Brand Consciousness, Brand Loyalty, Consumer Satisfaction and Buying Behavior of Teenagers for Apparel and Clothing

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Abstract

This research has been designed with the goal of examining relationship among brand consciousness, brand loyalty, buying behavior and consumer satisfaction of teenagers towards clothing and apparel. This is hypothesized that brand consciousness, brand loyalty, buying behavior are likely to be significant predictors of consumer satisfaction. The sample comprised of n-200 young students enrolled in different public and private sector colleges of Lahore and Sahiwal. The measures comprised of Brand Consciousness Questionnaire, Brand Loyalty Questionnaire, Buying Behavior Scale, and Consumer Satisfaction Scale. The data was analyzed through SPSS version 21.00. The findings revealed that brand loyalty is positively and significantly correlated with brand consciousness, purchasing conduct and customer fulfillment. Brand cognizance and purchasing conduct are strong and positive predictors of brand loyalty resulting in increased consumer satisfaction. Both the genders are equally affected by brand consciousness, brand loyalty except for buying behavior.
Keywords: Brand consciousness, Brand loyalty, Buying behavior, Consumer satisfaction

1.1. Introduction

Brands are one of the essential components of modern Pakistanis lives. They are replete in the local market and this trend has been promoted immensely by teenagers and youth.The inclination towards materialism infact prompts youth to adhere, practice, and promote branding.Specifically, in widely globalizing society just as Pakistan is, there is mushroom growth of brands in apparel industry. There are so many factors that have an impact on consumers' decision to buy a particular brand. Kim et al. (2009) documented in his research that a brand aware consumer chose a brand to express her personality, social status, self-satisfaction (consumer confidence variable) to fulfill her desire for newness along with the functional plus point.Consumer's decision making is a process that includes knowledge regarding brands.

Brand loyalty refers to a sincere devotion for the brands that causes or creates a re- buy attitude in the consumer (Hoyer &Maclannis,2008). What makes a solid reason to build a brand loyalty?Cain(2010)contends that individuals or buyers have turned out to be more pessimistic. The business men promote awareness and interest of their goods and services to generate sales in the developed countries of the world. These marketing strategies are getting matured in the third world countries of the world (Berner et al., 2001). A research was done, by Mohammad (2010) found a significant correlation between brand loyalty and brand trust. A study conducted by Clickfox(2012) investigated that consumer satisfaction was one of the important variable to measure product quality and leads towards brand loyalty.Consumer satisfaction is the greatest motivation to remain loyal to a brand (Brakus et al., 2009).

Here are some of the relevant researches on brand loyalty and brand consciousness. According to the researcher(Stephan,2011)client reliability is emphatically influenced by fulfillment and saw esteem of the brand, trust in the brand and attitude to the brand. In another research conducted by Nut-Arin(2013) on true coffee chain indicated that there is a critical connection between mark involvement of the genuine espresso mark and the consumer loyalty and this develops the brand loyalty and brand consciousness among consumers. Is the brand which develops a strong bond between a buyer and the seller. Self-administered survey was held in Bahawalpur,from 150 randomly selected Hewlett Packard products consumers.The finding of the research depicts the similar findings as mentioned above (Zohaib Ahmad et al., 2014).The results inferred from a study that high price ,brand loyal consumers and medium priced brand loyal consumers altogether contrasted in post buy fulfillment (Jungmi, 2002). There are several factors which a consumer may consider for owing loyalty for a particular brand.According to Fredericks and Salter(1995) the product value is the standard of the product or service provided by the seller which appeals to the consumer's mindset.The consumer's mindset is comprised of five items such as value, item quality,service quality,innovation and picture.These items were stated in the model by Frediercks and Salter (1995). According to the researcher the buyer's mindset is touched by personal demands and market strategies.Geller(1997)revealed 15 items which were important for brand loyalty. According to

Gremler and Brown (1999) brand loyalty is of three types they are, behavior loyalty,intentional loyalty and emotional loyalty.

Consumer satisfaction can be defined as a feeling of fulfillment that a customer achieved after using a certain product or service.It is hard to express this word because it is related to expectations (Goodman, 2009).It is a normal attitude , if a consumer is happy with the product or service, he is satisfied and if that product is not fulfilling his expectations,he is dissatisfied.According to Schmitt (2003) fulfillment is the criticism /response of the consumer about the quality of the,good or service or the analysis of the good or that service.It can be stated that satisfaction is a psychological experience which depicts consumers' behavior.Consumer satisfaction is very unpredictable and it changes and vary according to person and person. The factors that influence consumer satisfaction are; estimation of administration quality or item quality, consumer emotion, perception of equality and fair. Here are some of the related researches on consumer fulfillment and brand reliability. As per the investigation conducted on home appliances, brand loyalty and consumer satisfaction are very important components for achieving marketing goals. The main objective of the study was to investigate the impact of the customer satisfaction on brand loyalty.Survey method was used to collect primary data through structured questionnaire.Total sample was 300 middle class and households and business people residing in Southern Punjab.The results showed that customer satisfaction is a significant factor that affect brand loyalty(Rehman, 2014). Another research was conducted by Tong(2015)on a Ritz-Carlton Guangzhou(it's a hotel management company) to investigate the connection between consumer loyalty and client dedication. Blended techniques were utilized as a solitary contextual investigation for the case company.It was discovered that large amounts of fulfillment manufacture client faithfulness with a particular brand.Similar results were reported by the research done by Stephan(2011) on grocery stores.It was also found that Consumer loyalty is emphatically impacted by the quantity of visits and the disposition to the store.

1.2. Rationale and significance of the study
As, Pakistan is trying to emerge as a developing economical country, after China, Russia, and India.Textile industry of Pakistan is the backbone of its economy and has progressed a lot in the past few years.This results in the greater use of the branded apparels.Clothing business are the major contributor in the economy of Pakistan and among these business, branded clothing has modified the interests and likes of consumers. The researches on brand is very important for the marketers as well as for consumers.Brands hold an important role in buyer's life. For consumers, brands are just like their friends and family and they trust them as they trust their family (Elliot&Yannopoulou, 2007) It is further noted that consumer's decision making is affected by two variables(normative impact, shopper certainty) and brand particular factors (quality appraisal and enthusiastic esteem).Most of the studies conducted on brand consciousness among buyers have been conducted in the U.S. or elsewhere outside Pakistan.In the same way most of the researches on brand loyalty and consumer satisfaction are conducted on mobile phones,big chain hotels, coffee brands,home appliances, air companies etc.Very limited research in the subject area is available in the context of Pakistan.This study is aimed to be fruitful for all the stake holders, producers, fashion designer, and consumers as well.It contains all the hall marks of aware and conscious consumers in comparison of the developing countries.It is expected that the study will enable sociologists and psychologists to better understand the consumer perception about their preferences for apparel and brands. On the other hand, marketers will be benefited by having mare awareness of the buying behavior of the young consumers. So that, the researcher tried to measure these objectives in this study.

1.3. Objectives of the study
These are the objectives of the study mentioned as follows,
1. To examine the relationship among brand loyalty,brand consciousness,buying behavior and consumer satisfaction.
2. To investigate the role of buying behavior on consumer satisfaction and brand loyalty.
3. To investigate the role of brand consciousness to improve consumer satisfaction and brand loyalty.

1.4. Hypothesis of the study
1. Brand loyalty is likely to be a significant predictor of consumer satisfaction.
2. Brand consciousness and buying behavior are likely to mediate relationship between brand loyalty and consumer satisfaction.
3. Demographic variables are likely to predict relationship among brand consciousness,brand loyalty, buying behavior and consumer satisfaction.
4. Normative influence is likely to be related with brand consciousness.
5. Consumer confidence is brand is likely to be associated with brand consciousness.
6. Brand consciousness students among is likely to be predicted by product quality.
7. Brand consciousness among students is likely to be predicted by emotional value.

8. Students brand consciousness is likely to predict purchase intention.
9. There are likely to be significant gender differences in brand loyalty, brand consciousness, buying behavior and consumer satisfaction.
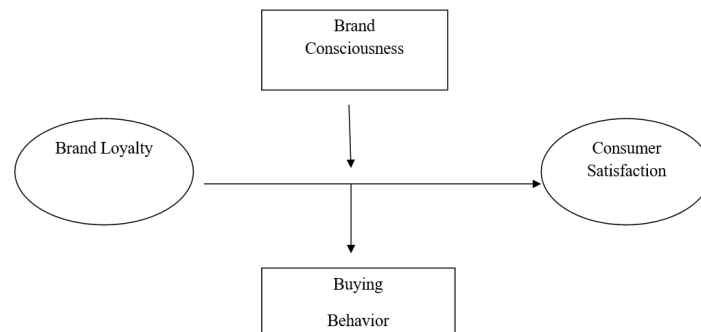
1.5. Proposed Conceptual Model

Fig. 1.1. Proposed Conceptual Model of Brand Loyalty as predictor of Consumer Satisfaction.

2. Materials and Methods

The purpose of the examination was to explore the level of brand faithfulness, brand consciousness, buying behavior and consumer satisfaction of teen agers towards clothing apparel. The study was exploratory in nature that's why quantitative methods used to meet the objectives.

2.1. Research Design

The study is designed to be quantitative in nature. The researcher has used survey research methods and employed a self-structured questionnaire to conduct the study.For understanding and deeply exploring the factors that influence the consumer satisfaction among teen agers, was the main purpose of the study.

2.2. Target Population

The target population selected for this study was the young students,both male and female,enrolled in different private and public-sector colleges of Sahiwal and Lahore age between 16 - 24 years.

2.3. Sampling Technique

Purposive sampling technique was used to select the respondents,

2.4. Inclusion and Exclusion Criteria

The students included for the study were selected on the basis of the parent's income.As the objectives of the study clearly depict that brand consciousness, and brand loyalty is the fever of upper middle and upper class of society.The parents who are well off,their children were taken for the study sample.

2.5. Study Sample

The sample selected for the study was 200 male and female college students with age range from 16 -24 years, studying in public and private colleges of Sahiwal and Lahore.Data was collected through questionnaires based on survey technique.

3.0. Results
Table 3.1 Reliability Statistics

Cronbach's Alpha	N of Items
.915	67

Table 3.1 Illustrates the reliability results of all the variables. Over all reliability analysis of 67 variables i.e 0.915. This shows the high reliability of data.

Table 3.2

	Age	Income
N	200	200
Mean	18.33	343500.00
Std. Deviation	1.990	177414.42
Variance	3.959	31475879396.985
Skewness	.115	-.129
Kurtosis	-1.459	-1.396

Table 3.2 illustrates the descriptive stats of age and income of teenage students.Total sample was 200.Mean age is 18.33, St deviation of age is 1.990, Variance 3.959, Skewness is .115, Kurtosis is -1.459, so most of the students are close to 18years.On average variation of age is 2 years. Average Standard deviation shows that most of the data lies between 16- 20 year. Value of skewness=.115, shows positive skewness of age distribution is slightly skewed. Kurtosis it is platykurtic because of very small variation.

Mean income is 343500.00, St deviation of income is 177414.428, Variance is 31475879, Skewness is -129, Kurtosis is -1.396.So most of the parents income of the students lies near to 343500.00. Average St deviation shows that the data lies between value of skewness = -.129, shows that negative skewness of income distributing .the value of kurtosis is -1.396 shows that income variable is platykurtic.

Table 3.3

Comparative analysis of strata with respect to selected variables

Sr. #	Variables	Strata	M	SD	SEM	t-value	df	p-value
1	Normative Influence	*male*	15.00	2.010	.201	-1.874	151.175	.063
		female	15.80	3.766	.377			
2	Consumer Confidence	*male*	6.50	1.508	.151	-10.443	163.855	.000**
		female	9.52	2.468	.247			
3	Perceived Quality	*male*	9.50	3.518	.352	-2.519	197.009	.013*
		female	10.80	3.777	.378			
4	Emotional Value	*male*	7.50	2.513	.251	-7.026	191.266	.000**
		female	10.27	3.038	.304			
5	Brand Loyalty	*male*	20.00	3.015	.302	-7.456	155.025	.000**
		female	24.62	5.414	.541			
6	Consumer Satisfaction	*male*	15.00	1.005	.101	-4.894	107.444	.000**
		female	17.43	4.862	.486			
7	Buying Behavior	*male*	54.50	9.548	.955	1.292	196.371	.198
		female	52.83	8.714	.871			

Note: *p-value<0.05, **p-value<0.01, Male(n)=100, Female(n)=100, M=Mean, SD= Standard Deviation, SEM= Standard Error Mean, df= Degree of Freedom

Table 3.3shows the T-Statistics, to test the hypothesis gender wise for each variable. For first variable normative influence, the hypothesis should be that normative influence equally influences both genders, against the alternative that there is a significant difference between both the genders.

The p value=0.62 that provides an evidence for rejecting the null hypothesis that the both genders are equally affected by normative influence at α =0.10(10 percent) and we conclude that normative influence does not affect both genders equally.

For second variable consumer confidence,the hypothesis should be that consumer confidence equally influences both genders, against the alternative that there is a significant difference between confidence on both genders. The p value = .000 that provides an evidence for accepting null hypothesis that the both genders are equally affected by consumer confidence at alpha α =0.05 at all level of confidence.

For third variable, perceived quality the hypothesis should be that both genders are equally influenced by perceived quality against the alternative that there is a significant difference between quality on both genders. The p value = .013that provides an evidence for the hypothesis that both perceived quality equally affects genders.

For fourth variable, emotional value the null hypothesis should be that emotional value equally influences both genders, against the alternative that there is a significant difference between value on both the genders. The p value =-000 provides an evidence for accepting the null hypothesis that the both genders are equally affected by emotional value at alpha α =0.05 at all levels of significance.

Fall above results indicates that the brand consciousness equally affects the both the genders.

For the fifth variable brand loyalty, the hypothesis should be that brand loyalty equally influences both

genders. against the alternative that there is a significant difference between loyalty on both the genders. The p value =0.000 that provides an evidence for accepting the null hypothesis that the both genders are equally affected by brand loyalty at alpha α = 0.05 at all levels of significance.

For sixth variable consumer satisfaction, the hypothesis should be that consumer satisfaction equally influences both genders, against the alternative that there is a significant difference between satisfaction on both the genders. The p value = 0.000 provides an evidence for accepting the null hypothesis that the both genders are equally affected by consumer satisfaction at alpha α =0.05 at all level of significance.

For seventh variable buying behavior the hypothesis should be that both genders are equally influenced by buying behavior, against the alternative that there is a significant difference between behavior on both the genders. The p value=.198 provides an evidence for rejection the null hypothesis that both the genders are equally affected by buying behavior at alpha α =0.10(percent) and we conclude that buying behavior does not affect both the genders equally.

Table 3.4   Correlation Matrix

Variables		1	2	3	4	5	6	7
Normative Influence	r	1						
	p							
Consumer Confidence	r	.253**	-					
	p	.000						
Perceived Quality	r	.722**	.474**	-				
	p	.000	.000					
Emotional Value	r	.622**	.584**	.767**	-			
	p	.000	.000	.000				
Brand Loyalty	r	.619**	.586**	.676**	.661**	-		
	p	.000	.000	.000	.000			
Consumer Satisfaction	r	.368**	.647**	.312**	.484**	.662**	-	
	p	.000	.000	.000	.000	.000		
Buying Behavior	r	.604**	.409**	.694**	.578**	.577**	.444**	1
	p	.000	.000	.000	.000	.000	.000	

Note: *p-value<0.05, **p-value<0.01, N=200

Table 3.4 illustrates the correlation co-efficient for each combine of factors shows up at the crossing point of one variable's line and the other variable's segment. Every factor connects splendidly with itself, as prove by the co-productive of +1.00 at the crossing point of a specific variable's rows and columns.

Normative influence variable correlates positively and significantly with all the sub variables of brand consciousness as the correlation coefficient=0.253 for consumer confidence, r_{xy}=0.722 for perceived quality, r_{xy}=0.622 for emotional value. The direction and extent of relationship can also be observed by using person correlation between normative influence and brand loyalty, as the r_{xy} = 0.619, normative influence and consumer satisfaction, as the value r_{xy}= 0.368,and normative influence and buying behavior, the value r_{xy}= 0.0604. The results show that normative influence is positively and significantly related to brand loyalty, consumer satisfaction and buying behavior.

The value r_{xy}=0.474 for the variable consumer confidence and perceived quality, the value r_{xy} =0.584 for emotional value, the correlation coefficient =0.586 for the variable brand loyalty, the correlation coefficient =0.647 for the variable consumer satisfaction and the correlation coefficient = 0.409 for the variable buying behavior, on the table 8 indicates that the variable consumer confidence is positive and significant in correlation with all the above variables.

Table 8 shows the results of Pearson correlation. All the values of the variable perceived quality and emotional value are observed and the results shows that the variable perceived quality and emotional value are positively and significantly correlated with all the variables. It means that there is positive and significant correlation among brand consciousness, brand loyalty, consumer satisfaction and buying behavior.

Brand loyalty variable correlates positively and significantly with consumer satisfaction and buying behavior as correlation coefficient=0.662 and 0.577 respectively. In the same way, there is a positive and significant correlation can be seen between consumer satisfaction and buying behavior as correlation coefficient=0.444.

Table 3.5 Regression, Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Brand Loyalty(a)	.	Enter
2	Buying Behavior, Consumer Confidence, Normative Influence, Emotional Value, Perceived Quality(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Consumer Satisfaction

In first model we only consider the effect of brand loyalty on consumer satisfaction and in second model we observe the effect of brand loyalty, brand consciousness and buying behavior on consumer satisfaction.

Table 3.6 Model Summary(c)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.662(a)	.438	.435	2.786	
2	.804(b)	.646	.635	2.240	1.617

a Predictors: (Constant), Brand Loyalty
b Predictors: (Constant), Brand Loyalty, Buying Behavior, Consumer Confidence,Normative Influence, Emotional Value, Perceived Quality.
c Dependent Variable: Consumer Satisfaction

Table 3.6 shows that in first model without mediating variables the value for R Square = .438. which means that 43% variation is explained by independent variable brand loyalty. In second model with mediating variables the value for R^2 = 0.646, means that 64% variation in dependent variable is explained that shows the significant increase in R Square so the model is more good fit.

Table 3.7   ANOVA(c)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1198.547	1	1198.547	154.379	.000(a)
	Residual	1537.208	198	7.764		
	Total	2735.755	199			
2	Regression	1767.710	6	294.618	58.738	.000(b)
	Residual	968.045	193	5.016		
	Total	2735.755	199			

a Predictors: (Constant), Brand Loyalty
b Predictors: (Constant), Brand Loyalty, Buying Behavior, Consumer Confidence,Normative Influence, Emotional Value, Perceived Quality.
c Dependent Variable: Consumer Satisfaction

In ANOVA table 3.7 we can observe the overall significance of the model. For this, F test is used and as their p values are less than the alpha α 0.05, we can conclude that both models are significant and have high significant impact.

Table 3.8   Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	5.146	.912		5.640	.000
	Brand Loyalty	.496	.040	.662	12.425	.000
2	(Constant)	-.467	1.190		-.392	.695
	Brand Loyalty	.373	.051	.497	7.246	.000
	Buying Behavior	.090	.025	.222	3.596	.000
	Normative Influence	.213	.084	.175	2.526	.012
	Consumer Confidence	.630	.087	.432	7.252	.000
	Perceived Quality	-.616	.083	-.614	-7.393	.000
	Emotional Value	.163	.089	.137	1.829	.069

a Dependent Variable: Consumer Satisfaction.

In the coefficient table 3.8 brand loyalty independent parametric estimates beta β value 0.496 and its p value is 0.000 which is less than alpha α so in first model brand loyalty has significant impact on consumer satisfaction.

In second model with brand loyalty all other variables are also induced. Beta β value is 0.0373and p value is 0.000. Every variable has a positive impact on consumer satisfaction except for the variable perceived quality but it is the sub variable of brand consciousness hence the result is negligible.

4.0 Discussion

The garments we wear create an impression, is itself an announcement that in this period of uplifted reluctance, has for all intents and purposes turn into a cliche'.Wearing clothes with prestigious brand names seems to be very important for every stage of life. The present study was conducted in order to explore brand consciousness,brand loyalty, buying behavior and consumer satisfaction among teenagers. For this purpose data was collected by purposive sampling technique by using a questionnaire survey format from both male and female students studying in different private and public colleges of Sahiwal and Lahore, age between 16-24 years.According to the results of the study we came to know that the objectives of the research were achieved and most of the results were according to the various studies conducted by different researchers all over the world.

From the study, out comes it is found that all the sub-variables of brand consciousness are positively and significantly correlated with each other. In the same way, there is a positive and significant relation is resulted

among brand loyalty, brand consciousness, buying behavior and consumer satisfaction. The results illustrated the promises of the product with its consumers are fulfilled in return a satisfaction and trust in brand.Thus, this can be described as a reinforcement or feed-back loop between brand loyalty and consumer satisfaction, as supported in the literature Stephen (2011),Nut-Arin(2013),Zohaib Ahmad et al.(2014)

The results of the study show, that the strength of the relationship between brand loyalty and consumer satisfaction is like the strengths found in the literature, as the R2 values can be compared.The value for R2 (0.43)shows that brand loyalty has a positive impact on consumer satisfaction.The result of the regression analysis shows that the mediating variables, brand consciousness and buying behavior has a more good effect on the model as the value for R2 is 0.646. It means that with addition of brand consciousness and buying behavior with brand loyalty, the ingredients are more comprehend and the out-come of all the mixture is, better consumer satisfaction.These ingredients can bring change in customers behavior positively as evidenced in the study of (Zeb et al., 2011;Zarah,2011). Hence it is concluded from the results, the reason to build brand loyalty. Customers must have brand consciousness (normative influence, consumer confidence, emotional value,perceived quality), a positive buying behavior and by then they can achieve consumer satisfaction (Baig&Khan, 2010;Bieden&Marell, 2010; Brakus et al., 2009; Mohammad,2012).

The results indicate as far as the study in the gender perspective,both gender equally affected by consumer confidence, (p value .000 at alpha to 0.05), perceived quality as (p value=.013), and emotional value as (p value =.000). It means both gender equally affected by the brand consciousness. The study shows that on the whole male and female students are not conveying contrasts in their image cognizant mentality, about their method for living as it were. In this way, it can be expressed that the mindfulness about the marked attire is free characteristic which has no effect on sex separation. In the same manner both gender equally affected by brand loyalty and consumer satisfaction. The p value =0.000 for each variable provides the evidence for the result. The only significant difference between the buying behavior and both the gender was found as the (p value =.198 at alpha = 0.10) resulting in rejection of the null hypothesis. Hence it was concluded that females are enamored with shopping and guys lean toward remaining at home rather sitting around idly on shopping. In the present situation, the examination features that despite the fact that male and females have difference buying attitudes but males have metro sexuality as a rage. They do not like to visit the store daily or too frequently but they have become brand conscious and this attitude lead to their brand loyalty and consumer satisfaction. Another reason for this changing pattern is the accessibility of the wide range and assortment in the shopping centers outlined for mens' wear.The results of the indicated that both gender do not compromise on the quality and they are ready to pay for that, as price has been an importantfactor before deciding, but they like to go for the brand to get, mental satisfaction when they pay for a higher price for the quality. The above-mentioned results were also found by Naveed et al. (2014), and YangHe(2011).Therefore,there are many reasons for this difference in opinion, but it is conformed that both male and females young generation is too brand conscious, they are ready to spend excessive amount to achieve quality, comfort, expectations, personality build up, fashion, pleasure, value despite the fact that they visit store too often or occasionally.

5.0. Conclusion

The preference for branded apparel is fast changing because of the personality awareness, status, quality, comfort they deliver to their consumers. Because of expanded mindfulness and cognizance individuals are prepared to pay more for the solace, quality,variety, style fashion and so on.Due to competition, high quality materials available in Pakistani market in a large variety to answer the queries of the consumer who are too conscious.This research was undertaken to explore the relationship among brand consciousness, brand loyalty, buying behavior and consumer satisfaction of teenagers towards clothing and apparel.The finding of hypothesis one and two suggested that sub variables of brand consciousness are positively and significantly correlated with each other as well as brand loyalty, buying behavior and consumer satisfaction. Hypothesis three, four, five proposed a positive prediction between brand loyalty and consumer satisfaction.The regression analysis predicts a strong relationship between brand loyalty and consumer satisfaction and by adding mediating variables (brand consciousness and buying behavior) the significance level is enhanced.Hence it can be stated that brand consciousness and buying behavior are a strong and positive predictors of brand loyalty resulting in increased consumer satisfaction.Hypothesis six propose the significant difference in gender perspective. The values result in rejecting the invalid speculation which imply that there is no critical distinction among any variable as for as males and females are considered independently. All the questions are being replied with strong factual centrality. The examination discoveries add to the writing of purchaser inclusion in marked clothing and measurements of brand unwaveringness and buyer fulfillment. The investigation gives significant data of young consumer aptitude for brand loyalty and consumer satisfaction.

5.1. Limitation and Future Research

Like other projects the research has some limited limits that may conceivably give other promising ways to advance

exploration.In this examination, we think about and investigate the impact of brand loyalty and consumer satisfaction with brand consciousness and buying behavior as mediating variables.This study was focus mainly to teenage, males and females, students studying in public and private colleges of Lahore and Sahiwal. From the found result, brand loyalty has the highest effect on consumer satisfaction by adding mediating variables. For, additional exploration, factors having impact on developing trust and brand loyalty are recommended for future research. Moreover, different like shoes and accessories can be considered for investigating consumer satisfaction because loyalty and consciousness have different criteria for different products.In the same way, the perspective of youth for loyalty and consumer satisfaction may possibly vary from adults. For this reason, the researchers can change the population samples for the study. Furthermore, many respondents may find it difficult to understand the given item of the questionnaire in English as Urdu is the National language of Pakistan, so to resolve this problem a questionnaire can be built in native language for understanding and respondents. Despite the fact brand loyalty and consumer satisfaction are two important factors that influence consumers studies, markets, fashion designers to grow their business. The investigation would be made more strong and accurate by enhancing the six of the samples and regions.

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