

CONSUMER PERCEPTIONS TOWARDS  
FASHION RETAILER LOYALTY PROGRAMS  
AND THEIR IMPACT ON CONSUMER  
LOYALTY.

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Consumer Perceptions Towards Fashion  
Retailer Loyalty Programs And Their Impact  
On Consumer Loyalty.

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### **List Of Abbreviations**

<b>No.</b>	<b>Description</b>
1.	KMO Kaiser-Meyer-Olkin

## **Abstract**

Malaysian fashion retailers are set to undergo continuous growth and expansion. The market has seen great transformation over the years with more and more brands, especially international brands, entering the market. Therefore, building brand loyalty has become an important task for the fashion retailers to stay competitive in the market. Consequently, most of the market players have developed their own loyalty programme to build behavioural and attitudinal loyalty within the consumer market.

This research was done with the objective of studying Malaysian fashion retailers' loyalty programmes and their impact on consumers' loyalty. Local fashion retailers in Malaysia such as Padini, Voir and Bonia, and foreign brand operators such as Esprit and Top Shop manage their own loyalty programmes. These loyalty programmes provide exclusive benefits to their members such as instant members' discounts, points redemption and promotions. Hence, it is necessary for the fashion retailers to analyze the effectiveness of loyalty programmes and understand how loyalty programmes will assist them in their business operations.

Focus groups, a pilot study and questionnaires were utilized as the methodology for this research project. A total of 300 samples from the Klang Valley were collected at one of the major shopping malls in Kuala Lumpur. Several regression analyses were used to test the relationships and differences of the variables.

This study explains the relationship between loyalty programme benefits (utilitarian benefits, hedonic benefits and symbolic benefits) and customer loyalty (behavioural loyalty and attitudinal loyalty). The findings indicate that these benefits create and enhance consumer behavioural and attitudinal loyalty towards the fashion brands. Thus, fashion retailers can treat this research project as a useful source for developing or enhancing their loyalty programmes in line with their company's objectives.

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