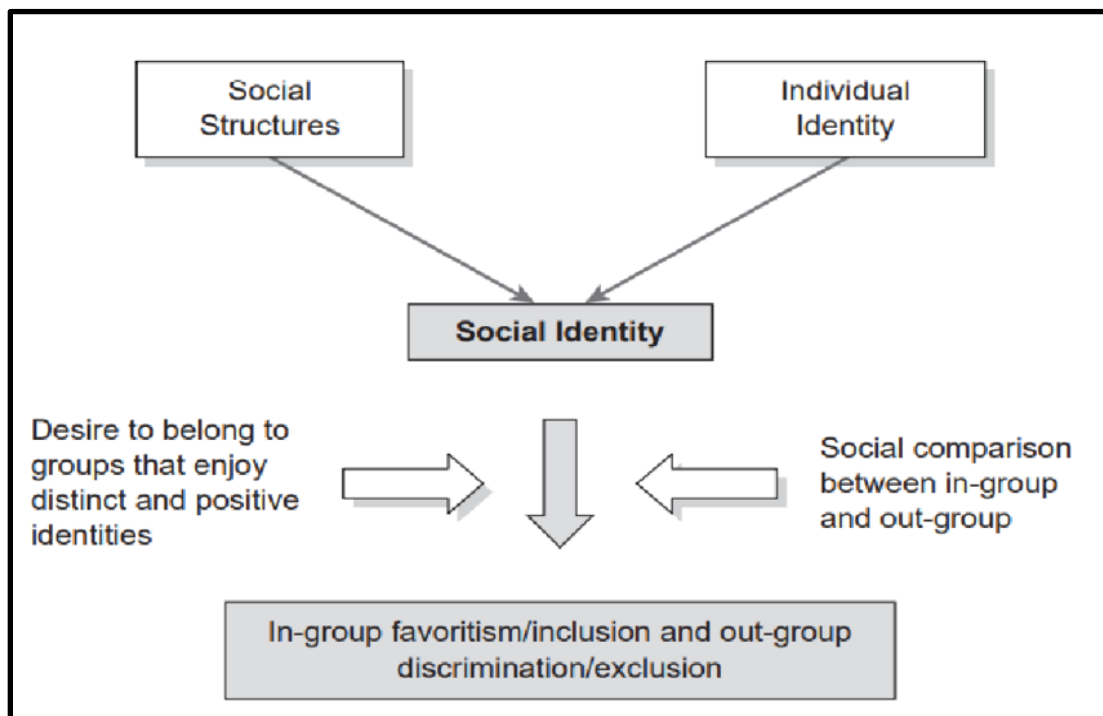


Figure 2.4: Components of Social Identity Theory

(Source: Barak, 2008)

Social Identity Theory - This theory gives a better understanding of the importance of social identity and dominance in the overall fashion industry. Social groups and identity play a significant effect in brand loyalty, according to this idea (Barak, 2008). Customers who believe a brand represents their social identity or participation in a group may grow loyal to that brand. Through establishing groups or associations that customers desire to be a part of, brands can support social identity and encourage brand loyalty. As per the research analysis of Salem and Salem (2021), it

has been seen that the proper manifestation of social predominance helps the companies in this particular industry to reach the customers and especially the youth. This is directly connected to student loyalty.

These are the most effective theories that are needed to be manifested in order to understand the brand loyalty and awareness in the fast fashion industry in Dublin.

2.8 Literature gap

In this literature, all the different elements of the brand loyalty and the effective factors implementing the brand loyalty and their impacts in the fast fashion industry in Dublin. The importance of brand loyalty and student brand loyalty in this particular industry have been implemented in this particular research. The strategies to ensure better brand loyalty have been discussed in this particular research. However, the fast fashion industry of Dublin has been focused and no other industry has been discussed. This has been one of the largest gaps in this particular research.

2.9 Conceptual framework

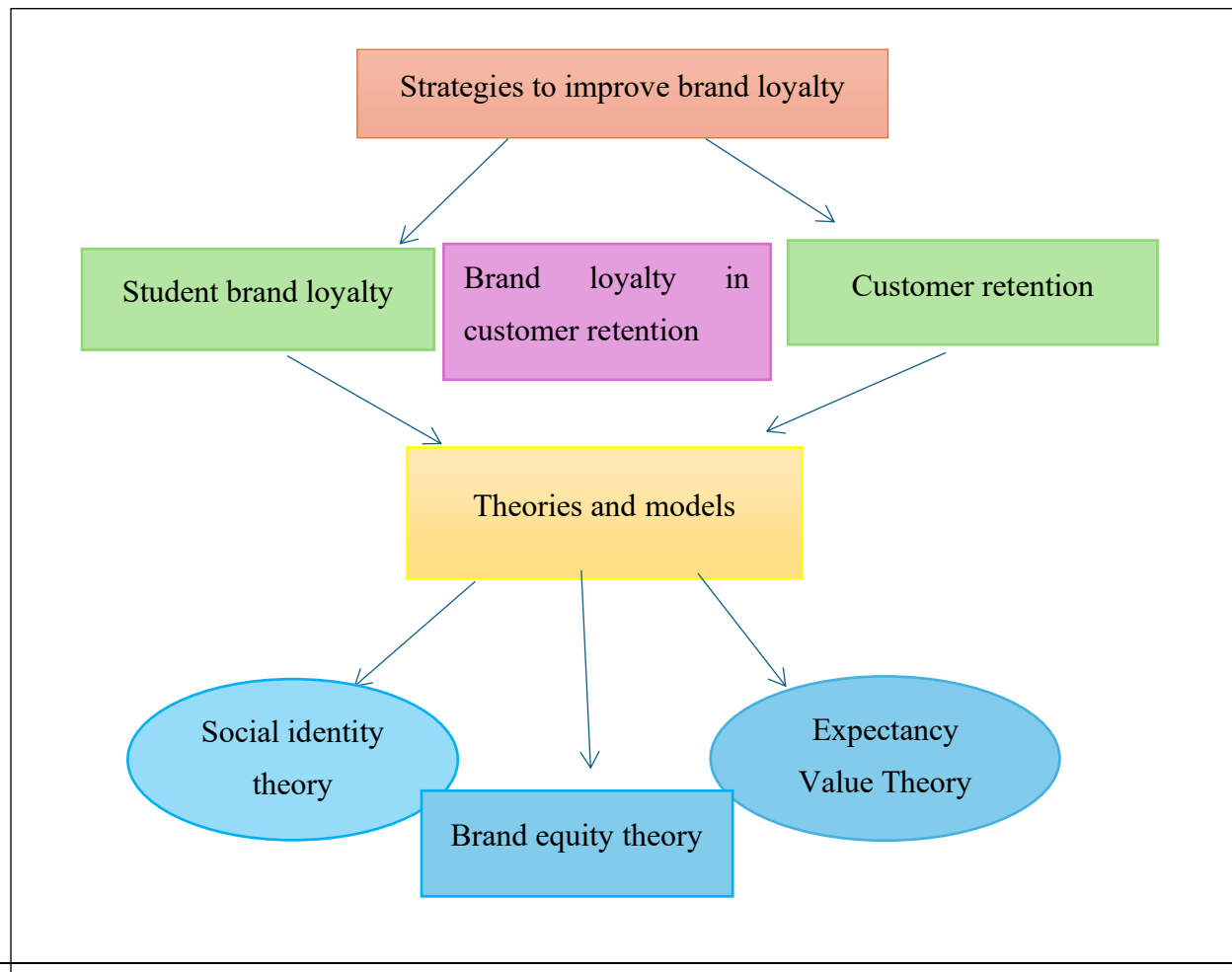


Figure 2.5: Conceptual framework

(Source: Self-created)

The study tries to discuss different strategies that help the fast fashion organisations to improve the brand loyalty. In this respect, the first fashion organisations try to understand the potential customer base. In Dublin fast fashion organisations somewhat prefer the gen Z potential potential customer base and then the organisations concentrates on student brand loyalty, try to understand the customer retention in brand loyalty and customer retention process. In this respect, the study also understand importance of different theories organisations to boost brand loyalty among the students of Dublin.

Student brand loyalty

In order to established brand loyalty among the students for the first fashion organisations it is important to established the brand awareness. Brand awareness always explains the brand image the potential customer base. In addition, a strong brand image always attracts the potential buyer to buy some products (Teikn Gokhan, 2016). In addition, organisations need to maintain the quality of the products enhance is the brand equity. The organisations always reveal important informations regarding the products the time of the promotions (Olorunfemi *et al.* 2024). In this way organization, can successfully mental transparency with the customers to boost their brand loyalty. Brand association all also an important factor that always influences the customers regarding the brand. In this way the past positive experience, encourage the customers to remain associated with the brand. The brand loyalty also depend how the concern brand able to develop uniqueness in their product certain customer base (Yola and Utma, 2021). However, the student of Dublin remain engage with a brand to their quality of product and how they utilise quality resources, how they maintain the uniqueness in the product quality and design.

Brand loyalty in customer retention

Brand loyalty mainly refers how often customer visit organisation and try to buy products repeatedly from a organisation. In short, it mainly explains the connection between the organisation and consumer. In simple words brand loyalty mainly explain the value of the brand

as well as the quality of the product (Wakil Abdul, 2020). With the help of these variables, a certain organisation tries to access the loyalty of the customers by enhancing their satisfaction. In order to access the loyalty of the customers organisation try through a follow the pricing strategy also arrange certain reward programs and discounts. The brand loyalty always affected by the trust mainly customer fine try to find in an certain organisation. Customers always try to observe how a certain brand tries to maintain their quality of the product, value them or improve their customer service.

Customer retention

Customer retention is refers to a process that mainly explain at what amount customers are remain at touch to a certain brand for a long time. In this process also familiar as churn rate. The churn rate is also also most important metric to access a certain customer base. In order to understand the business success it is important to observe the customer retention rate (Sikri *et al.* 2024). The customer retention rate always explains how customers are satisfied with the brand (Aurelia *et al.* 2019). The customer retention rate also reduces their effort to reach a new customer base and very cost effective.

Theoretical Framework

These studies try to apply several theories to achieve the brand loyalty of the students of Dublin. first of all the study will apply social identity theory that always help the fast passion organisations of Dublin to create strong connections with the customers and can provide more emotional benefits to both the organisation and customers.

The brand equity theory always helps the business organisation to maintain a positive impact as well as emotional attachment with the customers. Influence the Purchase Decision of the potential customer base by achieving their loyalty (Jeevananda, 2011).

The expactency value theory always motivates the potential customer base to remain engage with the Loyalty program of a certain business organisation.

CHAPTER 3: METHODOLOGY

3.1. Introduction

Research methodology refers to organized methods of the stages and methods used to gather data about the research topic. It contains the processes of problem and findings identification, ensuring that the research study is valid and reliable. This methodology illustrates the essential parts of the research study that help researchers to choose the right method for this research study. This research methodology utilizes appropriate data collection to demonstrate the topic “Influence of brand loyalty in the fast fashion retail sector in Dublin”. According to Saunders *et al.* (2012), research onion is a complete method that thoroughly explains various parts of the research study. Research Onion helps this research to uphold the systematic method of research methods.

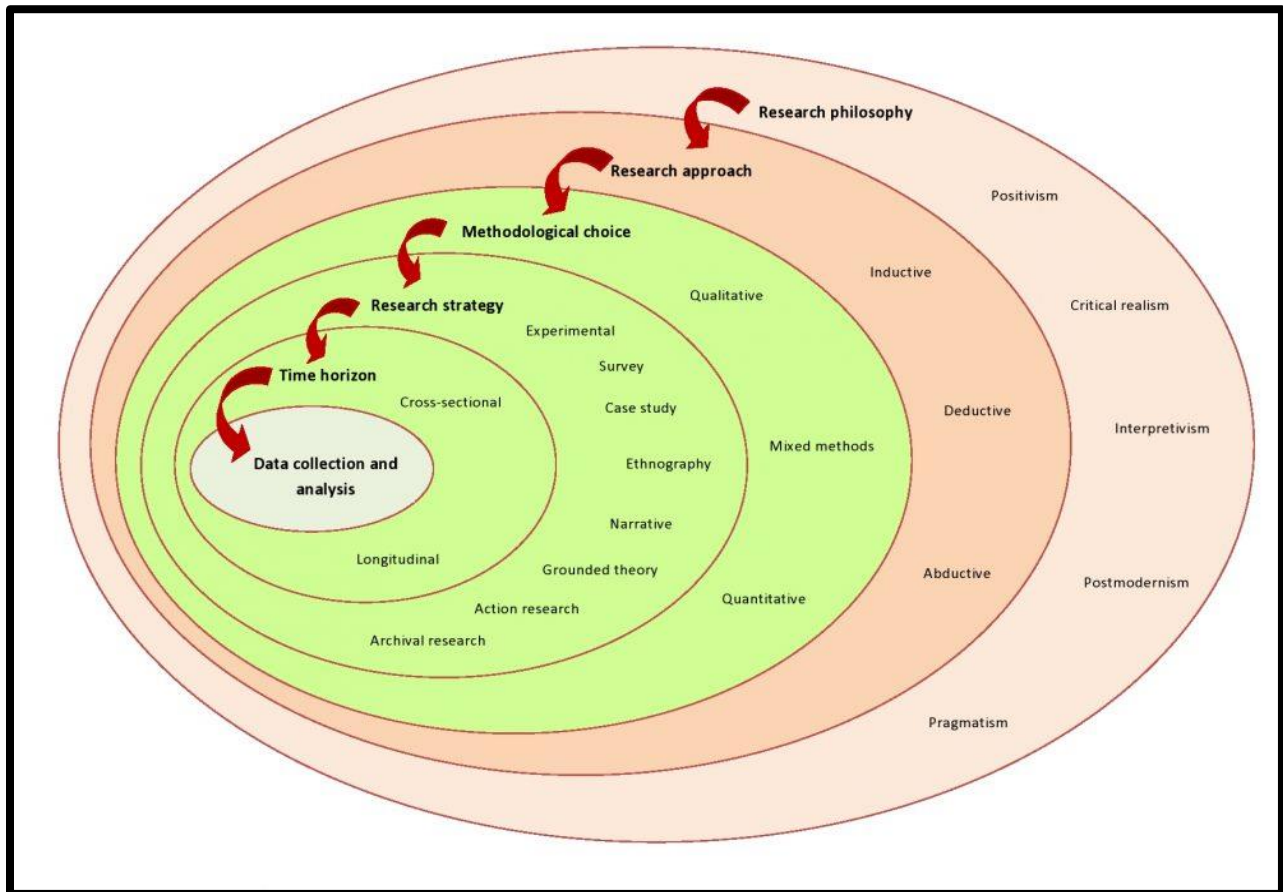


Figure 3.1: Research onion

(Source: Influenced by Assadpour, Ghalehnoee, and Bahramian, 2023)

3.2. Research paradigm

3.2.1 Research Philosophy

Research philosophy plays a crucial role in conducting the research study. Research Philosophy has four types “ interpretivism, positivism, realism, and pragmatism”. These methods guide researchers in choosing the appropriate method for this study depending on the research questions. Here, *interpretivism philosophy* is used to deliver effective outcomes. The success of the fast fashion retail industry depends on the adoption of rapidly evolving trends and alignment with customer needs. Moreover, brand loyalty plays an essential part in bringing the success of fast fashion retailers in Dublin. Interpretivism philosophy helps to comprehend this influence of brand loyalty and provides an in-depth perspective on customer experiences, and behavior (Khoirunnisa, and Sulistiobudi, 2024). Brand loyalty in the fast fashion industry depends on emotional connections with consumers and personal experiences. In Dublin, customers develop loyalty depending on positive previous experiences, quality, and product alignment of brands based on market demands and individual preferences. Interpretivism philosophy strives to comprehend subjective experiences and analyzes how customers interact with fast-fashion brands (Bläse, *et al.*, 2024). In this context, fast fashion corporations in Dublin make emotional connections with customers through marketing methods that focus on individuality, lifestyle, and social attachment. Young generation customers in Dublin recognize the brands that prioritize and capture youth's unique style.

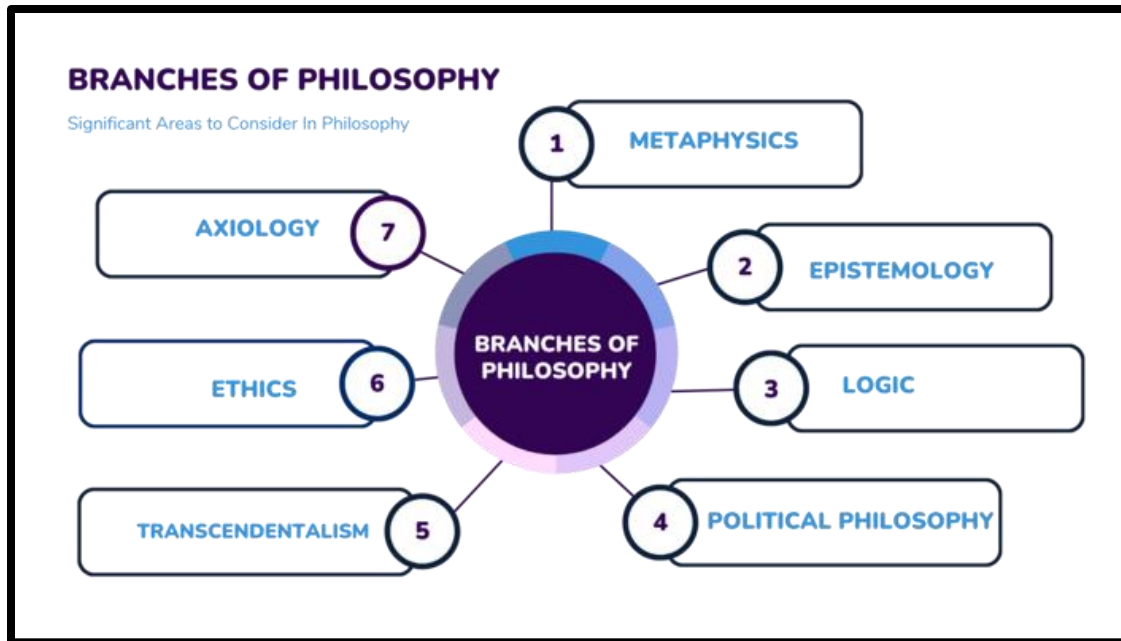


Figure 3.2: Research Philosophy

(Source: influenced by Hambali, Herniawati, and Hidayat, 2024)

This interpretivism philosophy helps researchers outline how emotional affinities influence buying decisions that foster long-lasting loyalty. Brand loyalty in the fast-fashion industry is formed by emotional and social connection with the community. The fast fashion approach, peer direction, proactive presence on social media, interaction with consumers on social media platforms, and community engagement are essential to strengthen brand loyalty in Dublin. Interpretivism enables researchers to explore social networks and comprehend how community helps to improve loyalty to a specific brand in Dublin. Sustainability and ethical principles adherence are crucial in the fast fashion sector. Potential brands establish strong ethical practices and CSR initiatives to promote more robust loyalty among their customers who emphasize values. Interpretivism philosophy helps researchers to demonstrate how customers value and prioritize ethical policies and provides an understanding of brand loyalty. Utilizing the interpretivism philosophy in brand loyalty in the fast fashion retail industry in Dublin provides useful insights into social contexts that boost consumer behavior. Researchers gain a thorough knowledge of brand loyalty and analyze emotional connections, ethical practices, and social influences by using the interpretivism philosophy. These perspectives help the fast fashion industry cultivate long-lasting connections with their customers.

3.2.2 Research Approach

The research approach outlines a picture of all stages that help to gather and analyze data to resolve the research issues. Research approaches are mainly three types “inductive, deductive, and abductive” (Singla, and Agrawal, 2024). Research approach proactively resolves research problems and researchers consider the reasons behind their chosen research approach. Here, the *inductive approach* is used to create effective results for this research. The inductive approach demonstrates that brand loyalty in the fast fashion retail industry in Dublin is navigated by adaptability, digital engagement, value, and loyalty initiatives.

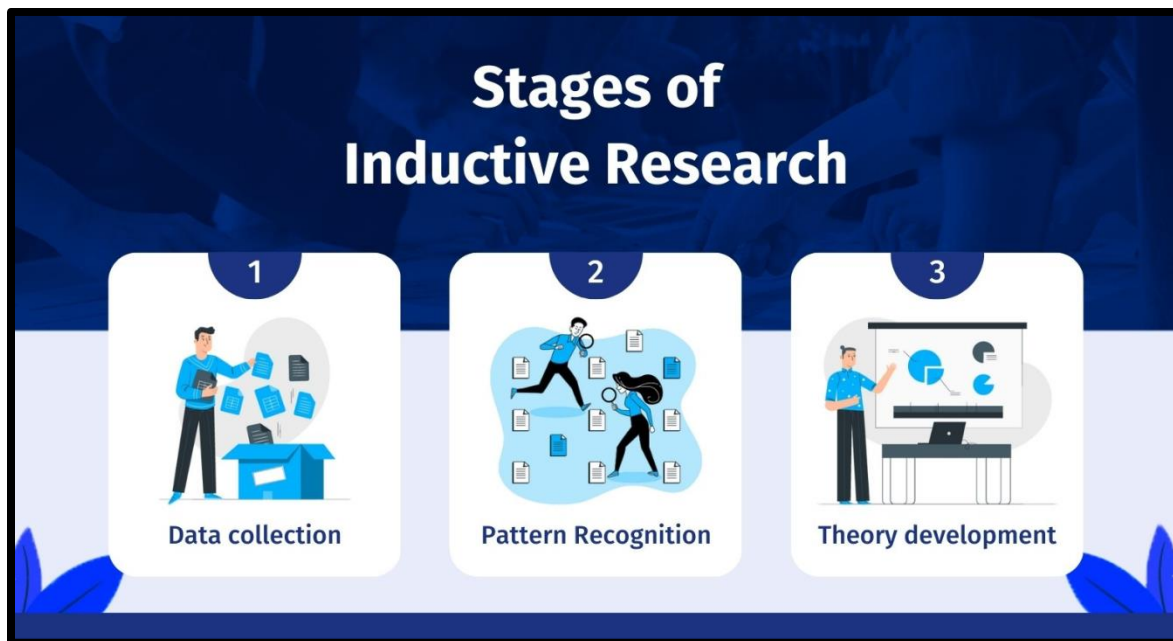


Figure 3.3: Steps of inductive approach

(Source: Influenced by Klingberg, Stalmeijer, and Varpio, 2024)

Fast fashion companies can reinforce their customer base and gain a competitive edge by focusing on these factors. They conduct loyalty programs that greatly strengthen brand loyalty (Ichwanudin, Amrita, and Aripin, 2024). Additionally, personalized rewards, attractive discounts, and coupons can retain potential consumers, and improve their positive experiences drive repeat purchases, and enhance brand loyalty. In this context, fast fashion companies need to quickly adapt to market trends, and align products as per customer needs and market demands that strengthen brands' reliability and loyalty. Additionally, offering flexibility in products and services shows a responsive approach to customer feedback that improves customer loyalty.

Fast fashion brands in Dublin maintain value proposition. Brands in Dublin that focus on high quality, affordability, and trending fashion styles proactively develop brand reliability and retain

loyal customers (Samudra, 2024). Fast fashion companies emphasize strategic involvement through digital channels. Social media as a marketing tool plays an essential role in facilitating direct interaction that builds reliability and loyalty. The inductive approach provides a strong emphasis on social media channels that can strengthen brand trustworthiness and loyalty. Consumers in Dublin are positively influenced by social media platforms, online feedback, and reviews. Fast fashion companies that maintain a powerful presence on social media can cultivate loyal customers (Wei, 2024). Dublin's fast fashion brands often utilize promotional strategies such as reward programs, attractive discounts, exclusive benefits, and loyalty programs. These techniques stimulate repeat business and cultivate loyalty among customers.

3.2.3 Research Design

Research design refers to a strategy to organize this study and it helps to respond to the research questions. Research design is three types "descriptive, exploratory, and explanatory". In this study, *descriptive research design* is followed to implement effective outcomes. The descriptive research design is suitable for this research because it enables a thorough and exact description of the aspects that influence brand loyalty (Le, 2024). This design method assists in comprehending the phenomenon to determine and explain the present condition of brand loyalty in the fast fashion industry in Dublin. Descriptive research prioritizes the collection of appropriate data about customer purchasing behavior and choices. Researchers collect detailed information through interviews, and surveys about Dublin's consumers who are loyal and trustful to fast fashion companies. This essential data helps to identify market trends and consumer needs that boost brand loyalty. Descriptive research design can recognize the main factors that control brand loyalty like product standard, pricing strategy, brand recognition, after-sales customer service, and strong presence on social media (Afiftama, and Nasir, 2024). Descriptive research design helps to recognize these influencers that guide fast fashion retailers to execute effective strategies to improve customer reliability and loyalty. This descriptive research design delivers a useful understanding of customer buying behaviors.

Researchers understand factors that encourage brand loyalty among purchasers by interpreting data about the fast fashion industry in Dublin. These understandings are paramount for developing consumer retention and effective marketing strategies. Descriptive research design influences brand loyalty in the fast fashion companies in Dublin. It helps retailers to determine their stability and drawbacks. This analysis assists strategic advancements and creates differences in the market.

Descriptive research allows flexibility in data collection methods and helps researchers use a mixed approach of qualitative and quantitative data to collect appropriate data. This flexibility assures that this research study grabs a broad view of brand loyalty (NEHA, and Kumar, 2024). Descriptive research is a cost-effective method that needs fewer resources to conduct a research study. This cost-effective approach is beneficial for Dublin's fast fashion retailers. This research design needs convenient information to respond to market evolutions. Descriptive research design delivers a strong model to outline the influencers of brand loyalty in Dunlin's fast fashion industry. Its capability to gather exact, thorough, and effective data for the fast fashion industry seeks to comprehend and improve consumer loyalty. The understandings acquired from this research study assist strategic findings, enhance competitive position, and boost business development in Dublin's fast fashion market.

3.3. Research Strategy and Method

3.3.1. Research Strategy

Research strategy is a process that mainly helps the researcher by directing the activities to reach the research goal. According to Rong *et al.* (2020), research strategy generally helps the research by clarifying the research questions, identifying the research sources, and assisting to organized research data. Another important aspect of the research strategy is it helps the researcher to communicate the research findings. The importance of the research strategy mainly helps to accomplish the overall research process. On the other hand, the research strategy generally explains researcher developed the research process either by following the experiment, survey or by depending on the case study. As well as it has the researcher choose the appropriate theory, that can help the researcher to establish the truth of the research topic. In the research strategy process, the researcher also describes the data collection method mentioning whether the researcher is at the questionnaires, interviews, focus groups, documents, or observation. In this particular study, the researcher mainly followed a mixed-method research strategy for this particular research process. At the time of following the mixed method, the researcher followed both primary qualitative and primary quantitative data strategies. The researcher followed both primary qualitative and quantitative data collection methods so the researcher could easily gather sampling data by following the survey. On the other hand, at the time of following primary quantitative data, the researcher can gather data by following interviews.

3.3.2 Sample Size Calculation

According to the 2022 Census of Ireland, the student population in Dublin is 246,299 (HEA Statistics, 2022). A sample size calculation for this study, using a 95% confidence interval and a 7% margin of error, initially recommended 196 participants to ensure statistical significance. However, due to the specific focus on Dublin's millennial student population and constraints related to time and resources, the sample size was reduced to between 100 and 110 participants. This adjustment allows for a more practical data collection process while still providing meaningful insights into how brand loyalty affects consumer behavior in the fast fashion retail sector within this demographic.

3.3.3 Research method

The research strategy section helps the researcher by guiding the collection process. However, to accomplish the research process the researcher would like to follow the mixed method by following a survey and interview. Dawadi *et al.* (2021), mention that mixed methods always aid researcher by mixing the data collection method so that the researcher can easily analyze the data and gather the evidence. This particular research process gathers a mixed method with the help of interviews and surveys. In this respect, to understand the importance of brand loyalty of fast fashion retail organisation in Dublin the researcher first concentrates on the survey method.

Interview

The interview method is to understand how the first fashion retail organizations create brand loyalty among the customers of Dublin. Adeoye-Olatunde, and Olenik (2021), stated that the interview methods in the research process always help the researcher by collecting information and sharing personal views regarding any topic. At the time of the following interview process, the researcher successfully gathered insights from the managers of fast fashion retail organisation regarding the marketing process to increase the loyalty of the customers of Dublin.

Survey

Whereas, in the survey method the researcher tries to meet the integrated survey by following sampling methods. In this respect, the researcher can access information that is more accurate. During the research process, the researcher mainly follows a sampling strategy to gather primary

quantitative data. In this respect, the survey mainly concentrates on knowing what are the main factors that help the customers of fast fashion retail organisations to develop their brand loyalty.

3.4. Nature of the data

For the primary quantitative method (Survey):

During the survey, the researcher will gather numeric data by developing a questionnaire. At the time of gathering the important information by following the survey method, the researcher has developed close-ended quantitative numeric data (Stantcheva, 2023). In this respect, the researcher has developed 21 Close-ended questions on the Google form. However, the purpose of the Survey was to understand how the brand's reputation helps the customers to develop their minds for purchasing the first fashion products, also this survey tried to understand what factors create the most important influence on the developing mind of the customers at the time of buying fast fashion products. In this respect, the researcher tries to understand how the pricing policy creates a great impact on the customers at the time of deciding to buy first passion products. In addition, the study intends to understand how the customers to buy the first fashion products online or offline. The research tries to understand how the satisfaction level of the consumers affected the brand reputation of the first fashion products in Dublin. As well as the study also tries to understand how the fast fashion retail organizations of the blame try to provide discounts or rewards to develop loyalty programs. The study also discuss different other questions that help the research to understand what is the most important factor that developed the mindset of the customers before developing purchase decisions. In addition, how the brand reputations and strategies became impactful for the customers to develop their loyalty.

Researchers use close-ended and numeric questions to survey to promote the primary quantitative method. These questions are separated into sections that cover brand loyalty, and buying patterns. Researchers use numeric and close-ended data that explain appropriate outcomes (Dehalwar, and Sharma, 2024). In this context, the main aim is to estimate the brand loyalty of customers in the fast fashion industry of Dublin. Product quality, high standards, reasonable pricing strategy, brand recognition, and excellent consumer service increase brand loyalty.

For the primary qualitative method (interview):

Researchers develop open-ended questions to gather descriptive answers. Interviews were conducted to increase brand loyalty in Dublin's fast fashion industry and use open-ended questionnaires. The subjective questions can deliver qualitative data and open-ended questions can

grab qualitative understandings (Alarcón, 2024). This interview enables to comprehend the effective marketing methods that enhance customer loyalty and focus on high product quality that influence buying decisions.

3.5. Data Collection Method

For primary quantitative method (Survey):

At the time of gathering survey, data by following the primary quantitative method the researcher mainly developed a questionnaire on Google and asked 21 close-ended questions to the people of Dublin. In this measure, the researcher tries to understand how the fast fashion retail organisations of Dublin affect the consumers and increase their loyalty towards the organisations. The aim of developing the question was to understand how the brand reputation became important among the customers to make up their minds about purchasing of fast fashion products (Aithal, and Aithal, 2020). This study tries to gather insight regarding how fast fashion retail organization develops their marketing strategies to develop the loyalty of the customers of Dublin.

For primary qualitative method (interview):

On the other hand, the motto of developing interview questions is to develop qualitative data the questions will be open-ended. In this respect, the researcher has developed five interview questions for the managers of fast fashion organizations in Dublin. In this, respect the researcher mainly concentrating on those managers who have 5 years of Management experience in the fashion retail organisation. This will help to understand how the fashion retail organisation develops its marketing strategies to affect the customers as well as increase their loyalty by maintaining the price of the product quality of the product as well as offering several discounts and awards to make their purchase decisions.

3.6. Sources of Data

At the time of gathering primary data, the researcher mainly depended on the questionnaire; interview, survey, and focus group are the process of gathering primary data resources. At the time of gathering data, the researcher may follow the primary data resources process. In this respect, the researcher has followed the Interview and survey method to collect the data.

3.7. Access & Ethical Issue

The study mainly gathers data by following primary data resources. The research needs to find participants for the study. The researcher has decided to follow the interview process by conducting interviews with ten managers of fast fashion retail organizations in Dublin who got the

management experience for 5 years in fast fashion retail organizations. On the other hand, to gather survey answers the researcher depends on the schools and organizations of Dublin to gather the views of common people through the survey. Above all the researcher always maintains the confidentiality of the participants. Most importantly, the research follows all the ethics at the time of developing the research methodology. In this respect, the researcher has asked for permission from the participants.

3.8. Data Analysis Plan

The study mainly followed a mixed-method research strategy. In this respect, the study mainly concentrates on the primary quantitative data analysis process to analyze the numeric data gathered by following the sampling process. On the contrary, the researcher also follows primary qualitative data at the time of gathering resources from the interviews. In this respect, the researcher mainly followed the thematic data analysis process to analyze the primary qualitative data.

3.9. Data Collection Plan

As already mentioned the study mainly concentrates on mixed methods. In this respect, the researcher followed the primary quantitative data collection process, where the researcher mainly developed 21 sampling questions to understand how the customers of fast fashion retail organizations in Dublin remain loyal to the organisations. The researcher mainly gathered primary quality data, where the researcher developed five interview questions for the managers of retail fashion organisations in Dublin and held this position for 5 years to understand what are the main marketing strategies for the organisation to increase the loyalty of the customers.

3.10. Summary

The study can be concluded with the methodology of the research process. In this respect, the researcher mainly gathered mixed methods where the researcher gathered numeric data by following primary quantitative data collection and another part also followed primary quantity Data Collection method. Therefore, the researcher mainly followed interpretive research philosophy, inductive research approach, and descriptive Research Design. In order to analyze the data the researcher mainly follows sampling and interview methods.

CHAPTER 4: DATA ANALYSIS & FINDINGS

4.1 Introduction

Data Analysis is one of the most important chapters of research. purpose of this chapter is to identify the impact of brand quality in the fashion retail sector in Dublin. data collected through the participants by using the survey and interview method. Both the quantitative and qualitative methods are used for data interpretation from the survey and interview respectively. Graphical analysis and thematic coding are conducted in this chapter for primary quantitative and primary qualitative analysis respectively. Findings from the primary data analysis are evaluated in the discussion portion to answer the research questions. Fulfillment of the research objectives is a concern of this chapter as well.

4.2 Primary Quantitative Analysis

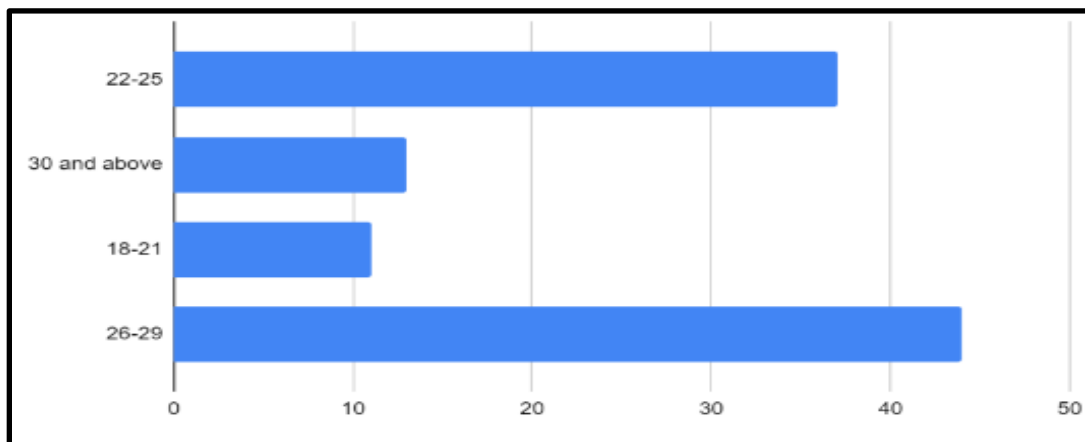


Figure 4.2.1: Age

(Source: Google Sheet)

According to the above figure, people beyond the age group of 18 years have participated in the survey. Most of the respondents are within the age group of 26-29 years which is more than 40. The number of respondents were all students and were within the age group of 22-25 years in between 35-40.

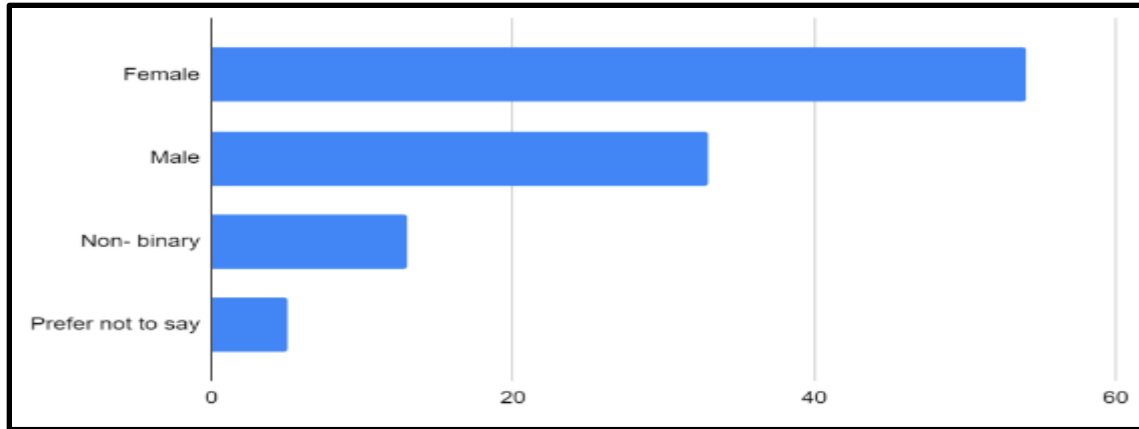


Figure 4.2.2: Gender
(Source: Google Sheet)

According to the above figure, the majority of Survey respondents are female. The number of female respondents is more than 50 whereas the number of male respondents is less than 40. Participation of people from every gender group is beneficial to maintain the unbiasedness of a survey (Wardropper *et al.* 2021). The people from the non-binary group have also participated in the research.

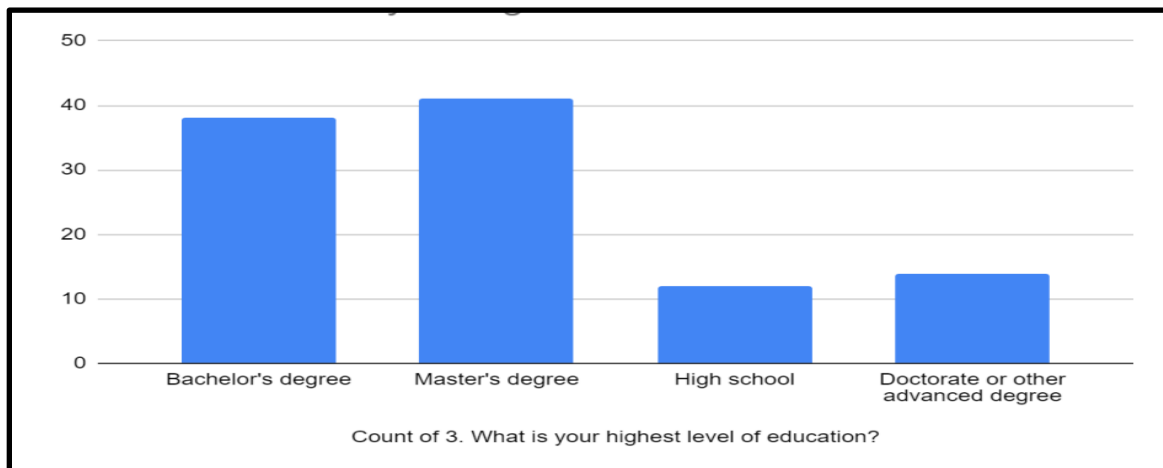


Figure 4.2.3: Education Level
(Source: Google Sheet)

Figure 4.2.3 states that, the majority of respondents have completed their graduation degree. more than 40 respondents have completed the master's degree and the number of respondents of bachelor's degree is slightly lower than 40. More than 10 respondents have completed a doctorate or other advanced degree as well.

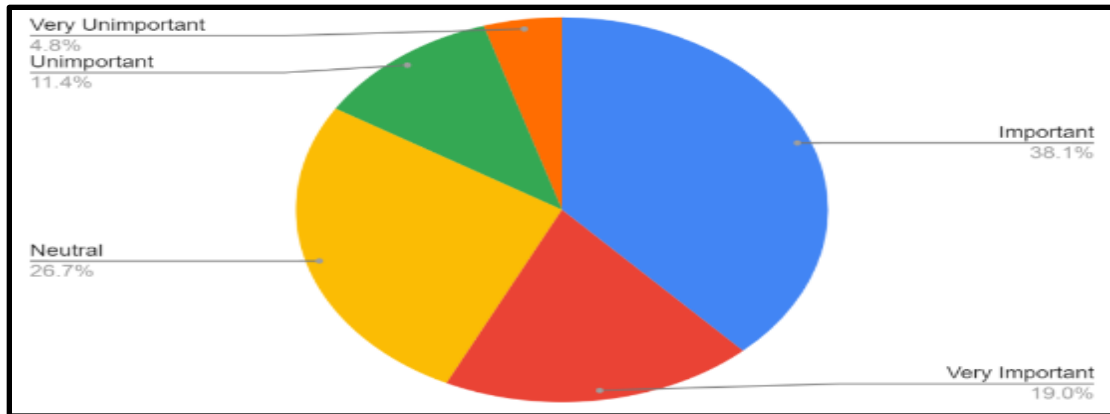


Figure 4.2.4: Importance of Brand Reputation

(Source: Google Sheet)

The purpose of including the survey question regarding brand reputation in the purchase of fast fashion products is to identify the importance of brand reputation for consumers. A positive brand reputation is beneficial to retain consumers in an organisation (Khan *et al.* 2022). According to the above figure, 38.1% of respondents claimed that brand reputation is important for them for purchasing products.

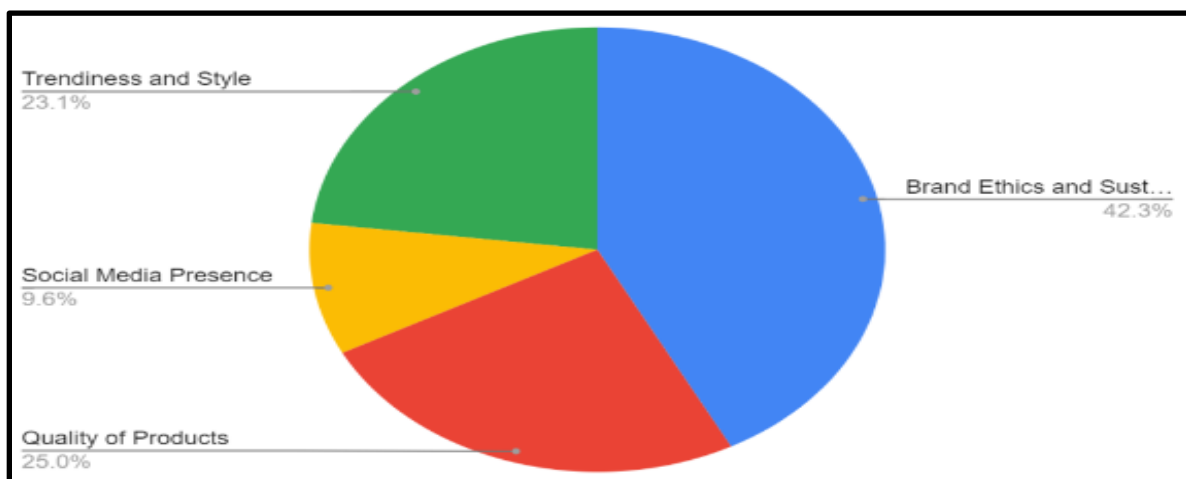


Figure 4.2.5: Influential factor in the perception of fashion brands

(Source: Google Sheet)

42.3% of respondents stated that brand ethics and sustainability are the major influential factors in the perception of fast fashion brands. According to, 23.1% and 25% of respondents Trendiness, style, and quality of products are influencing their perception of fast fashion brands respectively. Social media presence is manipulating consumer perception as well.

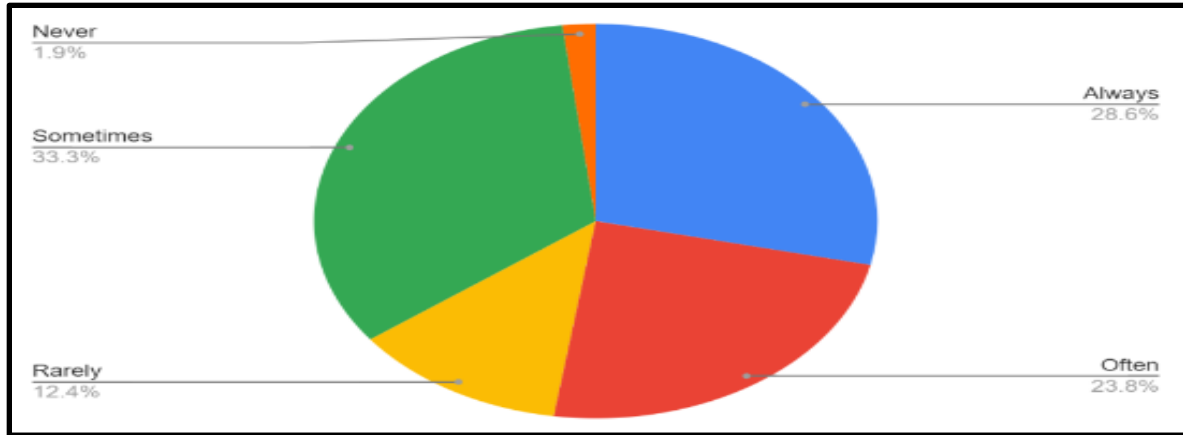


Figure 4.2.6: Purchase from fast fashion brands

(Source: Google Sheet)

28.6% and 23.8% responding prefer to purchase products from the same fast fashion brand all the time and often respectively. High brand reputation and image of luxury brands are mostly involved in retaining permanent customers (Rust *et al.* 2021). 33.3% of respondents prefer to purchase products from the same fast fashion brands sometimes.

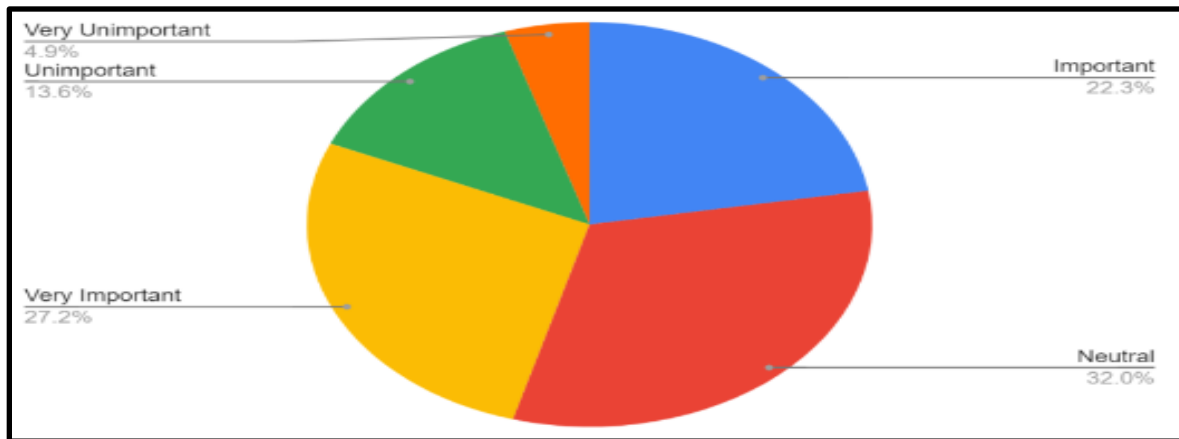


Figure 4.2.7: Pricing for purchasing decision for fast fashion

(Source: Google Sheet)

The purpose of this survey question is to identify the importance of pricing in purchasing decisions for fast fashion. According to the above figure, 22.3% and 27.2% of respondents stated that price is important in purchasing decisions. 32% of respondents are neutral in this context in terms of purchasing products within the fast fashion industry.

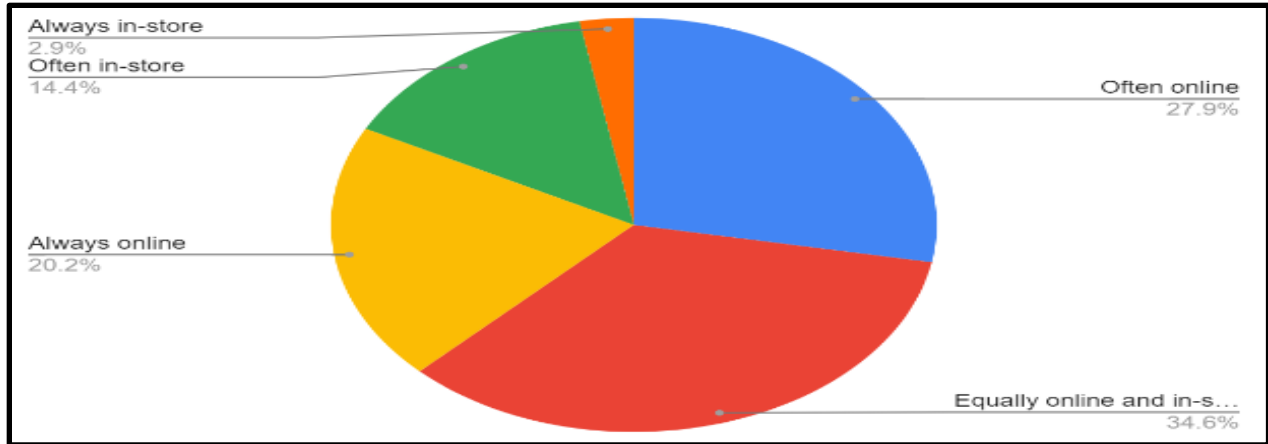


Figure 4.2.8: Comparison of online and in-store shopping
 (Source: Google Sheet)

Figure 4.2.9 stated that 20.2% and 2.9% of respondents preferred to purchase products from the online and in-store modes respectively. This factor implies that the acceptability of online purchases is much higher than that in-store product purchases among consumers. 34.6% of respondents equally prefer to purchase products from the online and offline processes.

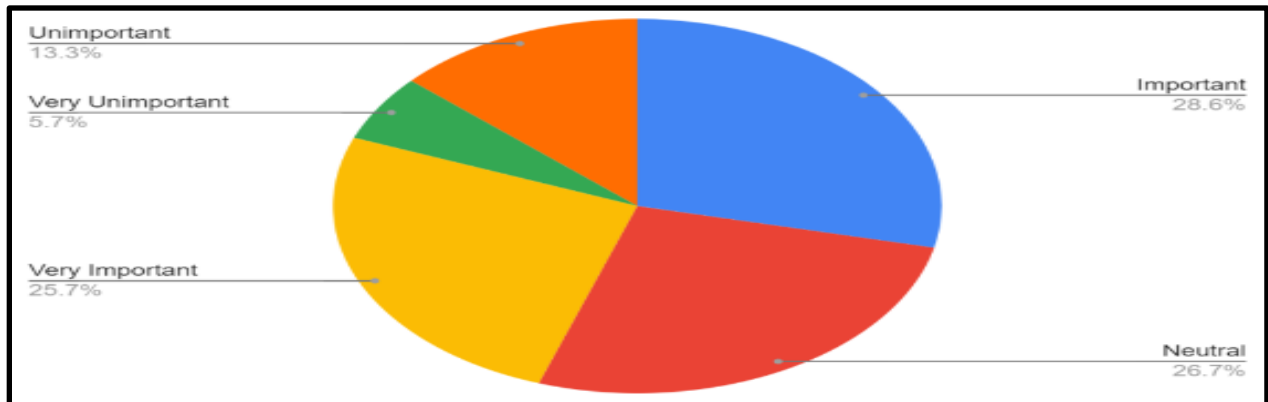


Figure 4.2.9: importance of product durability
 (Source: Google Sheet)

Customer response and their feedback are majorly dependent on product durability in the fashion industry (Tarai and Shailaja, 2020). A survey question regarding the importance of product durability has been added to the questionnaire. According to the above figure, product durability is very important and important for 25.7% and 28% of respondents respectively.

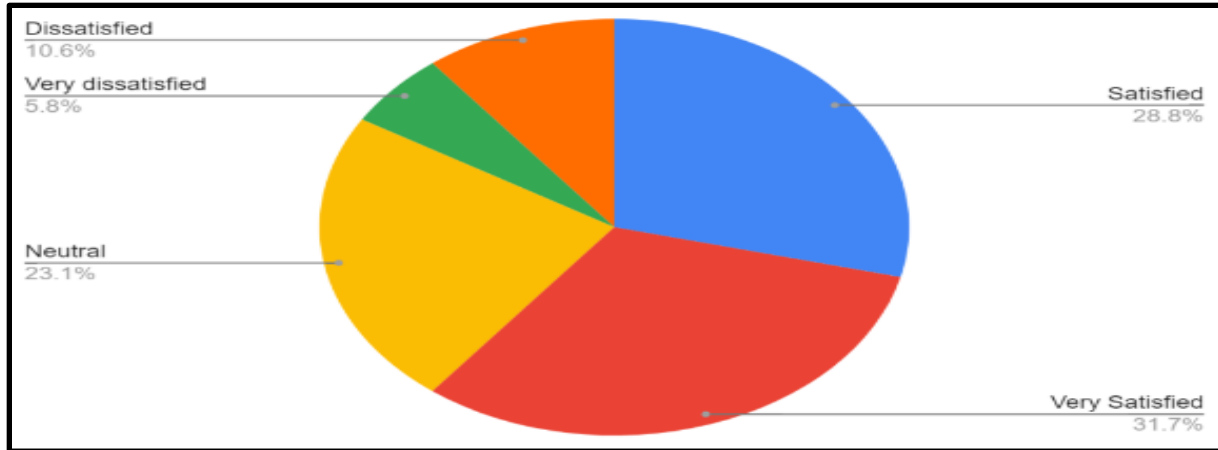


Figure 4.2.10: Customer service
(Source: Google Sheet)

This question has been added to the survey questionnaire to understand the satisfaction of the respondents regarding customer service of their preferred fast fashion brands. 31.7% and 28.8% of respondents are very satisfied and satisfied respectively regarding the customer service of their preferred fast fashion brands. The percentage of unsatisfied customers is lower by multiple times than that satisfied customers.

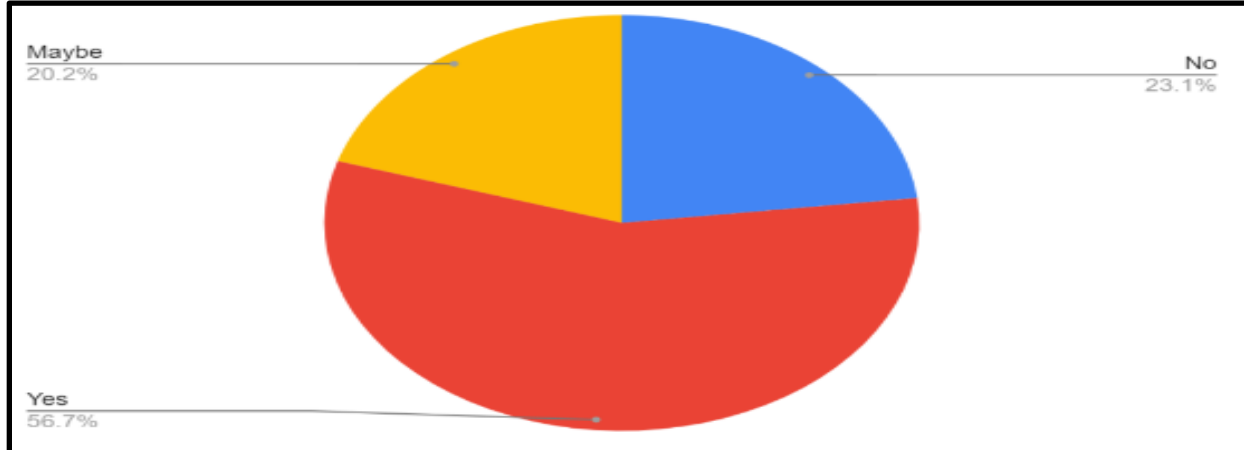


Figure 4.2.11: Membership of loyalty programs
(Source: Google Sheet)

Fast Fashion brand organizes loyalty programs to experience better consumer retention in the competitive market (Dabija *et al.* 2022). According to the above figure, 56.7% of respondents are members of loyalty programs by the Fast Passion brands. Loyalty programs are driving revenue growth and fulfillment of business objectives by fashion organisations.

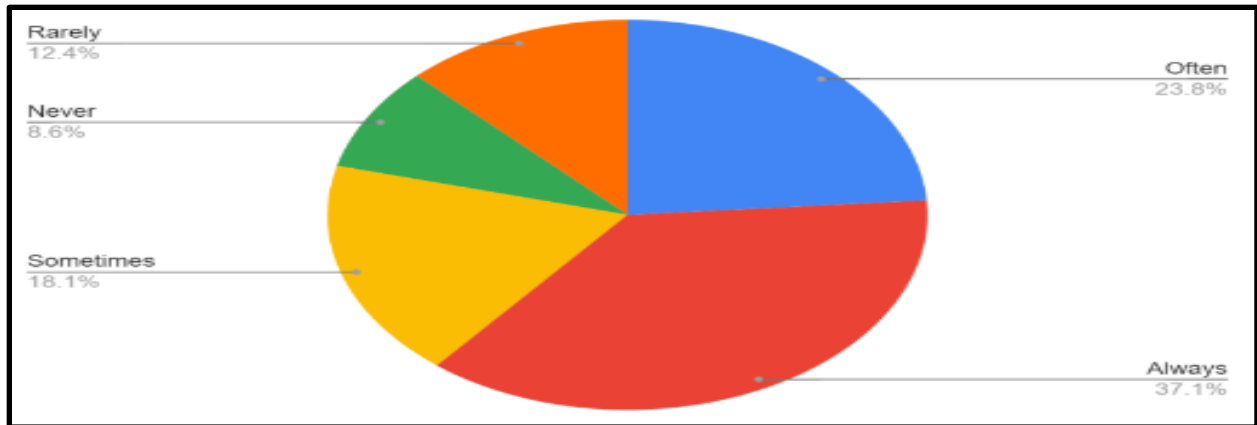


Figure 4.2.12: Use of discounts or rewards from loyalty programs
(Source: Google Sheet)

Rewards and discounts are a great opportunity for business organisations to expand their market including fashion organisations (Zanjirani Farahani *et al.* 2022). The purpose of this question is to identify the usage of rewards and discounts by consumers from loyalty programs. according to the above figure, 37.1% and 23.8% of respondents always and often use the discounts or reward programs by the organisation. These statistics signify that offering of discounts and rewards is beneficial to retain the consumers.

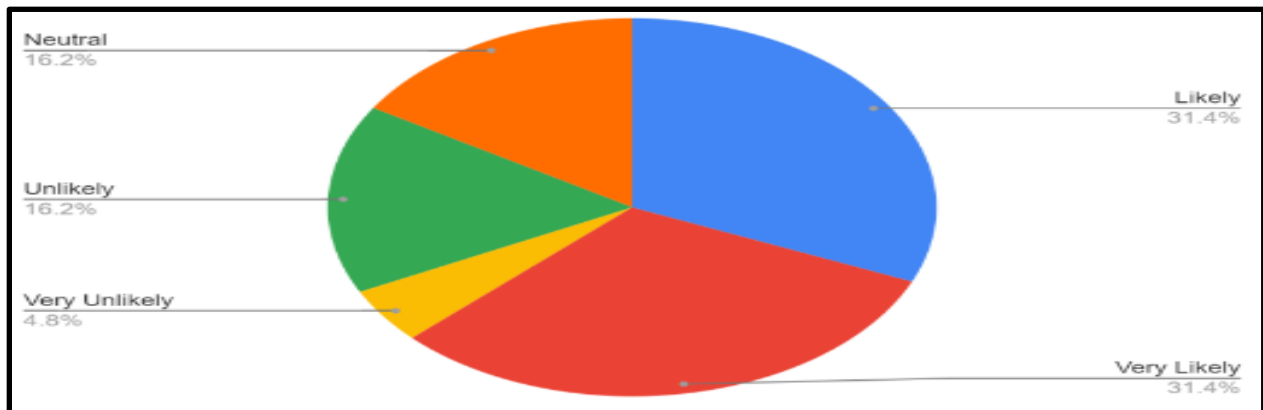


Figure 4.2.13: Switching between fast fashion brands
(Source: Google Sheet)

The survey question regarding the concern of consumers on brand switching in the fashion industry is to analyse their loyalty. According to the above figure, 31.4% respondents are very likely and likely to switch they are brands within the fashion industry. 16.2% of respondents are neutral about that and all the statistics signify that switching is a common terminology for the consumers in industry.

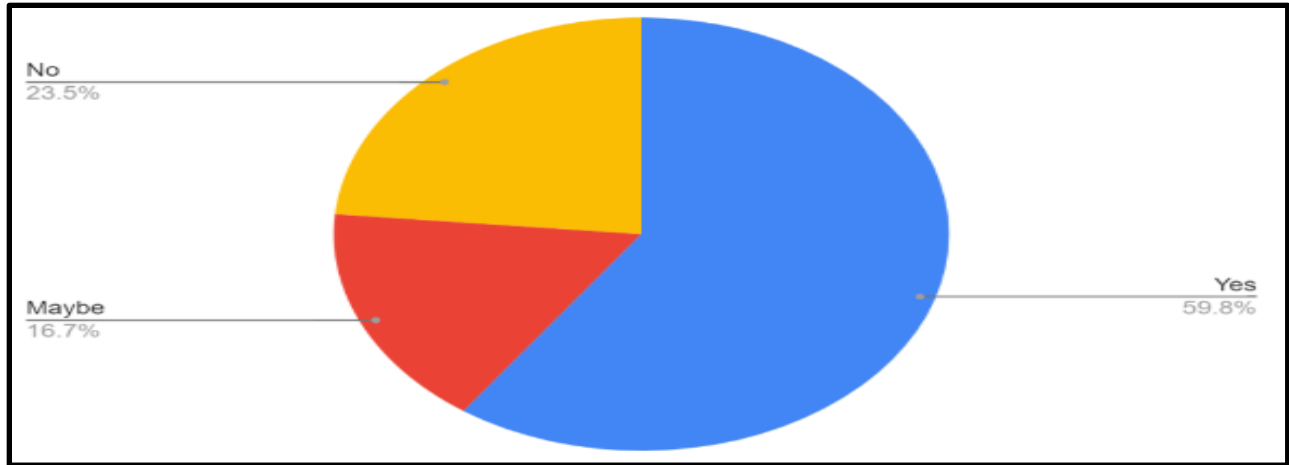


Figure 4.2.14: Influence of ethical practices on product prices
 (Source: Google Sheet)

Ethical practices are one of the major trends for business organisations in the current scenario (Margherita and Braccini, 2021). According to the above figure, 59.8% of respondents agreed to pay more money for the first fashion products in exchange for committing ethical practices by the fast fashion brands. The factor implies that ethical practices are an equal concern for the consumers of the products and services.

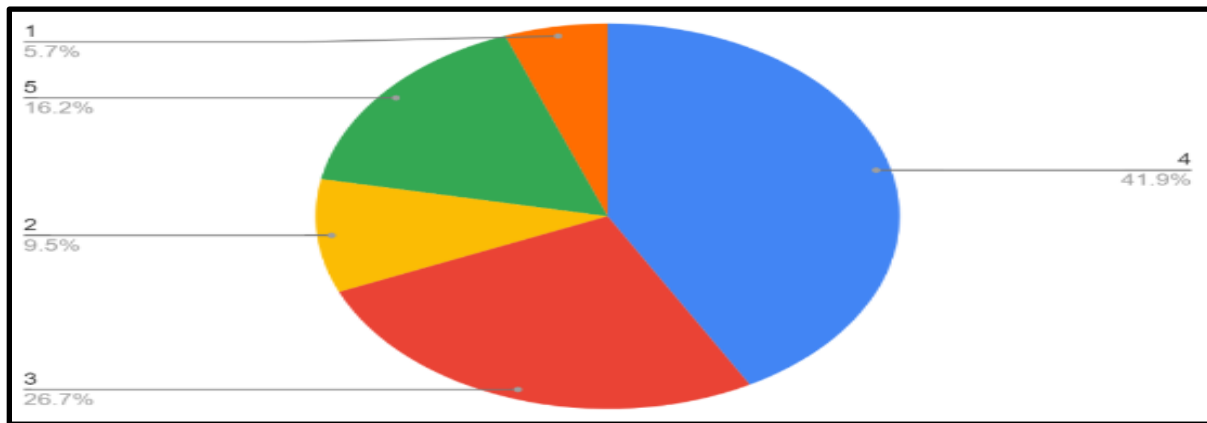


Figure 4.2.15: Commitment of brands behind sustainable purchasing decisions
 (Source: Google Sheet)

This question has been added to the survey questionnaire to understand the importance of brand commitment towards sustainability of the purchasing decisions by consumers. 16.2% and 41.9% of respondents have given the rating of 5 and 4 respectively on the importance of brand commitment towards sustainability in terms of purchasing decisions. The majority of brands

committed to sustainable product and service development for that reason to gain positive consumer feedback (Arslan, 2020).

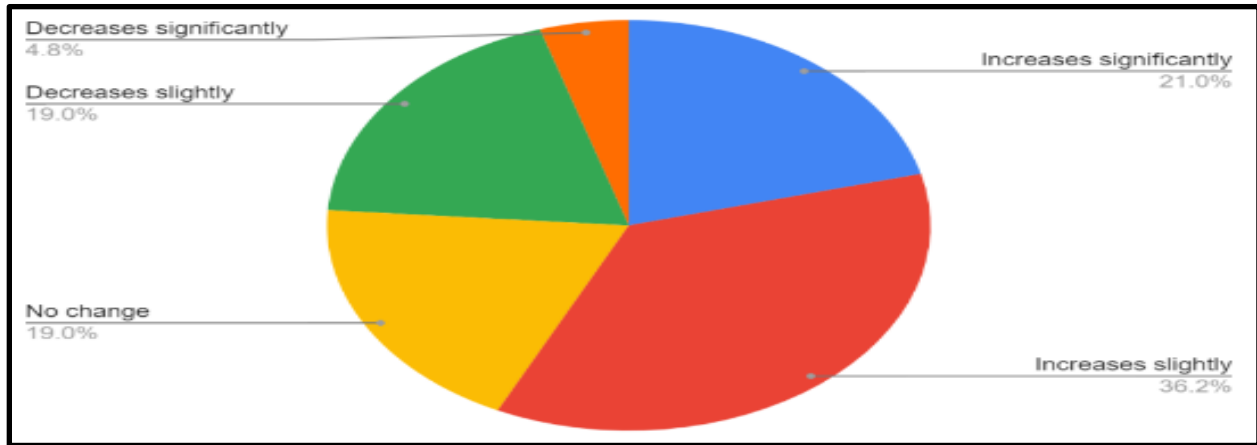


Figure 4.2.16: Brand influence on spending fast fashion

(Source: Google Sheet)

The influence of spending by the consumers is dependent on their loyalty. According to the above figure, loyalty and spending slightly increased for 36.2% of respondents. On the other hand, 21% of respondents have faced significant growth in their influence and spending towards the fast fashion brand. This factor concludes that consumer loyalty is directly proportional to organisational revenue growth.

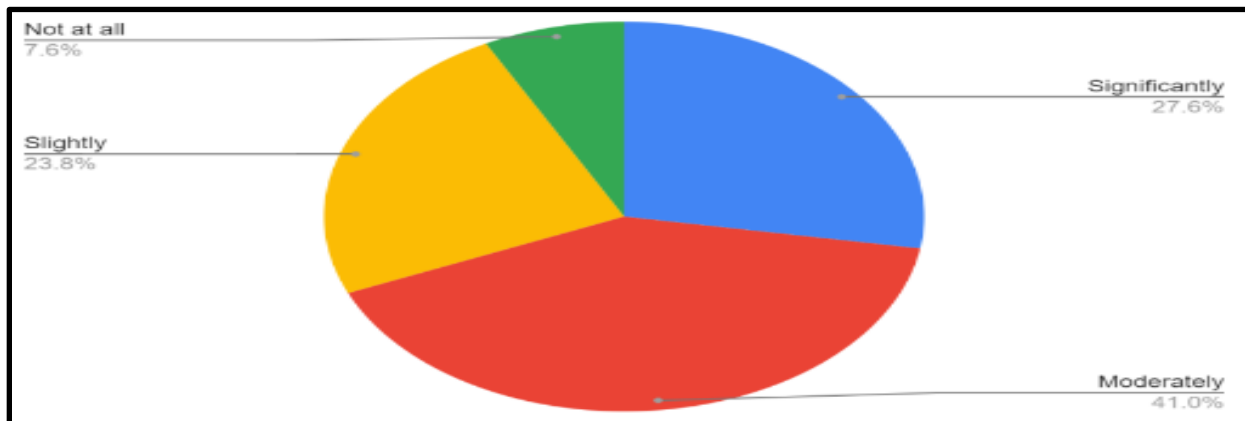


Figure 4.2.17: Impact of brand trendiness on customer loyalty

(Source: Google Sheet)

The above figure signifies the impact of the trendiness of brands on customer loyalty. According to the response of 27.6% participants, brand's trendiness is impacting their loyalty in a significant manner. Loyalty of 23.8% is getting impacted slightly as well. 41% of respondents claim that their loyalty is moderately affected by brand trendiness.

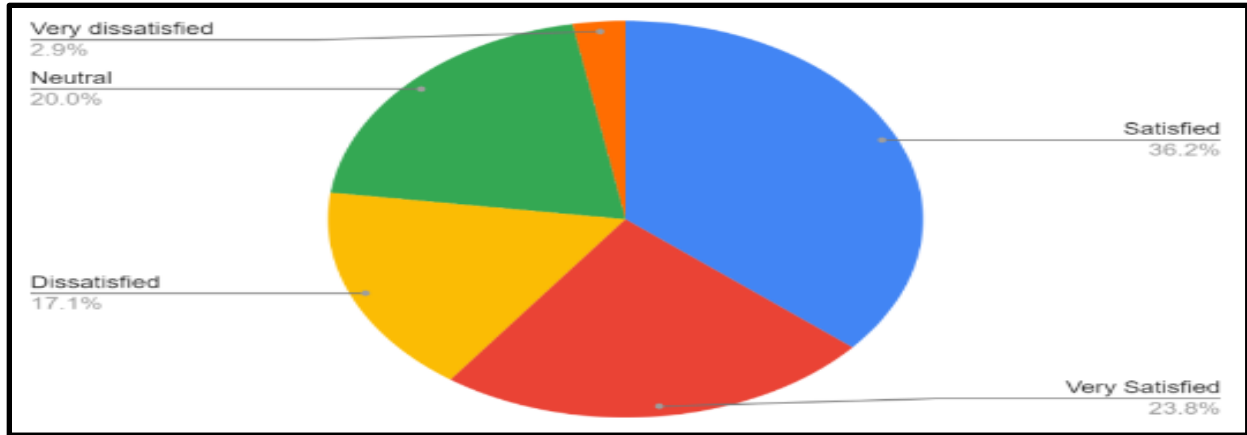


Figure 4.2.18: Customer satisfaction on variety offerings by preferable fast fashion brands
(Source: Google Sheet)

This question has been added to the survey questionnaire to identify customer satisfaction with the product varieties in the fast fashion industry. The variety of products is directly proportional to the customer retention of an organisation (Norawati *et al.* 2021). According to the above figure 23.8% and 36.2% of respondents are very satisfied and satisfied with the product variety of the fast fashion brands respectively.

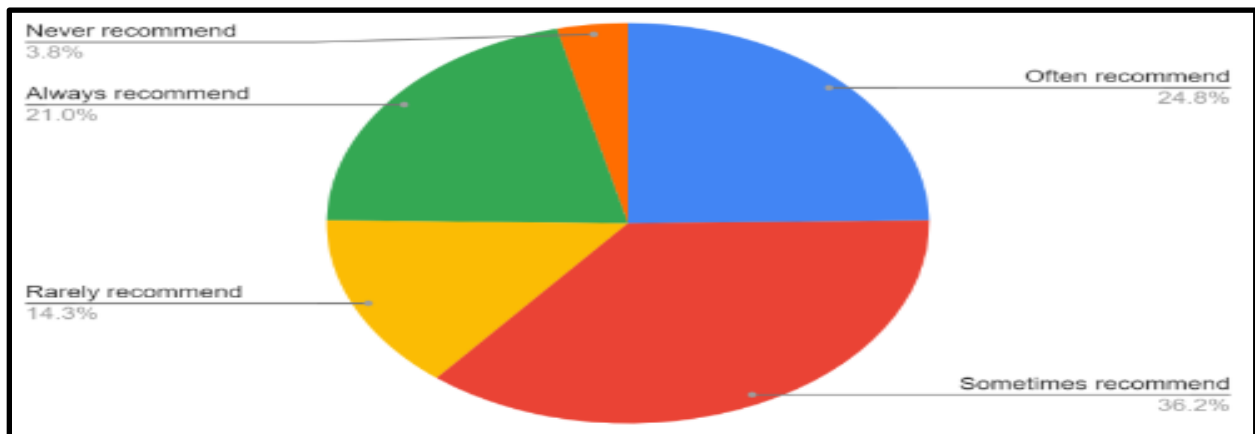


Figure 4.2.19: Impact of Customer Loyalty on recommendations to friends and family by Fast Fashion Brands

(Source: Google Sheet)

The purpose of this particular question is to understand the impact of consumer loyalty on their recommendation towards friends and families. 21% and 36.2% of respondents always and sometimes recommend their friends and families respectively in terms of product purchasing from their particular fast fashion brands. 14.3% of respondents Really recommend their families to

purchase products from some particular fast fashion brands and the number is relatively lower than the customers with positive recommendations.

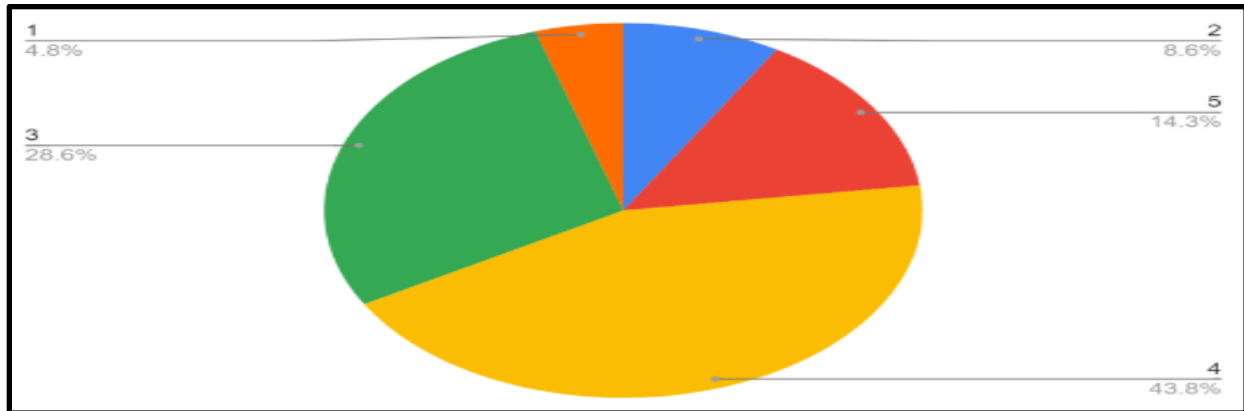


Figure 4.2.20: Rating of customer satisfaction

(Source: Google Sheet)

A question regarding customer satisfaction with fast fashion brands has been added to the survey questionnaire to identify the responses of research participants. According to the above figure, 43.8% of participants have given the rating 4 in the context of their satisfaction with product purchasing from fast fashion brands. Positive customer satisfaction is a green signal for an organization to expand its business (Zhang *et al.* 2020).

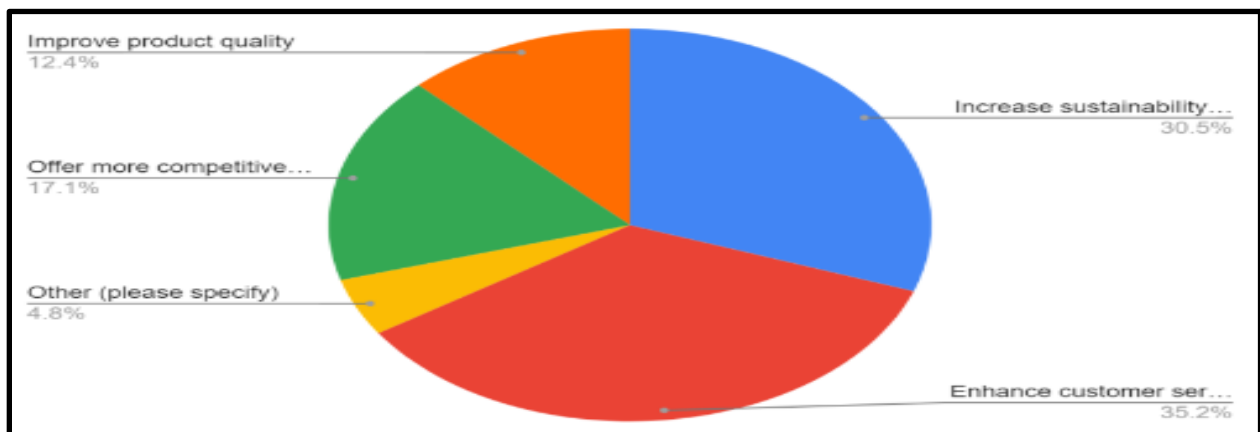


Figure 4.2.21: Recommendations for improvements for fast fashion brands

(Source: Google Sheet)

The purpose of the inclusion of the above question in the questionnaire is to identify the common suggestions by consumers towards fast fashion brands. 35.2% of participants have suggested being concerned about the improvement of customer service. According to 30.5% of participants, fast fashion brands need to be concerned with sustainability improvement to receive better consumer

loyalty. 17.1% and 12.4% of participants have been recommended to offer more competitive pricing and better product quality as well.

4.3 Descriptive and correlation analysis

4.3.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. what is your age group?	105	1	4	2.56	.843
2. What is your gender?	105	1	4	1.70	.865
3. What is your highest level of education?	105	1	4	2.53	1.331
4. How important is brand reputation to you when purchasing fast fashion products?	105	1	5	2.26	1.279
5. Which factor most influences your perception of a fast fashion brand?	105	1	4	2.13	1.193
6. How often do you purchase from the same fast fashion brand?	105	1	5	3.20	1.614
7. How important is price in your purchasing decisions for fast fashion?	105	1	5	2.57	1.247
8. How often do you shop online for fast fashion compared to in-store?	105	1	5	3.44	1.176
9. How important is product durability to you when choosing a fast fashion brand?	105	1	5	2.53	1.301
10. How satisfied are you with the customer service of your preferred fast fashion brand?	105	1	5	3.24	1.390
11. Are you a member of any fast fashion brand loyalty programs?	105	1	3	2.35	.808
12. How frequently do you use discounts or rewards from loyalty programs?	105	1	5	2.66	1.524
13. How likely are you to switch to a different fast fashion brand if your preferred brand increases its prices?	105	1	5	2.62	1.340

14. Would you be willing to pay more for fast fashion products from a brand committed to ethical practices?	105	1	3	2.39	.791
15. How important is a brand's commitment to sustainability in your purchasing decisions?	105	1	5	3.53	1.057
16. How does your loyalty to a brand influence your overall spending on fast fashion?	105	1	5	3.46	1.144
17. How does a brand's trendiness affect your loyalty?	105	1	4	2.34	1.239
18. How satisfied are you with the overall variety offered by your preferred fast fashion brand?	105	1	5	2.96	1.372
19. How does your loyalty to a fast fashion brand affect your recommendations to friends and family?	105	1	5	3.41	1.524
20. How would you rate your overall satisfaction with the fast fashion brands you shop from?	105	1	5	3.54	1.000
21. What improvements could your preferred fast fashion brand make to enhance your loyalty?	105	1	5	2.44	1.263
Valid N (listwise)	105				

Figure 4.3.1 Descriptive Statistics

(Source: SPSS)

The survey results from 105 participants indicate that there was a varying level of perceived importance concerning several factors associated with fast fashion. The age group variable has been collected a total of 2 times. Gender has a mean of 1.56 (SD = 0.843), for the total sample. Again, we find a roughly similar result with an average of 70 (SD= 0.865). On the average, the education level is 2. Concerning marital status, the mean score was 53 (SD = 1.331), and

employment status at 2. The total mean age of the respondents at the time of the survey was 70 (SD = 1.520). The importance of brand reputation has a mean of 2.26 (SD = 1.279). The relative importance of shopping online and shopping offline is more frequently considered than shopping offline (M = 3.44, SD = 1.176). When it comes to fast fashion brands' satisfaction, the overall mean seems to be moderately positive at 3. , while the SCP 16 score had a mean of 54 (SD = 1.000).

4.3.2 Correlation Matrix

Correlations							
		1. what is your age group?	2. What is your gender?	3. What is your highest level of education?	4. How important is brand reputation to you when purchasing fast fashion products?	5. Which factor most influences your perception of a fast fashion brand?	6. How often do you purchase from the same fast fashion brand?
1. what is your age group?	Pearson Correlation	1	.019	.005	-.064	.126	.107
	Sig. (2-tailed)		.850	.963	.517	.202	.275
	N	105	105	105	105	105	105
2. What is your gender?	Pearson Correlation	.019	1	.055	.095	.281	.187
	Sig. (2-tailed)	.850		.580	.333	.004	.056
	N	105	105	105	105	105	105
3. What is your highest level of education?	Pearson Correlation	.005	.055	1	.156	.106	.075
	Sig. (2-tailed)	.963	.580		.112	.281	.446
	N	105	105	105	105	105	105
4. How important is brand reputation to you when purchasing fast fashion products?	Pearson Correlation	-.064	.095	.156	1	.034	-.137
	Sig. (2-tailed)	.517	.333	.112		.730	.163
	N	105	105	105	105	105	105
5. Which factor most influences your perception of a fast fashion brand?	Pearson Correlation	.126	.281	.106	.034	1	.306
	Sig. (2-tailed)	.202	.004	.281	.730		.002
	N	105	105	105	105	105	105
6. How often do you purchase from the same fast fashion brand?	Pearson Correlation	.107	.187	.075	-.137	.306	1
	Sig. (2-tailed)	.275	.056	.446	.163	.002	
	N	105	105	105	105	105	105

Figure 4.3.2: Correlation 1

(Source: SPSS)

Based on the correlation analysis, the following conclusions can be made about the relationships between the variables. Gender exhibits a positive correlation where by the two variables are closely related ($r = .333$, $p = .001$). Gender also has a relationship with the factor governing the perception of a fast fashion brand ($p = .004$). The number of visits to the fast fashion brand is moderately positively correlated with the factor affecting the brand perception in the case of the female

participants ($r = .306$, p -value = $.002$). Other correlations are generally insignificant and a few stronger correlations imply minimum interactions between these variables.

		7. How important is price in your purchasing decisions for fast fashion?	8. How often do you shop online for fast fashion compared to in-store?	9. How important is product durability to you when choosing a fast fashion brand?	10. How satisfied are you with the customer service of your preferred fast fashion brand?	11. Are you a member of any fast fashion brand loyalty programs?	12. How frequently do you use discounts or rewards from loyalty programs?	13. How likely are you to switch to a different fast fashion brand if your preferred brand increases its prices?
7. How important is price in your purchasing decisions for fast fashion?	Pearson Correlation	1	-.500**	.421**	.187	-.059	-.240*	.310**
	Sig. (2-tailed)		.000	.000	.056	.553	.014	.001
	N	105	105	105	105	105	105	105
8. How often do you shop online for fast fashion compared to in-store?	Pearson Correlation	-.500**	1	-.468**	-.253**	-.043	.111	-.302**
	Sig. (2-tailed)	.000		.000	.009	.666	.258	.002
	N	105	105	105	105	105	105	105
9. How important is product durability to you when choosing a fast fashion brand?	Pearson Correlation	.421**	-.468**	1	.296**	.002	-.159	.244*
	Sig. (2-tailed)	.000	.000		.002	.980	.105	.012
	N	105	105	105	105	105	105	105
10. How satisfied are you with the customer service of your preferred fast fashion brand?	Pearson Correlation	.187	-.253**	.296**	1	.327**	-.483**	.225*
	Sig. (2-tailed)	.056	.009	.002		.001	.000	.021
	N	105	105	105	105	105	105	105
11. Are you a member of any fast fashion brand loyalty programs?	Pearson Correlation	-.059	-.043	.002	.327**	1	-.276**	.098
	Sig. (2-tailed)	.553	.666	.980	.001		.004	.318
	N	105	105	105	105	105	105	105
12. How frequently do you use discounts or rewards from loyalty programs?	Pearson Correlation	-.240*	.111	-.159	-.483**	-.276**	1	-.380**
	Sig. (2-tailed)	.014	.258	.105	.000	.004		.000
	N	105	105	105	105	105	105	105
13. How likely are you to switch to a different fast fashion brand if your preferred brand increases its prices?	Pearson Correlation	.310**	-.302**	.244*	.225*	.098	-.380**	1
	Sig. (2-tailed)	.001	.002	.012	.021	.318	.000	
	N	105	105	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 4.3.3: Correlation 2

(Source: SPSS)

This paper examines the correlation level of variables that have to do with fast fashion purchase decisions. The relevancy of the price factor was directly proportional with the product durability ($r = 0.421$, $p = 0.000$), proportionate with the factor where consumers are willing to switch brands due to price rise ($r = 0.310$, $p = 0.001$) and was inversely proportional with the factor of shopping online as opposed to shopping in-store ($r = -0.500$, $p = .000$) Customer service satisfaction has effect directly with product durability in a positive manner ($r = 0.296$, $p = 0.002$) with loyalty program membership ($r = 0.327$, $p = 0.001$) with inversely to discount usage frequency ($r = -0.483$, $p = 0.000$) manner. The relationships that have been established by value are of high magnitude pointing to the influence of price and durability on the propensity to purchase.

		14. Would you be willing to pay more for fast fashion products from a brand committed to ethical practices?	15. How important is a brand's commitment to sustainability in your purchasing decisions?	16. How does your loyalty to a brand influence your overall spending on fast fashion?	17. How does a brand's trendiness affect your loyalty?	18. How satisfied are you with the overall variety offered by your preferred fast fashion brand?	19. How does your loyalty to a fast fashion brand affect your recommendations to friends and family?	20. How would you rate your overall satisfaction with the fast fashion brands you shop from?	21. What improvements could your preferred fast fashion brand make to enhance your loyalty?
14. Would you be willing to pay more for fast fashion products from a brand committed to ethical practices?	Pearson Correlation	1	.174	.056	-.197*	.430**	-.174	.167	.000
	Sig. (2-tailed)		.076	.571	.044	.000	.076	.088	.997
	N	105	105	105	105	105	105	105	105
15. How important is a brand's commitment to sustainability in your purchasing decisions?	Pearson Correlation	.174	1	-.084	-.046	.041	-.125	.478**	.097
	Sig. (2-tailed)	.076		.392	.645	.680	.204	.000	.325
	N	105	105	105	105	105	105	105	105
16. How does your loyalty to a brand influence your overall spending on fast fashion?	Pearson Correlation	.056	-.084	1	-.030	.017	.090	.126	-.193*
	Sig. (2-tailed)	.571	.392		.759	.861	.360	.202	.048
	N	105	105	105	105	105	105	105	105
17. How does a brand's trendiness affect your loyalty?	Pearson Correlation	-.197*	-.046	-.030	1	.019	-.116	.050	-.189
	Sig. (2-tailed)	.044	.645	.759		.847	.239	.612	.053
	N	105	105	105	105	105	105	105	105
18. How satisfied are you with the overall variety offered by your preferred fast fashion brand?	Pearson Correlation	.430**	.041	.017	.019	1	-.489**	.015	-.079
	Sig. (2-tailed)	.000	.680	.861	.847		.000	.878	.423
	N	105	105	105	105	105	105	105	105
19. How does your loyalty to a fast fashion brand affect your recommendations to friends and family?	Pearson Correlation	-.174	-.125	.090	-.116	-.489**	1	.010	-.169
	Sig. (2-tailed)	.076	.204	.360	.239	.000		.916	.085
	N	105	105	105	105	105	105	105	105
20. How would you rate your overall satisfaction with the fast fashion brands you shop from?	Pearson Correlation	.167	.478**	.126	.050	.015	.010	1	-.053
	Sig. (2-tailed)	.088	.000	.202	.612	.878	.916		.591
	N	105	105	105	105	105	105	105	105
21. What improvements could your preferred fast fashion brand make to enhance your loyalty?	Pearson Correlation	.000	.097	-.193*	-.189	-.079	-.169	-.053	1
	Sig. (2-tailed)	.997	.325	.048	.053	.423	.085	.591	
	N	105	105	105	105	105	105	105	105

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.3.4: Correlation 3
(Source: SPSS)

As reared from the correlation analysis, there are some significant coefficients concerning fast fashion purchasing decisions. Concerning ethical practices and their relationship with willingness to pay a premium for ethical practices, the findings are Brand Variety /Will pay more for ethical practices($r = 0.430$ $p = 0.000$) Brand Trendiness/will pay more for ethical practices ($r = -0.197$ $p = 0.044$) Sustainability commitment is significantly related to overall satisfaction where, ($r = 0.478$, $p = .000$). Loyalty's effect on spending has a negative relationship with brand recommendations to friends and family ($r = -0.489$, $p = 0.000$) and change suggested by the respondents ($r = -0.193$, $p = 0.048$). These correlations reveal that ethical and sustainability factors have had a direct influence on consumer loyalty as well as satisfaction levels.

4.4 Primary Qualitative Analysis

4.4.1. Affectivity of strategies to promote brand loyalty among students in Dublin's fast-fashion market

In order to understand the importance of strategies to promote brand loyalty responding one stated that brand loyalty is essential to maintain a business successfully. Hence, business organizations need to create brand awareness as well as uniqueness to affect the loyalty of Gen Z customers in the fast fashion retail industry. Hence, it is important to explain how different fast-fashion organizations of Dublin manufacturer's high quality handmade clothes prioritize the Purchase behavior of the potential customer base.

On the other hand, the second respondent also somewhat supports the 1st respondent and stated that maintaining the quality of the product is the most important and influential process to impact the brand loyalty of the students of Dublin's fashion market. In this respect, the second respondent also adds that different fast-fashion organizations in Dublin use organic cotton, linen, and bamboo as the raw materials for the clothes. However, the third respondent not only agreed with the two other respondents but also added that organizations should be responsible for their surroundings. All other respondents words are not different from others. They also give importance for the quality of the products. Finally, it is important to conclude that in order to foster the brand loyalty among the students it is first need to maintain the quality of the products as well as spray the brand awareness, I need to maintain a positive image by maintaining sustainable responsibility towards the environment.

4.4.2. Analysis of brand loyalty on the financial decision-making process of Business organisation

As per the first respondent to make successful financial decisions and to maintain competitive position, it is important for the fast fashion retail market need to concentrate on the quality of the products. According to market survey of 2023 the Gen Z customers helps to gain fashion organizations almost 67.8 million euros as revenue amount. In addition, the first fashion organizations prioritize the same date customers almost by 32%, which encourage them to establish brand loyalty in front of them to gain their trust. Whereas, the second respondent opined that, it is important to follow the Minimum Viable Products scaling process to reach the potential

customer base. It time the third respondent status that fast fashion organizations try to attract almost 13 million Gen Z people to increase their business as well as develop their financial strategies. Overall, it is important for the first fashion organizations of Dublin reward the most potential customer base that is the Gen Z by rewarding them to gain they are trust. In this way, the organizations can generate more sales than their expenditure.

4.4.3. Long-term Influences of Student Brand Loyalty on Sustainability and Competitive Advantages of fast-fashion Retailers

According to the first respondent, mostly customers try to buy products from those brand who not only self-quality products but also established trust and familiarity among the customers. As soon as customer can gain, positive experience from the brand they can established their trust for the brands, which helps organisation to win competitive advantage in the market.

On the other hand, the second respondent, the first fashion business organizations of Dublin always maintain their quality of products same to enhance is there brand loyalty and established trust among the customers.

The respondent three open that in the modern world people became environment conscious, which is why the students of Dublin easily attracted towards those organisation who seriously maintain their environment or responsibility as well as social responsibility.

After discussing the all ten responses it is important to at that in order to achieve the competitive advantage the business organisation not only need to manufacture quality of products but also organisation also be concerned about their environment and society.

4.4.4. Evaluation of the influence of brand loyalty on the organization's operational and financial performances

In the view of respondent one, it is important to observe the growth of the sale as it always states the operation effectiveness of the organisation. Not only this but also, the increased sales amount also reveal the affectivity of the brand loyalty process of concerned organisation among its potential customers.

On the contrary, the respondent two, state that two understand the organisation and operation and financial performance it is important to observe the transaction amount. If the transaction amount remains high then it is easily understood that the organisation can boost the brand loyalty and can increase their revenue.

The respondent 3, state that you understand the organisation affectivity it is need to observe how the organisation tell to retain their customer base through their brand loyalty program.

Finally, compared to all respondants, it is important to state that order to understand activity of organization is operational and financial performance business organisation always need to understand their sales growth, transaction amount and the rate of customer retention.

4.4.5. Process to improve brand loyalty despite challenges and opportunity

According to respondent one, a two enhance the student brand loyalty important to promote the brand awareness by using digital technology. Most importantly social media can play a vital role to influence awareness. Through social media, the organizations can make people ever regarding their product availability, different process of organisation to retain the customers.

However, the respondent two, state that it is important to enhance the quality of the product buy applying quality raw materials. In addition, to affect the students of Dublin the fast fashion organizations need to applied trendy designs.

Whereas, respondent three, agreed to utilize the social media influencers to reveal the different business policy and strategy of fast fashion organizations of Dublin. In addition, it is important to bring differentiations in the product. In order to remain concern regarding the ever-changing landscape of fast fashion is important to review the market after certain time of period and the organisation need to apply the new trends on their clothes.

In order to understand the strategy of fast special retail sectors to enhance the student brand loyalty, it is important to concentrate on the continuous changeable market trends increase the brain loyalty of students of Dublin.

4.5 Discussion

The descriptive and correlation analysis findings provide understanding of fast fashion consumer behaviour. A little higher mean was recorded in importance level where factors such as brand reputation, price and sustainability were seen as moderately important although there was a diversity in the importance given to these factors. Correlation analysis highlights significant relationships: there is a moderate and positive relationship between price and product durability though there is an inverse relationship between price and online shopping preference. In its turn, customers' satisfaction with the offered services facilitates product reliability and membership in

the loyalty program. Ethical issues share a strong positive correlation with people's willingness to pay a higher price and overall satisfaction. Specifically, loyalty carries a negative impact on brand recommendation and indicates that the investigated aspect can be further improved to increase the level of consumers' satisfaction and their consequent loyalty.

4.5.1 Key factors influencing brand loyalty among the students in the fast retail fashion industry of Dublin

Investigation of the brand loyalty concept in the fast fashion industry in the Dublin market is the primary research objective of this research. According to the findings of the literature review, customer satisfaction, and trust are the important components in addressing brand loyalty for an organisation. The author Le (2021) stated that, brand recommendation, customer ratings, and reviews at the result of brand loyalty for a business firm. According to the primary quantitative analysis, brand reputation is important for consumers in terms of purchasing from fast fashion organisations. Figure 4.2.4 clearly states that consumers prefer to analyse the brand reputation before purchasing the products. Brand ethics, Sustainability, and Product quality are the primary influential factors behind the perception of fast fashion brands (Stringer *et al.* 2020). Social media presence, trendiness, and style are also responsible for determining consumer perception as well. According to the responses of participants, the preparation of handmade clothing items is an important part of fashion industry of Dublin. According to the primary qualitative analysis, brand identity offers a competitive advantage to an organisation over its competitors. The authors Jun and Yi (2020) stated that shop credits, free merchandise, and discounts are more costly than expensive marketing strategies for an organisation to gain consumer attention. Brand loyalty is considered as one of the finest attributes in the organisational operation to maintain sustainable engagement with consumers (Zeren and Kara, 2020). The operational activities of an organisation determine profit gain and sustainable goal achievement through repeat purchase by consumers. Quality of manufacturing and raw materials are responsible for attracting college students within this industry. Gen Z customers at the most influential consumer base especially for the fast fashion industry in Dublin.

Observation on the sales growth of products is really important to identify the impact of brand-positive loyalty in fast fashion retail organisations within Dublin. Promotion of brand products and quality through reliable marketing strategies are beneficial to gain the attention of positive

consumers within this industry (Lina, 2022). According to the primary qualitative analysis, digital technology is shaping the appearance of fast fashion brands on social media platforms. Increments in product sales and positive consumer responses ensure the business growth of an organisation. All the factors summarise that, brand loyalty in the fast fashion industry of the Dublin market is majorly dependent on consumer engagement, brand performance, social media presence, and trendiness.

4.5.2 Effects of students' brand loyalty on the fast-moving retail sector of Dublin

An in-depth evaluation of the impact of brand loyalty on the financial strategies of fast-moving business organisations is also an important objective of this particular research. According to the authors Mim *et al.* (2022), discounts, value-for-money tags, and student special offers are beneficial to gaining brand loyalty among consumers, especially for students. Price sensitivity and product spending are the primary concerns of students in terms of choosing the products. According to the primary quantitative analysis, the majority of consumers prefer to purchase products from the same fast fashion brand. High brand image and reputation manipulate customer retention for an organisation. According to Figure 4.2.8, pricing strategy is important for consumers to purchase products in the fast fashion industry. Price sensitivity and competitiveness manipulate student engagement with an organisation (Bai *et al.* 2021). The fast-moving retail sector is no exception in this case in terms of maintaining brand loyalty.

Primary quantitative analysis of these research stated that Customer retention is majorly dependent on the financial performance and brand loyalty operation. most of the respondents supported that, gaining of consumer trust is one of the most important activities by the business organisations. According to the findings by the authors Salem and Salem (2021), Emotional bonding with the consumers reflects on the brand image and product sales positively by which a strong sense of community could be built. Organisations of the fashion industry try to follow the consumer demand and expectations contrasted with the emerging market. According to the view of most of the participants, the fast fashion organisation of Dublin is concerned with creating sustainable brand loyalty among the students of Dublin. Brand loyalty is deeply correlated with organisational growth in a competitive market (Soleimani *et al.* 2023). Ethical practices are the key opportunity for the organisations of the fast fashion industry to gain brand loyalty in the Dublin market.

Gen Z Customers are the primary target of the fast fashion industry in Dublin. The majority of Gen Z customers are students and business organisations are concerned about establishing strong

communication with them. According to the primary qualitative analysis, an increment in organisational sales is dependent upon brand loyalty in a competitive market. The quality of customer relationships with an organisation reflects on its business growth (Hayati *et al.* 2020). The findings from primary qualitative analysis and primary quantitative analysis summarise that the financial strategies of fast-moving business organisations are dependent on brand loyalty which is an important research question of this study.

4.5.3 Impact of Students' brand loyalty on the management of financial stability and competitiveness within the fast fashion retail industry

The impact of students' brand loyalty on the competitiveness and sustainability of the fast fashion retail sector of Dublin is the final objective of this particular research. According to the literature review, fashion trends are the most important elements to maintain Change management in the fashion industry. The author Le (2021) stated that fashion companies are involved in offering a vast range of stylish apparel to their target customers and the majority of target customers are from the Gen Z segment. According to the primary quantitative analysis, most of the consumers are satisfied with the customer service and brand performance in the fashion industry of Dublin. Competitors analysis is beneficial for an organisation to stay updated with emerging market trends and consumer expectations (Zhang and Watson, 2020). According to figure 4.2.2., the majority of consumers can recommend they are family and friends for product purchasing by their fast fashion brands.

According to the primary qualitative analysis, customer experience and brand reputation is correlated with each other. Customers are successful in experiencing better brand behaviour and a sustainable relationship would be maintained among that by positive customer service and the reputation of an organisation. As per the literature review, customer acquisition campaigns are beneficial to Grab the attention of fashion organisations. According to the view of the authors Es-Safi and Sağlam (2021), the Customer retention rate is majorly dependent on the company loyalty programs. Regular activity of a business organisation on the social media platform helps an organisation gain consumer loyalty and trust (Puspaningrum, 2020). According to Figure 4.2.16, the commitment of the brands is important for the consumers in manipulating their purchasing decisions. Consumers are devoted by the brand promise including the organisations of the fast fashion industry.

According to Figure 4.2.17, brand trendiness in the fashion sector is affecting consumer loyalty. A sustainable strategy for improving product quality is promoting brand loyalty among students especially for Gen Z consumers. Brand loyalty of college students is majorly dependent on the product Awareness of fashion organisations in a competitive market (Khoa, 2020). Social media is a great opportunity for business organisations to expand their market in Dublin. All the factor concludes that market competitiveness and sustainability of the fast fashion industry of Dublin is affecting the brand loyalty among students which is an important research question of this study.

4.6 Conclusion

In order to conclude this chapter it is important to mention that, this chapter mainly followed the primary data collection process as well as primary quantitative analysis and primary quality analysis. In order to complete primary quantity paralysis the researcher has surveyed on 105 respondents and interview 10 managers of first fashion industry of Dublin. how about the study can state that the students of Dublin are most valuable customer base for the first fashion market and to a impact them the first fashion Industries try to maintain their quality at the time of manufacturing as well as gather quality raw materials. A moreover they try to protect their environment and society.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The overall research study offers insights into how brand loyalty affects students' customer behavior in the fast fashion sector of Dublin. The study has collected the primary data on customer preferences, and attitudes towards brand loyalty in the fast fashion sector of Dublin. From the data of the interview, it has been found that most of the respondents who were student customers of Dublin's Fast Fashion Sector support that sustainable practices in the fast fashion brands can help to build strong brand loyalty among Dublin students. The study has found that Dublin students like to purchase brands that provide good-quality products. When a student of Dublin has a positive experience with fast fashion brands, it increases the tendency to return to the same brand. The unique brand identity helps fast fashion brands to stay ahead of the competition.

The survey results assert that the customers of Dublin fast fashion brands agreed to pay more for those brands that are committed to ethical practices. Business ethics improves the law by setting higher standards, it helps to build trust with investors, employees, and customers. However, from the primary quantitative results, it has been found that the customers of Fast Fashion brands in Dublin tend to switch between different fast fashion brands. The customer's trends impact fashion brands by changing factors including customer experience, product offerings, collaboration opportunities, and marketing strategies. Overall, the survey data is easy to analyze and juxtapose across various variables. Interview results, add in-depth information to improve the richness of research findings to gap in the understanding of brand loyalty trends.

5.2 Linking with Objectives

Objective 1: To investigate the concept of brand loyalty in the fast fashion retail sector in Dublin

This objective has been met in the literature review section 2.2 and further met in the discussion chapter. The study has found that fast fashion is growing rapidly in Dublin. Moreover, this industry is expanding in clothing and accessories. The growth trend is driven by product offerings, customer experiences, marketing strategies, brand values, and collaboration opportunities. Generation Z and Millennials in Dublin's Fast Fashion Sector believe that business ethics and sustainability practices are the most influential factors in this sector. Fast fashion produces and sells clothes very quickly that often concerned with product quality. This approach is unsustainable and it is harmful to the

environment and human rights. In the fast fashion segment, the students play a significant role in a key customer group, and their support is vital for the success of a company.

The brand loyalty is when the customers choose the same brand over time rather than the other alternatives. However, from the survey results it has been found that the customers of Fast Fashion brands in Dublin tend to switch between different fast fashion brands. In this regard, price sensitivity, trendy offerings, quality concerns, product variety, brand reputation, sustainability and ethics, and marketing and promotions can be factors that drive student to switch their brand preferences, as found in the literature review 2.4 section. Overall, in Dublin, where sustainability has become an increasing concern, brands need to demonstrate their environmental responsibilities and ethical practices to maintain loyalty among the students.

Objective 2: To understand the impact of student brand loyalty on the financial strategies of fast-moving firms

This objective has been met in the literature review section 2.4 and further met in the discussion section. The study found that brand loyalty is one of the significant factors for business success it demonstrates how well a brand keeps its customers satisfied and engaged. The loyal consumers offer a steady stream of repeat business that leads to more anticipated revenue. Students who are loyal to their fast fashion brand are more likely to repeat purchases and invest more money which results in improving the profitability and revenue of the companies. Customer loyalty positively impacts the brand reputation and the entire business through word-of-mouth promotion. The loyal Dublin students are more intent on spending more money over time in direct impact on the customer revenue stream.

Loyal customers become brand advocates who share positive experiences through word-of-mouth promotions, online reviews, and social media platforms. This approach helps the fast fashion brands of Dublin to attract new customers without substantial advertising costs. A company with a strong perception amongst audiences always outperforms competitors with the same marketing spend. Brand loyalty is crucial for business success as it drives customer engagement and operational growth as found in literature review section 2.3. Brands with high loyalty can offer opportunities in their premium pricing strategies because loyal customers intend to pay more for the products or services they value and trust.

Objective 3: To evaluate how student brand loyalty affects the sustainability and competitiveness of Dublin's fast fashion retail sector over the long run

This objective has been met in the literature review section 2.6 and further met in the discussion section. The study has found that businesses including fast fashion in Dublin, need to focus on brand loyalty through a stable revenue stream, increased brand value, cost efficiency, and sustainable practices. Loyal customers offer consistent sales and minimize the need for constant marketing efforts, which allows the brands to invest more in sustainable practices. The loyalty programs in marketing engage the customers and offer them a reason to continue purchasing from those brands. Moreover, these loyalty programs give frequent customer rewards including free merchandise, early access to new products, and discounts. These programs help to build a strong base of loyal student customers that improve a brand reputation and market position. Besides that, it has been observed from the interview results that retaining loyal customers is generally better than obtaining new customers. Sustainability must be the key focus for the fast fashion companies in Dublin. Dublin fast fashion can build a loyal customer base through ethical sourcing practices, supporting circular fashion, and reducing environmental impact.

5.3 Future Implications

The present research can be implicated for future research to emerge the knowledge regarding this complex subject phenomenon. This study can be a guide for policymakers, industrial peers, other researchers, and educators to expand their knowledge on brand loyalty in the fast fashion retail sector in Dublin. The research paper has conducted mixed primary research methods (both qualitative and quantitative) it has gathered the raw data directly from the participants. This research is helpful for policymakers to comprehend consumer behavior and the dynamics of brand loyalty that lead to making more informed decisions. In an era of fierce competition in the global marketplace, companies in various industries strive to maintain and improve customer loyalty (Nurhilalia and Saleh, 2024). Insights from this research paper, highlight where brands of Dublin need more focus to emerge their customer base and reduce their consumer churn rate.

The industry peers can use the data findings to benchmark their performances and obtain insights into successful market trends and loyalty strategies. This current research paper serves as a foundation of knowledge for further research that helps to bridge the gap of raw data in the subject area of brand loyalty that impacts Dublin students in the fashion retail sector. Besides that, educators can thoroughly include the study findings into their curricula related to retail management, and marketing, as it provides real-world data. This research paper can be used as a case study to understand the practical implications of brand loyalty. Moreover, the insights of this research paper can lead to business model adjustments that include exclusive collections and

adopting loyalty programs for loyal customers. The data results from the interviews and surveys are beneficial for the industrial peers to change their business marketing and operational strategies to grab more attention from the targeted audiences and drive long-term business growth.

5.4 Limitations

The study has followed primary qualitative and primary quantitative research methods to understand the in-depth background of brand loyalty among Dublin students in fashion retail sectors. However, there are certain challenges often arise while using primary research methods. The respondents often answer the survey questions in a way that they assume is more socially acceptable rather than giving their true opinions. This often negatively affects the data accuracy. According to McCausland (2021), errors in data can cause two main problems including misinterpretations of results and overestimation of effects. Besides that, the consumer attitude and customer loyalty change over time potentially affecting the findings of the study. As per Scharff (2022), the increasing competition and ever-changing customer expectations keep customers loyal and happy. In this regard, the raw data from the participants can change correspondingly based on the circumstances where these research findings may collapse.

More importantly, the interviews and surveys often fail to account for the contextual and cultural factors regarding brand loyalty in the fast fashion industry in Dublin. In this regard, the thematic analysis could have been conducted to reveal the contextual and cultural factors through generating themes. Overall, it can be stated that the primary research method raises the concern of research biases that fail to focus on cultural and contextual factors of a particular subject phenomenon.

5.5 Recommendations

The study recommends possible strategies to improve brand loyalty in the fast fashion retail sector in Dublin.

- Dublin's Fast Fashion sector can introduce limited edition collections that are only available for loyal customers in various channels
- The staff of fast fashion sectors need training sessions to understand customer services including knowledgeable product recommendations, personalized assistance
- Fast fashion sectors in Dublin can send personalized follow-up communications after purchasing products or services that include product care tips, special offers, and thank-you emails

- The fast fashion sector in Dublin can build a strong social media presence on social media platforms including Instagram, Facebook, and TikTok to engage with customers
- The valuable content can be created by the fast fashion sector in Dublin that resonates with the target audiences including style guides, fashion tips, choosing the best fashion recommendation
- Fast fashion sectors in Dublin can share compelling stories regarding the brand values, brand mission, and brand origin. It can help to create a strong emotional bond with the customers
- Fast fashion brands in Dublin can focus more on sustainable practices in manufacturing, packaging, and sourcing to demonstrate their social and environmental responsibility.
- Dublin's fast fashion brands can regularly analyze and collect customer feedback through reviews and surveys. This information can be used to make improvements and address the issues effectively.

For further research, the study provides recommendations:

- Future studies can proceed with a secondary qualitative research method (thematic analysis) to explore the unrevealed areas of the existing studies.
- The generated themes help to understand the deeper meanings, and perspectives expressed in the qualitative data
- The further research paper needs to thoroughly review the secondary sources (authentic journal articles, newspaper reports, government-published reports, company website) to get updates regarding the marketing strategies in Dublin's fast fashion sector
- Newspaper reports are significant for this subject phenomenon of brand loyalty in the fast fashion sector in Dublin to find the impact on their role in society and public knowledge
- The Guardian, Forbes, The New York Times, BBC, Reuters, Metro, Birmingham Post, and others can be reviewed the future studies to get updated authentic real-time data.
- The future study paper can focus on a specific existing company of fast fashion in Dublin such as New Look, Forever 21, Primark, H&M, or Zara to understand their undertaken strategies to retain their loyal customers.

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APPENDICES

Appendix A -QUANTITATIVE QUESTIONNAIRE

“ANALYSING THE INFLUENCERS OF BRAND LOYALTY IN THE FAST FASHION RETAILING IN DUBLIN”

Hi!

My name is Jismol Varghese and I am conducting a Master's thesis in the Department of Accounting and Finance at Griffith College, Dublin. My research examines the topic "Analysing the influencers of brand loyalty in the fast fashion retailing in Dublin. This research is being conducted as part of my studies and will be submitted for examination.

This is a quick and simple survey for my research and will take approximately 5-10 minutes to complete. You have been asked to participate in this study because your insights, experiences, and perspective are valuable and will contribute to the research being conducted. Your participation plays an integral role in the research process by enriching the data collected and helping researchers draw meaningful conclusions.

In this study, your confidentiality and privacy are of paramount importance. All information you provide will be kept strictly confidential and anonymous. Data will be securely stored and accessible only to authorized members of the research team.

If you require any further information regarding the research, please do not hesitate to contact jismalueljo02@gmail.com.

Thank you for your time and valuable input.

1. What is your age?*

- 18-21
- 22-25
- 26-29
- 30 and above

2. What is your gender?*

- Male
- Female
- Non-binary
- Prefer not to say

3. What is your highest level of education?

- High school
- Bachelor's degree
- Master's degree
- Doctorate or other advanced degree

4. How important is brand reputation to you when purchasing fast fashion products?*

- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

5. Which factor most influences your perception of a fast fashion brand?

- Quality of Products
- Brand Ethics and Sustainability
- Price
- Trendiness and Style
- Social Media Presence

6. How often do you purchase from the same fast fashion brand?*

- Always
- Often
- Sometimes
- Rarely
- Never

7. How important is price in your purchasing decisions for fast fashion?

- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

8. How often do you shop online for fast fashion compared to in-store?

- Always online
- Often online
- Equally online and in-store
- Often in-store
- Always in-store

9. How important is product durability to you when choosing a fast fashion brand?*

- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

10. How satisfied are you with the customer service of your preferred fast fashion brand?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

11. Are you a member of any fast fashion brand loyalty programs?

- Yes
- No
- Maybe

12. How frequently do you use discounts or rewards from loyalty programs?

- Always
- Often
- Sometimes
- Rarely
- Never

13. How likely are you to switch to a different fast fashion brand if your preferred brand increases its prices?*

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

14. Would you be willing to pay more for fast fashion products from a brand committed to ethical practices?

- Yes
- No
- Maybe

15. How important is a brand's commitment to sustainability in your purchasing decisions?*

- Very Unimportant
- 1
- 2
- 3
- 4
- 5
- Very Important

16. How does your loyalty to a brand influence your overall spending on fast fashion?*

- Increases significantly
- Increases slightly
- No change
- Decreases slightly
- Decreases significantly

17. How does a brand's trendiness affect your loyalty?

- Significantly
- Moderately
- Slightly
- Not at all

18. How satisfied are you with the overall variety offered by your preferred fast fashion brand?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

19. How does your loyalty to a fast fashion brand affect your recommendations to friends and family?

- Always recommend
- Often recommend
- Sometimes recommend

- Rarely recommend
- Never recommend

20. How would you rate your overall satisfaction with the fast fashion brands you shop from?*

- Very Dissatisfied
- 1
- 2
- 3
- 4
- 5
- Very Satisfied

21. What improvements could your preferred fast fashion brand make to enhance your loyalty?

- Improve product quality
- Offer more competitive pricing (discounts)
- Enhance customer service (online feedback)
- Increase sustainability efforts
- Other (please specify)

Appendix B -QUANLITATIVE QUESTIONNAIRE

1. What strategies do you believe are most effective in fostering brand loyalty among students in Dublin's fast fashion market?
2. Can you describe how student brand loyalty influences your company's financial decision-making and overall financial strategies?
3. In your experience, what long-term impacts does student brand loyalty have on the sustainability and competitive positioning of your business within the fast fashion industry?
4. How does your company measure and evaluate the impact of brand loyalty on your operational and financial performance?
5. What challenges and opportunities do you foresee in maintaining and enhancing student brand loyalty in the rapidly changing landscape of the fast fashion retail sector?