Unravelling the predictors of brand image and brand love among the young and matured urban female Muslim millennials

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Abstract

A brand represents the company's image, value, mission, and customers' experience towards it by creating product presence among customers through a variety of marketing tools. The purpose of this research is to investigate the difference predictors of brand image and brand love at CQ among the young and matured urban female Muslim millennials in Kalng Valley, Malaysia. CQ is one of the Muslimah apparel boutiques which can be reached through their online platform as well as physical stores. The research model was tested and confirmed with the 149 valid responses which were obtained via structured questionnaires among CQ customers age within 18 to 35 years old. The data was analyzed using Smart Partial Least Squares which is the variance-based structural equation modeling. Two stage analysis were done. In the first stage analysis, the convergent result potrayed that the data are reliable and valid to be proceed for the second stage. Surprisingly, the results from multigroup analysis in the second stage indicated that brand value was not a significant factors which was against earlier prediction that it will influence the brand image and brand love. It shows the same result in both young and matured groups. In light of the major finding, this study accentuates the importance of brand communication as the main predictor of brand love with large effect size valued at 0.37. The paper sets forth the management implications, specifically in delivering effective marketing strategies.