CUSTOMER SATISFACTION, BRAND TRUST, AND BRAND LOYALTY: A STUDY OF SPORTSWEAR CONSUMERS IN THAILAND

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Abstract
Brand loyalty is an important tool for companies to survive in competitive markets. In the fast-growing sportswear market, the factors affecting consumer brand loyalty are worth exploring. This study aims to explore the impact of customer satisfaction and brand trust on brand loyalty toward a sportswear brand in Thailand, and the mediation effect of the variables. A total of 321 valid questionnaires (38% male and 68% female) were obtained for analysis. The results of the study reveal that customer satisfaction and brand trust have a positively significant effect on consumer brand loyalty. In addition, consumer satisfaction and brand trust have a partial mediation effect between brand image and perceived quality, and brand loyalty, respectively. The study results provide several insights and practical implications regarding sportswear consumers’ brand loyalty.

Keywords: Brand loyalty; Brand trust; Customer satisfaction; Sportswear

1. Introduction
According to economic development and lifestyle changes, people are concerned about health issues. Health concerns focus not only on daily nutrition but also physical activity. The proportion of people taking exercise had rapidly increased. In the younger generation, the trend of participating in sports and purchasing related products is increasing significantly more than in other age groups.(Deutsche Bank, 2019; Patrick & Xu, 2018). The physical activity economy is forecast to grow to over US$1.1 trillion by 2023, and the Asia Pacific region will experience market growth of 40% (Boost, 2019). The increasing popularity of sports activity led to the sales volume of amateur sport reaching two billion units in 2015 (QY Research, 2018). In 2018, the global sportswear market was US$167.1 billion, and the value will reach US$248.1 billion by 2026 (Kumar & Deshmukh, 2019). The largest market growth is in the Asia Pacific region, and the compound annual growth rate is forecast to increase by 6.8% from 2016 to 2020 (Kumar & Deshmukh, 2019).

As the demand for fashionable and trendy sportswear increases, manufacturers are introducing innovative products to meet the needs of consumers. Sportswear is not only worn during sports, but also during leisure, and at school and work (Lau, Chang, Moon, & Liu, 2006). It has also become an attractive and thriving market. Consumers in emerging economies also invest in amateur sports and leisure, which drives market demand and competition.

Customer loyalty is a valuable competitive advantage. In the fiercely competitive market, the development and maintenance of
Brand loyalty is the core of marketing planning. For companies, brand loyalty is one of the important factors to increase market share, and also concerns the lifetime value and brand loyalty of consumers (Chaudhuri & Holbrook, 2001). Consumers can learn from previous experience about the value that a brand delivered. Research indicates that loyal customers are willing to share experiences of the products they use with others, and consumers will make repeat purchases (Kotler & Keller, 2016; Sheng & Liu, 2010). Loyal customers save marketing costs because the cost of attracting a new customer is six times that of current customer retention (Fard, Ismaelzadeh, & Ramshini, 2016; Rosenberg & Czepiel, 1984).

Customer loyalty is the strategic objective of the business (Gamble, Tapp, Marsella, & Stone, 2005). Research has also outlined the factors that influence customer loyalty. Understanding the important factors in customers’ purchase decisions and brand loyalty enhances brand management (Shim & Gehrt, 1996). Customer satisfaction has an impact on customer loyalty (Homburg & Giering, 2001; Taylor & Hunter, 2003). Other factors include trust (Delgado- Ballester & Munuera- Alemán, 2001), quality (Huang, 2008), and brand image (Keller, 2013). However, the factors that impact sportswear customer loyalty in emerging markets are still developing (Patrick & Xu, 2018). This study aims to explore the antecedent factors affecting consumer sportswear brand loyalty in Thailand. The research results may have implications for company marketing strategy.

The rest of this paper is organized as follows. Section 2 presents a review of the relevant literature and outlines the research hypotheses. The research methodology is presented in section 3 while analysis and results are in section 4. Finally, research conclusions, limitations, and recommendations for future research are discussed in section 5.

2. Literature Review and Research Hypotheses

2.1 Brand loyalty

Brand loyalty (BL) is manifested by consumers’ repurchasing behavior toward a specific brand (Ailawadi, Neslin, & Gedenk, 2001; Shim & Gehrt, 1996; Zeithaml, Berry, & Parasuraman, 1996). Aaker (1991) defines brand loyalty as customers continuing to repurchase their original image product even though another brand could provide higher value, better product features, or convenience (Chaudhuri & Holbrook, 2001). Loyalty represents consumers’ comprehensive evaluation of the brand (Oliver, 1999). It is also the long-term customer attitude toward the brand reflecting the permanent commitment of the
customer (Shankar, Smith, & Rangaswamy, 2003). Brand loyalty also shows the customer learning process and customer perceptions of the company or brand influence customer patronage (Kumar & Shah, 2004). Loyalty is not only in terms of behavior but also the attitude showing the preference of the consumer (Keller, 1993). When behavior and attitude tend toward a certain brand, it is considered true customer brand loyalty (Nam, Ekinci, & Whyatt, 2011). Attitude loyalty predicts behavioral loyalty (Oliver, 1999). The antecedents that influence consumer loyalty include affection and cognition, such as brand association, brand trust, perceived quality, brand performance, and customer satisfaction (Krystallis & Chrysochou, 2014; Tsao & Chen, 2005) After consumers have experienced a brand, they have a relationship with the brand through the process of perception and cognition. This triggers support and recognition for the brand and generates customer loyalty (Fournier, 1998). Brand loyalty can generate brand performance (Chaudhuri & Holbrook, 2001; Raithel, Sarstedt, Scharf, & Schwaiger, 2012), reducing marketing and operating costs (Bowen & Chen, 2001).

Loyalty comes from brand trust and brand affect (Delgado- Ballester, 2004). Brand trust affects brand loyalty (Chaudhuri & Holbrook, 2001). Fournier (1998) argued that when consumers and brands form a close relationship, they will become inseparable and brand loyalty will be stable and lasting. Customers will also actively recommend the brand and pass on positive word of mouth (Gamble et al., 2005; Singh & Pattanayak, 2014).

Previous research found that sports brand names affect consumer brand loyalty (Singh & Pattanayak, 2014; Yee & Sidek, 2008). Research on sportswear brand loyalty of consumers in Hong Kong found that perceived quality affects brand loyalty for hard-core loyal consumers (Lau et al., 2006). Investigating brand loyalty from a strategic marketing perspective is considered to be the most appropriate approach (Chaudhuri, 1999). This research will also discuss brand loyalty from a customer-oriented perspective.

2.2 Brand image
Brand image (BI) is the consumer’s overall perception of the brand (Keller, 2013). All associations that consumers link with brand nodes in memory constitute a brand image (Berry, 2000). Ha and Park (2013) distinguish brand impressions into two facets including cognition and emotion. The brand image deepens the customer’s understanding of the brand’s attitude and feelings, enabling consumers to have brand recognition and establish brand equity (Keller, 2013). Khundyz (2018) surveyed 150 mobile phone users and found that brand image had a significant impact on
customer satisfaction. In addition, when customers have a better impression of mobile phones, it enhances brand loyalty. In a study on Facebook brand impression, Yulianti and Tung (2013) found that brand image has a positive predictive effect on customer satisfaction, that is, when consumers have better brand impression, they have higher satisfaction. Ahmed and Moosavi (2013) investigated mobile phone users in Sweden and revealed that brand image had a positive impact on satisfaction. Brand image is the consumer’s brand perception, which is associated with consumer memory. This association influences consumers understanding of the meaning and value of the brand, which in turn forms satisfaction and loyalty (Abdullah, Al-Nasser, & Husain, 2000). Previous studies (Chen & Tseng, 2010; Mehmood & Shafiq, 2015) indicated that there is a significant positive relationship between brand image and brand loyalty. A clear brand image allows consumers to easily identify products, assess product quality, reduce perceived risk at the time of purchase, identify the needs that the brand can meet, and satisfying the difference (Berry, 2000). Consumers perceive a product as better than others because it has a better brand image. Consumers link the brand and the functional and non-functional image of the product, which in turn affects consumers’ purchasing decisions and loyalty (Prema & Gnanamoni, 2018; Zeithaml, 1988).

Brand image has a positive effect on brand trust and both of these factors have a positive effect on brand loyalty (Alhaddad, 2015). Brand image is an important driver of brand equity and as such it affects brand trust (Chinomona, 2016), customer satisfaction (Davies & Chun, 2002; Tu & Chang, 2012), and brand loyalty (Alwi, Nguyen, Melewar, Loh, & Liu, 2016; Davis, Golicic, & Marquardt, 2008).

Brand image is an important factor affecting consumer satisfaction and brand loyalty. Thus, the following hypotheses were formulated to examine the effects of brand image on brand loyalty, customer satisfaction, and brand trust.

H1: Brand image has a significant positive effect on brand loyalty.
H2: Brand image has a significant positive effect on customer satisfaction.
H3: Brand image has a significant positive effect on brand trust.

2.3 Perceived quality
Quality is the overall attributes or characteristics of a product or service that are capable of meeting the needs of existing or potential customers (Kotler & Keller, 2016). The feeling of quality is perceived by the customer (Parasuraman, Zeithaml, & Berry, 1988). Experience and expectations influence customers’ feelings of demand being met (Erciș, Ünal, Candan, & Yıldırım, 2019).
Perceived quality (PQ) has a positive impact on customer satisfaction (Akbar, Som, Wadood, & Alzaidiyeen, 2010) and is a determining factor in satisfaction (Olsen, 2002); it also influences consumer choice and continuous purchase (Crane, 1993). Quality affects consumer preferences and purchase intentions, and therefore positively affects brand loyalty (Su & Chang, 2018). Perceived quality is considered to be an antecedent factor in customer brand loyalty (Rasheed & Abadi, 2014). Loureiro (2013) conducted a study on the brand equity of online banking and the results indicated that brand loyalty and perceived quality explained 53% of online banking brand equity variability. A survey of 400 fashion clothing consumers in Vietnam revealed that brand trust is a mediating factor in the impact of perceived quality on brand loyalty (Kieu, 2019). Lau et al. (2006) suggested that product quality is the most important factor for sports brand loyalty. The perception of quality and brand communication affects trust in the brand and ultimately affects brand loyalty directly or indirectly (Zehir, Şahin, Kitapçı, & Özşahin, 2011).

Perceived quality positively affects trust (Corritore, Kracher, & Wiedenbeck, 2003) and influences consumer preferences and purchase intentions (Tsiotsou, 2006). In a study of consumers who purchased foreign sports goods, Deheshti, Firouzjah, and Alimohammadi (2016) provided empirical evidence that the age of consumers who buy such brands is under 25 years old. Their research also suggested that improving the perceived quality can enhance consumers’ trust and also improve behavioral intention. We therefore formulated the following hypotheses to examine the effect of perceived quality on brand loyalty, customer satisfaction, and brand trust:

H4: Perceived quality has a significant positive effect on brand loyalty.
H5: Perceived quality has a significant positive effect on customer satisfaction.
H6: Perceived quality has a significant positive effect on brand trust.

2.4 Customer satisfaction

Oliver (1999) argued that service satisfaction is the consumer’s satisfaction response to the service characteristics or the level of service provided. Factors that influence customer satisfaction include product quality, service quality, price, situational factors, and personal factors (Zeithaml, Bitner, & Gremler, 2017). Customer satisfaction (CS) is an overall feeling based on personal experience that depends on how the customer feels the performance of the service or product is relative to their expectations (Fornell, 1992). Therefore, the gap between the service obtained and the expected result makes the consumer disappointed or happy and therefore influences customer satisfaction (Kotler & Keller, 2016; Zeithaml et al.,
Consumers have a higher level of satisfaction when the actual experience of the product exceeds their expectation. The higher the satisfaction, the higher the loyalty (Anderson & Srinivasan, 2003). Chen’s (2012) research on e-service reveals that customer satisfaction positively affects customer loyalty. Another study in the energy industry also finds that consumer satisfaction affects loyalty (Ibáñez, Hartmann, & Calvo, 2006). Relevant research also highlights the positive relationship between customer satisfaction and loyalty (Kumar & Shah, 2004; Schirmer, Ringle, Gudergan, & Feistel, 2018; Suh & Youjae, 2006). Higher levels of customer satisfaction help the company differentiate from competitors to establish brand loyalty (Anderson & Sullivan, 1993; Fornell, 1992) and the success of business (Oliver, 1997). Furthermore, Gorondutse and Hilman (2014) revealed the mediating effect of customer satisfaction between service quality and customer loyalty in the food and beverages industry in Nigeria. Brand image also affects customer satisfaction and thus customer brand loyalty (Tu & Chang, 2012). Therefore, customer satisfaction is important for long-term customer repurchase.

After reviewing the relevant literature, this study proposes the following hypotheses to examine the effect of customer satisfaction on brand loyalty:

**H7**: Customer satisfaction has a significant positive effect on consumer brand loyalty.

**H8a**: Customer satisfaction mediates the relationship between brand image and brand loyalty.

**H8b**: Customer satisfaction mediates the relationship between perceived quality and brand loyalty.

### 2.5 Brand trust

Brand trust (BT) is the process of personal cognitive behavior and arises when consumers feel safe about their own consumption activities (Delgado- Ballester & Munuera- Alemán, 2001), and such feelings are derived from past experience and interaction.(Rempel, Holmes, & Zanna, 1985). When consumers believe that brands can achieve commitment value and perform better in the future, the brands will receive consumer repurchase intentions and support (Aaker, 1991).

To enhance trust, the brand builds upon the consumer’s willingness to rely on the capabilities or functions offered by the brand (Moorman, Zaltman, & Deshpande, 1992), and the brand can meet customer needs and realize its commitment to value. The consumer’s trust evaluation of the company after purchasing the product will positively affect the customer’s loyalty in terms of the relationship with the brand and can further guide the customer’s long-term loyalty.

Aaker (1991) argues that in order to maintain or improve customer loyalty, companies have to provide products that meet customers’ expectations. Brand trust is
an important driver of brand loyalty (Moorman et al., 1992). Trust in the brand reduces previewed uncertainty, increasing reliability, safety, and the image of brand honesty. Brand trust positively affects consumer attitude and behavioral loyalty (Gecti & Zengin, 2013). In commitment-trust theory (Morgan & Hunt, 1994), trust is a key variable in maintaining a long-term relationship with the brand. Customer experience and perception are important indicators of trust (Alwi et al., 2016), and is also related to consumer memory (Kotler & Keller, 2016). Brand trust consists of two elements: reliability and intentionality (Delgado-Ballester & Munuera-Alémán, 2001). It is the degree of the consumer’s perceived value proposition of the brand and the degree to which consumers believe the brand cares about consumers’ interests (Delgado- Ballester, 2004). Maintaining the trust relationship with customers enables firms to generate long-term loyalty (Hess, 1995). Ibáñez et al. (2006) surveyed energy industry users and found that trust has a greater impact on loyalty than other variables.

Setyawan and Imronudin (2015) used a convenience sampling method to study Indonesian mobile phone consumers, and the results revealed that brand trust and brand satisfaction affect brand loyalty. Research also highlights that trust is a key determinant of brand loyalty (Chaudhuri & Holbrook, 2001; Flavián, Guinalíu, & Gurrea, 2006). Therefore, this study formulates the following hypotheses.

H9: Brand trust has a significant positive effect on brand loyalty.
H10a: Brand trust mediates the relationship between brand image and brand loyalty.
H10b: Brand trust mediates the relationship between perceived quality and brand loyalty.

3. Research Methodology

3.1 The conceptual model

The research model is shown in Figure 1. The purpose of this study is to integrate relevant theories to explain the factors that influence consumer loyalty toward sportswear.
3.2 Measures
To address to the research problem, the study conducted an online questionnaire survey. The instrument was designed based on a review of related previous empirical research (Table 1). The instrument incorporates five constructs: brand loyalty, customer satisfaction, brand trust, brand image, and perceived quality. All items were measured using a 5-point Likert scale ranging from strongly agree (5) to strongly disagree (1). Descriptive questionnaire items such as age, gender, and education were also included. The questionnaire was originally designed in English and translated into Thai after completion. To confirm the relevance of the translation, two scholars familiar with English and Thai were invited to assist in the confirmation of the translated content. A pre-test was then performed to confirm the appropriateness of the scale and the clarity of the text. A pilot study was conducted, and Cronbach’s alphas indicated that the measurement scales were appropriate.
<table>
<thead>
<tr>
<th>Variables</th>
<th>References</th>
</tr>
</thead>
</table>
| **Customer satisfaction (CS)** | Anderson & Sullivan (1993)  
CS1. I am very satisfied with the brand I purchase.  
CS2. I believe that the product meets my expectations.  
CS3. Distinctive product attributes of Brand A keep me satisfied  
CS4. Brand A enhances the perceptions that I have a desirable lifestyle |
| **Brand loyalty (BL)** | Zeithaml et al. (1996)  
BL1. Brand A helps me to better fit into my social group.  
BL2. Brand A improves the way I am perceived by others.  
BL3. I always buy Brand A.  
BL4. I consider myself loyal to Brand A.  
BL5. I recommend Brand A to someone who seeks my advice. |
| **Brand trust (BT)** | Chaudhuri & Holbrook (2001)  
BT1. I trust and am loyal toward brand A.  
BT2. I have confidence in Brand A.  
BT3. Brand A has never disappointed me  
BT4. My loyalty toward Brand A increases when I am satisfied with the brand |
| **Perceive quality (PQ)** | Chinomona, Mahlangu, & Pooe (2013)  
PQ1. The sizes of Brand A fit me well.  
PQ2. The materials used by Brand A are comfortable.  
PQ3. Brand A has a good range of colors. |
| **Brand image (BI)** | Low & Lamb (2000)  
BI1. Brand A has good functional quality.  
BI2. Brand A has consistently high quality. |
3.3 Data collection and analysis
To test the research hypotheses and the influence of the variables on consumers’ brand loyalty, this study selected one sportswear brand, Brand A. This will make it possible to conduct a more in-depth exploration of the factors affecting loyalty toward a sportswear brand. Brand A is currently a world-renowned brand, and is also ranked the National Formerly Popular Brand in 2018 (Interbrand, 2018) and also the World’s Most Valuable Brand in 2019 (Brand Finance, 2019). The research participants are Thai citizens aged over 18 years old. A total of 329 surveys were returned and 321 valid responses were obtained. A total of 38% of the sample were males and 62% were females. The average age of the respondents was 36.81 years old (Table 2). The SPSS 24.0 program was used for statistical analysis, including descriptive and analytical statistics.

Table 2 Demographic characteristic of respondents

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Frequency</th>
<th>%</th>
<th>Demographic Characteristics</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>122</td>
<td>38</td>
<td>Senior high school</td>
<td>21</td>
<td>7</td>
</tr>
<tr>
<td>Female</td>
<td>199</td>
<td>62</td>
<td>Bachelor</td>
<td>237</td>
<td>74</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td>Master</td>
<td>61</td>
<td>19</td>
</tr>
<tr>
<td>18-25</td>
<td>88</td>
<td>27.4</td>
<td>other</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>26-35</td>
<td>72</td>
<td>22.4</td>
<td>yes</td>
<td>256</td>
<td>79.8</td>
</tr>
<tr>
<td>26-45</td>
<td>81</td>
<td>25.2</td>
<td>purchase sportswear in 12 months</td>
<td>65</td>
<td>20.2</td>
</tr>
<tr>
<td>46-55</td>
<td>52</td>
<td>16.2</td>
<td>no</td>
<td>65</td>
<td>20.2</td>
</tr>
<tr>
<td>Above 56</td>
<td>28</td>
<td>8.7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Analysis and Results
4.1 Reliability analysis
Reliability refers to consistent test results being obtained under the same conditions and at different times. The most commonly used reliability test is the Cronbach’s alpha coefficient.

The Cronbach’s alpha of the scale is 0.564–0.760 (Table 3). Nunnally (1978) suggested that a factor between 0.5 and 0.7 is acceptable. The individual item reliability checks the estimated factor loading, which exceeded 0.5 (Hair, Black, Anderson, & Tatham, 2006), indicating the scale is acceptable.
### Table 3 Influencing factors on brand loyalty

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Factor loading</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS</td>
<td>3.73</td>
<td>0.649</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS1</td>
<td>3.76</td>
<td>0.880</td>
<td>0.587</td>
<td></td>
</tr>
<tr>
<td>CS2</td>
<td>3.83</td>
<td>0.881</td>
<td>0.520</td>
<td></td>
</tr>
<tr>
<td>CS3</td>
<td>3.71</td>
<td>0.933</td>
<td>0.758</td>
<td></td>
</tr>
<tr>
<td>CS4</td>
<td>3.60</td>
<td>0.934</td>
<td>0.581</td>
<td></td>
</tr>
<tr>
<td>BL</td>
<td>3.48</td>
<td>0.721</td>
<td></td>
<td>0.733</td>
</tr>
<tr>
<td>BL1</td>
<td>3.45</td>
<td>1.097</td>
<td>0.628</td>
<td></td>
</tr>
<tr>
<td>BL2</td>
<td>3.37</td>
<td>1.124</td>
<td>0.647</td>
<td></td>
</tr>
<tr>
<td>BL3</td>
<td>3.49</td>
<td>0.972</td>
<td>0.579</td>
<td></td>
</tr>
<tr>
<td>BL4</td>
<td>3.42</td>
<td>1.019</td>
<td>0.544</td>
<td></td>
</tr>
<tr>
<td>BL5</td>
<td>3.72</td>
<td>0.977</td>
<td>0.524</td>
<td></td>
</tr>
<tr>
<td>BT</td>
<td>3.66</td>
<td>0.669</td>
<td></td>
<td>0.675</td>
</tr>
<tr>
<td>BT1</td>
<td>3.63</td>
<td>0.999</td>
<td>0.606</td>
<td></td>
</tr>
<tr>
<td>BT2</td>
<td>3.51</td>
<td>0.929</td>
<td>0.563</td>
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</tr>
<tr>
<td>BT3</td>
<td>3.74</td>
<td>0.907</td>
<td>0.637</td>
<td></td>
</tr>
<tr>
<td>BT4</td>
<td>3.77</td>
<td>0.921</td>
<td>0.654</td>
<td></td>
</tr>
<tr>
<td>PQ</td>
<td>3.68</td>
<td>0.638</td>
<td></td>
<td>0.556</td>
</tr>
<tr>
<td>PQ1</td>
<td>3.56</td>
<td>0.865</td>
<td>0.682</td>
<td></td>
</tr>
<tr>
<td>PQ2</td>
<td>3.72</td>
<td>0.857</td>
<td>0.665</td>
<td></td>
</tr>
<tr>
<td>PQ3</td>
<td>3.76</td>
<td>0.916</td>
<td>0.558</td>
<td></td>
</tr>
<tr>
<td>BI</td>
<td>3.92</td>
<td>0.722</td>
<td></td>
<td>0.505</td>
</tr>
<tr>
<td>BI1</td>
<td>4.03</td>
<td>0.842</td>
<td>0.708</td>
<td></td>
</tr>
<tr>
<td>BI2</td>
<td>3.81</td>
<td>0.923</td>
<td>0.772</td>
<td></td>
</tr>
</tbody>
</table>

#### 4.2 Factor analysis

This study conducted exploratory factor analysis to investigate the appropriate factors as hypothesized. The Kaiser-Meyer-Olkin (KMO) value of this study is 0.854, which indicates the variables are suitable for factor analysis. The interpretation of the total variation using the principle components method and the rule of extraction eigenvalue exceed 1; a total of five factors were extracted and the cumulative interpretation of the variation was 55.42%.
4.3 Regression analysis and hypothesis testing

The study used regression analysis to test the impact of variables on brand loyalty. Brand image had a positive significant effect on brand loyalty ($\beta=0.224$, $p<0.001$) (Table 5). Perceived quality had a positive significant impact on customer loyalty ($\beta=0.294$, $p<0.001$) (Table 4). H1 and H4 were therefore supported.

In addition, brand image had a positive significant effect on customer satisfaction ($\beta=0.301$, $p<0.001$) (Table 5). There was also a significant positive impact on brand trust ($\beta=0.241$, $p<0.001$) (Table 7). H2 and H3 were therefore supported. The results also indicated that perceived quality had a positive significant impact on customer satisfaction ($\beta=0.449$, $p<0.001$) (Table 4). Therefore, H5 was supported. Perceived quality also had a significant positive impact on brand trust ($\beta=0.369$, $p<0.001$) (Table 6); H6 was therefore supported.

Customer satisfaction was found to have a positive significant effect on brand loyalty ($\beta=0.398$, $p<0.001$) (Table 4). The result indicated that if consumers had high satisfaction, they tended to have high brand loyalty. The result supported H7. Brand trust had positive and significant effect on brand loyalty ($\beta=0.277$, $p<0.001$) (Table 6); H9 was therefore supported.

4.4 Mediation effect analysis

Exploring the existence of mediating effects, this study follows the recommendations of Baron and Kenny (1986) that the mediation effect must meet four criteria. The empirical results of the four steps used in this study are presented in Table 4 to 7.

After the analysis, the result revealed a significant change coefficient. Between the perceived quality, customer satisfaction and brand loyalty, the coefficient of perceived quality is found to have reduced from $\beta=0.294$ ($p<0.001$) to $\beta=0.145$ ($p<0.001$) (Table 4) and the value is significant. Between the brand trust, perceived quality and brand loyalty, the coefficient of brand trust is also found to reduce, and the value is significant (from $\beta=0.294$, $p<.001$ to $\beta=0.114$, $p<.001$) (Table 6).

Between brand image, customer satisfaction and brand loyalty, the coefficient of brand image is reduced from $\beta=0.224$ ($p<.001$) to $\beta=0.114$ ($p<.001$) (Table 5). Between the brand image, brand trust and brand loyalty, the brand image coefficient is reduced from $\beta=0.224$ ($p<.001$) to $\beta=0.110$ ($p<.001$) (Table 7).

From the above results, the coefficient is weakened and shows a significant relationship. The results indicate that between the brand image, perceived quality, and brand loyalty, customer satisfaction and brand trust have a partial mediation effect. The regression models validated that H8a, H8b, H10a, and H10b were supported.
### Table 4 Mediation effect of CS between PQ and BL

<table>
<thead>
<tr>
<th>Variables</th>
<th>BL(Y)</th>
<th>CS(M)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1 (X→Y)</td>
<td>Model 3 (M→Y)</td>
</tr>
<tr>
<td>PQ(X)</td>
<td>0.294***</td>
<td>0.145***</td>
</tr>
<tr>
<td>CS</td>
<td>0.398***</td>
<td>0.333***</td>
</tr>
<tr>
<td>F test</td>
<td>30.267***</td>
<td>59.952***</td>
</tr>
<tr>
<td>R²</td>
<td>0.087</td>
<td>0.158</td>
</tr>
<tr>
<td>Adj-R²</td>
<td>0.084</td>
<td>0.156</td>
</tr>
</tbody>
</table>

Note: ***: P<0.0001

### Table 5 Mediation effect of CS between BI and BL

<table>
<thead>
<tr>
<th>Variables</th>
<th>BL(Y)</th>
<th>CS(M)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1 (X→Y)</td>
<td>Model 3 (M→Y)</td>
</tr>
<tr>
<td>BI(X)</td>
<td>0.224***</td>
<td>0.114***</td>
</tr>
<tr>
<td>CS</td>
<td>0.398***</td>
<td>0.363***</td>
</tr>
<tr>
<td>F test</td>
<td>16.773***</td>
<td>59.952***</td>
</tr>
<tr>
<td>R²</td>
<td>0.05</td>
<td>0.138</td>
</tr>
<tr>
<td>Adj-R²</td>
<td>0.047</td>
<td>0.156</td>
</tr>
</tbody>
</table>

Note: ***: P<0.0001

### Table 6 Mediation effect of BT between PQ and BL

<table>
<thead>
<tr>
<th>Variables</th>
<th>BL(Y)</th>
<th>BT(M)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>Model 3 (M→Y)</td>
</tr>
<tr>
<td>PQ(X)</td>
<td>0.294***</td>
<td>0.114***</td>
</tr>
<tr>
<td>BT</td>
<td>0.497***</td>
<td>0.449***</td>
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<tr>
<td>F test</td>
<td>30.267***</td>
<td>104.576***</td>
</tr>
<tr>
<td>R²</td>
<td>0.087</td>
<td>0.247</td>
</tr>
<tr>
<td>Adj-R²</td>
<td>0.084</td>
<td>0.245</td>
</tr>
</tbody>
</table>

Note: ***: P<0.0001
Table 7 Mediation effect of BT between BT and BL

<table>
<thead>
<tr>
<th>Variables</th>
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<th>BT(M)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1 (X→Y)</td>
<td>Model 3 (M→Y)</td>
</tr>
<tr>
<td>BI(X)</td>
<td>0.224***</td>
<td>0.110***</td>
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<tr>
<td>BT</td>
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<td>0.470***</td>
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<tr>
<td>F test</td>
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<td>104.576***</td>
</tr>
<tr>
<td>R²</td>
<td>0.050</td>
<td>0.247</td>
</tr>
<tr>
<td>Adj-R²</td>
<td>0.047</td>
<td>0.245</td>
</tr>
</tbody>
</table>

Note: ***: P<0.0001

4.5 Common method variance (CMV)

Common method variation (CMV) is a systematic bias caused by measurement methods (Campbell, 1959) and it is a threat to internal validity (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). This study used the Harman single factor test (Podsakoff & Organ, 1986) to test CMV. All study items were entered into factor analysis to determine if the explanatory variation of un-rotation of a single factor reached 50%. The analysis revealed that there is no single factor over 50%. Common method bias does not appear to be a concern in the present study.

5. Discussion and Conclusions

This study proposed a research framework to explore the factors that impact Thai consumers’ brand loyalty toward sportswear products. The study used empirical data to analyze the factors affecting brand loyalty. The results found that brand image, perceived quality, customer satisfaction, and brand trust all positively and significantly affected Thai customers’ sportswear brand loyalty. In addition, this study also explored factors that influence loyalty from the perspective of mediation effects. The results revealed that customer satisfaction and brand trust have a partial mediation effect between perceived quality and brand image, and brand loyalty, respectively.

Customer satisfaction affects brand loyalty, which means that satisfied customers have a significant positive effect on brand loyalty. This result is consistent with the research by Ibáñez et al. (2006). The results show consumers’ brand trust in sportswear products also affects brand loyalty. When consumers trust the value of the brand provided, they will tend to identify with and be loyal to the brand. This result is consistent with Chaudhuri and Holbrook (2001).
The research results show brand image has a significant effect on brand loyalty. Positive brand image is good for customer loyalty. In addition, brand image also affects consumer satisfaction, which is consistent with Yulianti and Tung (2013). When consumers have an image, they with have higher levels of satisfaction. Furthermore, brand image also significantly affects sportswear brand trust. The finding is consistent with Alhaddad (2015). If consumers have a good image of a sportswear brand, they tend to have trust in the brand. Therefore, there are numerous ways for sportswear companies build up customer brand trust. For example, sportswear brands can seek to provide positive experiences to win consumers’ trust.

Perceived quality affects consumers’ trust and satisfaction with the brand. The results of the study indicate that a positive perception of the quality of sportswear products positively and significantly affects consumer satisfaction and brand trust. Therefore, sportswear brands need to provide high quality products to consumers. Products that exceed consumer expectations help build consumer loyalty (Zeithaml et al., 1996).

This study demonstrates that satisfaction and brand trust are predictors of brand loyalty. Consumer satisfaction is the mediating factor between brand trust, perceived quality, and loyalty. Perceived quality affects consumer satisfaction and thus, impacts on their brand loyalty (Chinomona et al., 2013). Customer satisfaction toward the quality of sportswear also affects brand trust, which will positively and significantly influence brand loyalty. This result is similar to those of Su and Chang (2018), and it is obvious that product quality cannot be ignored.

Furthermore, brand trust is also the mediating factor between brand image, perceived quality, and brand loyalty. Positive brand image would positively impact on consumer satisfaction and consequently brand loyalty. Similarly, brand image also affects consumer trust in sportswear brands, and then positively and significantly affects brand loyalty. Customer satisfaction and brand trust could be enhanced by companies launching activities to improve product quality or enhancing brand image and finally, to enhance consumer brand loyalty.

5.1 Implications

This study provides empirical evidence for developing sportswear brand loyalty and provides the following recommendations for the application of research results.

First, the global sportswear market is forecast to grow continuously in the future and the market in emerging countries will increase rapidly. Existing sportswear brands are highly competitive, and brands should consider how to build long-term relationships with consumers to win competitive advantage. The research results
indicate one of the key tasks is to establish and maintain customer loyalty. Retaining existing customers has the advantage of reducing business marketing costs (Rosenberg & Czepiel, 1984).

Second, there are many choices for Thai consumers regarding sportswear brands. To build customers’ loyalty, this research suggests companies should first focus on customer satisfaction and brand trust, which have also been highlighted by previous research. The implications are:

1. Brands need to form a clear and strong brand image to represent the value as well as the impression that the company wants to deliver to the customer. For companies to have positive brand image, it would be helpful to strengthen consumer satisfaction and brand trust. Consumers create an image from a variety of factors, such as the cleanliness of the store, store display, employees dress and behavior, and company website. Company should focus on maintaining a consistent brand image throughout every moment of contact with customers. Brand image can create recognition for customers.

2. It is necessary to emphasize product quality when communicating with consumers through marketing activities. The attribute of quality includes product design, performance, innovation, and service. Sportswear brands can emphasize the advantages of function, material, ergonomics, store decoration, and so on. Through the appeal of sports product quality, strengthening consumers’ brand satisfaction and brand trust can help to enhance brand loyalty.

5.2 Limitations and further research

There are some avenues of further research to pursue and limitations of this study to address.

First, this study focused on only one sportswear brand in Thailand, the research results may therefore lack generalizability. Future research should explore more brands in Thailand and compare the differences in brand loyalty.

Second, this study focused only on sportswear brand; however, there may be different factors affecting consumer loyalty toward sports shoes, sports clothes, accessories, and so on. Future research can focus on specific sportswear products.

Third, data for this study was obtained via an online survey. Future research can be carried out in a variety of channels such as surveys in physical stores.
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