

Loyalty Influencers in Adolescents : Evidence from Emerging Markets

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Abstract

Purpose : The major goal of this study was to improve the understanding of the factors that influence adolescent fashion clothing loyalty. While there was a considerable amount of research on this subject, it primarily focused on adult loyalty factors, with little attention paid to researching adolescent loyalty behaviors.

Design/Methodology/Approach : The research adopted a quantitative methodology involving 446 participants. Data were collected among Indian adolescents through a meticulously designed structured questionnaire comprising of 21 items, each evaluated using a 5-point Likert scale. The research used the partial least squares (PLS) method to determine the selected constructs' importance.

Findings : According to the findings, brand sensitivity and the internet impacted satisfaction and brand loyalty. In contrast, socialization had an effect on brand loyalty rather than enjoyment.

Research Implications : The research implications of this study could include insights for marketers targeting adolescent consumers, suggesting the importance of brand sensitivity and the Internet in fostering loyalty. Additionally, the findings regarding socialization's impact solely on brand loyalty could affect how peer influence affected consumer behavior.

Originality/Value : The originality and value of this research lay in its exploration of adolescent loyalty factors often overlooked in previous studies. By incorporating multiple elements and mediating factors, this study contributed to a deeper understanding of how adolescents develop loyalty toward fashion apparel brands.

Keywords : adolescent, brand loyalty, brand sensitivity, fashion consciousness, socialization

JEL Classification Codes : M31, M37, O33, C3

Paper Submission Date : September 25, 2022 ; **Paper sent back for Revision :** March 13, 2023 ; **Paper Acceptance Date :** May 25, 2023 ; **Paper Published Online :** September 15, 2023

Due to its enduring benefits, brand loyalty is a crucial managerial issue in most businesses and is receiving much marketing attention these days (Wu & Ai, 2016). Loyalty is regarded as a long-term asset (Kandampully et al., 2015), a success indicator (Bergel et al., 2019), and a key commercial outcome (Ali et al., 2018; Kim et al., 2016). But loyalty is not simple; it is broad and complicated (Wąsowicz-Zaborek, 2019) as it is influenced by emotional attachment and brand evaluation (Goswami & Balasubramanian, 2022). Oliver (1997) defined loyalty as when a consumer is deeply persuaded to repurchase and recommend a product regardless of the market environment and contextual factors.

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DOI : <https://doi.org/10.17010/pijom/2023/v16i9/173165>

The fashion garment industry is affected by loyalty issues, just like every other industry. Given that the global apparel market is expected to surpass \$652.94 billion in 2023 and reach \$830.69 billion by 2027 (The Business Research Company, 2023), businesses need to focus more on loyalty-related issues in the fashion industry. Furthermore, owing to the fashion industry's endless choices and low switching costs, consumers can effortlessly switch from one brand to another, making it more challenging for companies to build consumer loyalty (Roy & Mandal, 2021). While for adults and informed consumers, loyalty programs can be developed, this is not practical for younger consumers. Previous loyalty research has primarily focused on adult consumers. However, little is known about the factors influencing adolescent fashion clothing loyalty (Gentina et al., 2016).

Adolescence is a phase of transition in which physical, physiological, and psychological development occurs (Sivagurunathan et al., 2015). Adolescents are young people aged 10 – 19 transitioning from puberty to maturity. The studies on pre-adult or adolescent years should be considered important for two reasons. First, pre-adult inclinations are more likely to be retained and translated into purchases later in life (Guest, 1964; Olshavsky & Granbois, 1979), and second, the global adolescent market has substantial purchasing power and is a big contributor to global economic growth (Gentina et al., 2016).

The current research is significant for three reasons. First, understanding the antecedents to loyalty is the need of the hour for both marketers and academicians. For marketers, loyalty provides a competitive edge because of its long-term advantages. For academics with new antecedents emerging in response to the changing environment, it is pertinent to see its influence on behavior. Second, adolescent loyalty is understudied (Nunes & Agante, 2014) but is gaining prominence, as the adolescents' present purchase behavior will have a substantial impact on their later lives. Third, most studies in this field have focused on the Western world (Bush et al., 2004; Clark et al., 2001), and little is known about the factors affecting adolescent loyalty in the context of the Asian continent. India, an emerging market and one of Asia's fastest-developing countries, is no exception. Furthermore, a study of the Indian context is required because India has the greatest young population, accounting for almost one-fifth of the total population between the ages of 10 and 19 years.

This study examines adolescents' loyalty behavior toward brands to bridge the gap. It focuses on the role of numerous antecedents, such as socialization (influencers within and beyond the family), brand sensitivity, the Internet, and fashion consciousness. Satisfaction is an important factor in the research on consumer loyalty. Consumers being satisfied with the product/service will exhibit advocacy behavior, which appears to be the by-product of loyalty (Wąsowicz-Zaborek, 2019). Hence, a nexus is seen between satisfaction and loyalty. The theory of expectancy disconfirmation theory (EDT) also speaks on a similar line. According to the EDT, a match between perceived and expected quality (Oliver, 1980) will result in consumer satisfaction, and the compounding of satisfaction will lead to brand loyalty (Chang & Fong, 2010). Thus, the study examines the relationship between the antecedents, satisfaction, and brand loyalty.

Review of Literature

The fashion adoption theory (Sproles, 1979), which has been frequently used in the research of fashion context, serves as the basis for this study. The theory emphasizes the behavior of fashion-conscious consumers and the different aspects influencing their choice of products. According to the theory, a consumer's understanding of current trends drives motivation and purchase intent. Sproles (1979) further said that consumers' social and psychological demands were the primary factors influencing their acceptance of fashion. The present study's social component consists of socialization agents like family, friends, and colleagues. In the psychological need dimension, brand consciousness and brand sensitivity are considered. Because the study is focused on adolescents, disregarding technological aspects will result in a limited theoretical framework. Thus, the Internet is also considered a factor influencing adolescent purchasing behavior. The triple-trickle model of Mohr et al. (2022)

in sustainable fashion also highlights technology adoption. The triple-trickle model also noted the shortcomings of earlier frameworks not integrating technology, given that the younger generation today is more tech-savvy and social media has altered the fashion business (Park, 2017).

Antecedents Affecting Adolescents' Loyalty Toward Apparel

Brand Sensitivity

Brand sensitivity is a psychological factor that affects the consumer's buying decision (Korai, 2017) and denotes the type and strength of a relationship between the consumer and the brand on a cognitive, emotional, or symbolic level (Cheng, 2014). Consumers establish real brand-loyalty attitudes and actions only when they are brand-sensitive, diminishing price sensitivity (Casidy et al., 2018). As a customer gets more sensitive to or aware of a brand, its influence on decision-making grows (Workman & Lee, 2013). Due to a sense of satisfaction with the brand, brand sensitivity can trigger diverse behavioral outcomes, such as offering feedback or suggestions for a product's invention or enhancement and influencing others through word-of-mouth, blogging, and reviews (Casidy et al., 2018). Moreover, brand sensitivity and information availability exhibit an inverse relationship; as information increases, brand sensitivity decreases (Li et al., 2022). Adolescents today are surrounded by information, and its impact on brand sensitivity cannot be understated. The study proposes the following hypotheses to determine whether brand sensitivity affects satisfaction and loyalty in adolescents similar to adults.

✦ **H1** : Brand sensitivity has a positive relationship with satisfaction.

✦ **H2** : Brand sensitivity has a positive relationship with loyalty.

Fashion Consciousness

Fashion consciousness is a useful consumer quality for apparel marketers because it alludes to a person's level of participation in fashion trends or clothing (Kautish & Sharma, 2018). Compared to other shoppers, fashion-conscious consumers are frequent shoppers. They try new trends and look for more information about fashion (Iyer & Eastman, 2010). Past research demonstrates that fashion-conscious consumers are willing to spend more on clothing because they see it as an extension of their identity (Kaur & Anand, 2018). They indulge in shopping for pleasure, are frequent consumers, spend more money, and are more drawn to clothing items than less fashion-conscious people (Kim et al., 2018). From the perspective of a developing country, adolescents' fashion consciousness is greatly influenced by their consciousness about Western fashion. In addition, the differences between rural and urban areas, gender, and education significantly impact young customers' fashion consciousness (Viranga Rathnayake, 2011). Fashion consciousness has a favorable impact on consumers' purchase intention and further in their behavior (Lam & Yee, 2014). While high fashion-conscious consumers tend to be more involved with the brand, their emotional connection can lead to satisfaction and achieve loyalty (Kim et al., 2018). Hence, the following hypotheses are proposed :

✦ **H3** : Fashion consciousness has a positive relationship with satisfaction.

✦ **H4** : Fashion consciousness has a positive relationship with loyalty.

Socialization

Past literature shows that socialization occurs when young people interact with their environment (Handel

et al., 2007). The key socialization factors for young children are their parents, siblings, and interactions within the home (Chaudhary & Gupta, 2014); friends, the media, and school are also considered as socialization factors (Ghouse et al., 2020; Ward, 1974).

The purchase behavior of children is significantly influenced by their parents (Moschis & Churchill, 1978) and further shaped by cultural aspects. The parental impact is more in a country like India, where the customs and traditions exert more significant influence, and children view their parents as their role models (Kaur & Medury, 2011). Since there is two-way communication between the parents and children, purchase decisions, expenses, and consumption are discussed, enabling the teenagers to acquire parental traits in their buying behavior (Ward, 1974), further leading to satisfaction and loyalty. In reaching adolescents, peers and media also add to influencing agents affecting young minds. Adolescents need acceptance from their peers to fit in that social group. Due to this drive, adolescents have increased peer influence, sometimes more than parental impact (Mascarenhas & Higby, 1993). Hence, the following hypotheses are proposed :

✍ **H5 :** Socialization has a positive relationship with satisfaction.

✍ **H6 :** Socialization has a positive relationship with loyalty.

Internet

The rapid growth of technology has been a characteristic of Generation Y. Their everyday lives now revolve around the Internet more than anything else (Bulsara & Vaghela, 2022). At the same time, this trend is extended even to Generation Z (Singh & Dagur, 2022), who are termed as digital natives or the iGeneration. Today's kids are exposed to a growing amount of advertising specifically targeted at them. Children are becoming increasingly exposed to advertising, mainly due to the increased number of media outlets utilized by kids and the more accessible, location-independent access to media such as the Internet and cell phones (O'Keeffe & Clarke-Pearson, 2011). Also, many commercials are made with kids in mind, whether through the product's aesthetic or content or vibrant packaging with kid-friendly images (Honeyman, 2010). Adolescents or Generation Z born during the Internet period are more likely to use the Internet as a social networking tool, making it a potentially more powerful socialization agent (Lee et al., 2003). Children who use cyber-space for academic and nonacademic purposes such as chatting, streaming music, and video gain more product awareness directly or indirectly as product advertisements are frequently seen (Kaur & Medury, 2011), which can influence their satisfaction and loyalty. Hence, the following hypotheses are proposed :

✍ **H7 :** The Internet has a positive relationship with satisfaction.

✍ **H8 :** The Internet has a positive relationship with loyalty.

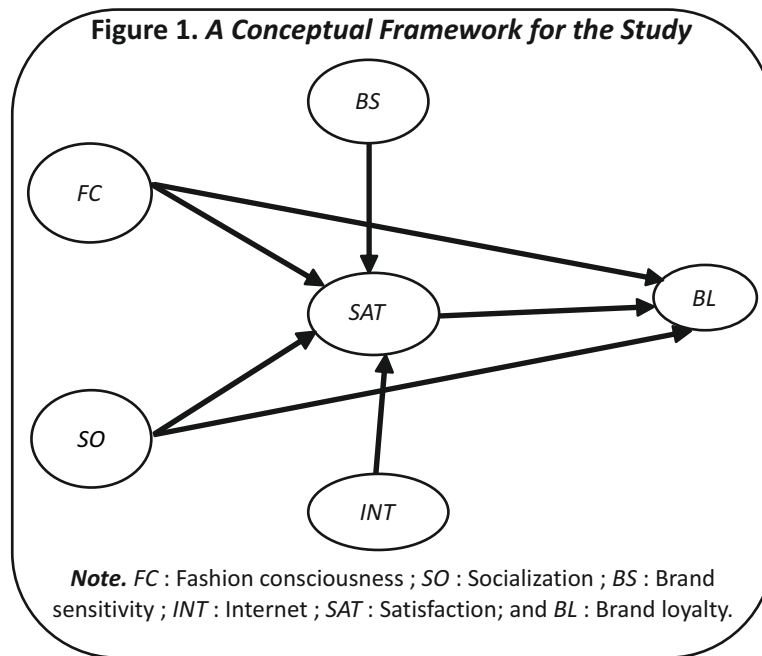
Satisfaction

Consumer satisfaction is the cumulative outcome of customer understanding, appraisal, and psychological responses to user engagement with goods or services (Liu & Khalifa, 2003). Customer satisfaction is an indicator of how the goods and services offered by the organization match or exceed the standards of the customer. Customer loyalty is correlated with satisfaction, retention, brand reputation, recommendation, and enhanced profitability (Gummesson, 1999; Wirtz, 2003). Enhanced customer satisfaction will increase customer retention and loyalty (Mahadevan & Joshi, 2022). A positive correlation between customer satisfaction and brand loyalty is anticipated, given that loyalty results from consumer satisfaction (Carpenter & Fairhurst, 2005). Hence, it is hypothesized that :

⇒ **H9** : Satisfaction has a positive relationship with loyalty.

Development of a Conceptual Model

Based on the existing literature, we develop a conceptual model (Figure 1) of the factors impacting millennials' garment loyalty. The model establishes the primordial relationship.



Research Methodology

Participants

This empirical study was undertaken in two Indian states, Karnataka and Kerala, between January and February 2022. A self-administered questionnaire was provided to adolescents aged 12 – 18 years by enumerators.

Procedure

Personal interaction with the respondents was necessary for this study as the respondents were minor and needed assistance understanding the questions. As a result, the enumerators went to the schools and universities in the designated states' metropolitan areas. To conduct the poll, we hired 20 university students as enumerators.

Research Instrument

The questionnaire had 28 English items. The items were scored on a 5-point Likert scale ranging from 1-*strongly disagree* to 5-*strongly agree*, and specific things were classified as 1-*never* to 5-*always*. Sprotles and Kendall (1986) are cited four times for fashion consciousness, Laurent and Kapferer (1985) are cited five times for brand sensitivity, Dotson and Hyatt (2005) are cited three times for socialization outside and within the family, and

Gremler and Gwinner (2000), Kaura (2013), and Kayeser Fatima and Abdur Razzaque (2014) are cited four times for satisfaction. Sprotles and Kendall (1986) also examined brand loyalty goods.

Data Analysis and Results

Procedure for Model Assessment and Statistical Analysis

The linear relationships between the latent constructs and the latent variables are established using PLS-SEM. Besides, PLS-SEM also facilitates testing several relationships rather than each association individually.

Sample Profile

After deleting 54 incomplete surveys from the 500 responses, 446 were chosen for the study. Males comprised 40.6% of the respondents, while females comprised 59.4%. The participants in the study ranged in age from 12 – 18 years old, and the majority (58.7%) were in the age group of 17–18 years. More than 75% of the respondents studied in the State Board. About 67.7% of the respondents had only their father as a single earner in the family, and 23.8% of the respondents had both parents employed.

Assumption Test

A normality test was conducted for all the items except the demographic variables. The skewness statistics vary from -0.746 to $+0.220$, and the kurtosis statistics range from -1.201 to 1.224 . Given an appropriate range of skewness between -2 and $+2$ and kurtosis between -7 and $+7$ (George & Mallery, 2010), the data are demonstrated to have a normal univariate distribution, allowing for further investigation.

Measurement Model

This study considers two empirical procedures (measurement and structural model) proposed by Anderson and Gerbing (1988). The structural model evaluates the hypothesized relationships, while the measurement model determines validity and reliability (Hair Jr. et al., 2016). The loadings of the indicators are used for assessing reliability. They are noted to be high and significant (over 0.50), except for the five items (two from brand sensitivity, two from socialization, and one from satisfaction), which were deleted after careful consideration due to low loading (Table 1).

Table 1. Result Summary for Reflective Measurement Models

Scale Item	Loading
Fashion Consciousness (FC)	
I usually have one or more outfits of the newest style (Fc1).	0.581
I keep my wardrobe up to date with changing fashions (Fc2).	0.796
Fashionable, attractive styling is essential to me (Fc3).	0.774
I shopped in different stores to get variety and chose other brands (Fc4).	0.719
Brand Sensitivity (BS)	
I look at the brand (BS1) when I buy apparel or fashion accessories (sports shoes, caps, etc.).	0.778
When it comes to apparel, I prefer to choose well-known labels (Bs2).	0.805

I prefer to wait if the store where I am shopping does not carry the precise brand of clothing or fashion accessories that I am seeking (<i>Bs3</i>).	0.757
Socialization (<i>SO</i>)	
My close friends' opinion is important when I buy brands (<i>SO1</i>).	0.762
I like the brands that my close friends like (<i>SO2</i>).	0.741
My parents think that brands are important (<i>SO3</i>).	0.683
I like the brands that my parents like (<i>SO4</i>).	0.626
Internet (<i>INT</i>)	
How often do you use the Internet to browse clothing? (<i>INT1</i>)	0.758
How often do you use the Internet to purchase clothing? (<i>INT2</i>)	0.755
How often do you read a fashion-related blog or magazine on the Internet? (<i>INT3</i>)	0.707
Satisfaction (<i>SAT</i>)	
Based on my experience, my level of pleasure while purchasing branded clothing is(<i>SAT1</i>).	0.772
My decision to wear branded clothing is sound (<i>SAT2</i>).	0.746
Overall, I am satisfied with using branded apparel (<i>SAT3</i>).	0.792
Brand Loyalty (<i>BL</i>)	
I have favorite brands that I buy over and over (<i>BL1</i>).	0.809
Once I find a product or brand I like, I stick with it (<i>BL2</i>).	0.774
I go to the same stores each time I shop (<i>BL3</i>).	0.674
I am loyal to certain stores and brands (<i>BL4</i>).	0.661

The square root of the average variance extracted (AVE) is compared to the correlation coefficients between the two constructs to determine the study's discriminant validity. Table 2 and Table 3 indicate the variables in the measurement model that appeared to have acceptable levels of discriminant validity. A collinearity check is performed by observing the variance inflation factors (VIF) values, which range between 1.165 and 2.130, much below the threshold of 10, as Neter et al. (1985) recommended.

Table 2. Discriminant Validity (Fornell–Larcker Criterion)

Latent Variables	1	2	3	4	5	6
Brand Loyalty	0.732					
Brand Sensitivity	0.501	0.780				
Fashion Consciousness	0.331	0.531	0.722			
Internet	0.425	0.408	0.511	0.700		
Satisfaction	0.529	0.462	0.302	0.346	0.770	
Socialization	0.432	0.393	0.382	0.278	0.237	0.705
Cronbach's Alpha	0.714	0.678	0.693	0.741	0.659	0.659
rho_A	0.736	0.678	0.718	0.736	0.663	0.661
CR	0.821	0.823	0.812	0.827	0.814	0.797
AVE	0.536	0.608	0.522	0.491	0.593	0.497

Note 1. The values in the diagonal are the square root of the AVE.

Table 3. Discriminant Validity (HTMT Criterion)

	<i>BL</i>	<i>BS</i>	<i>FC</i>	<i>INT</i>	<i>SAT</i>
<i>BS</i>	0.693				
<i>FC</i>	0.442	0.762			
<i>INT</i>	0.553	0.560	0.722		
<i>SAT</i>	0.756	0.681	0.437	0.478	
<i>SO</i>	0.611	0.586	0.566	0.398	0.350

Internal consistency is calculated using Cronbach's alpha. The Cronbach's trend offers a reliability estimate (Chin, 1998; Henseler et al., 2009), and all the constructs score more significantly than the acceptable threshold of 0.50 (Chin, 1998); Cronbach's alpha range from 0.658 to 0.752. The composite reliability (CR) is greater than 0.50 in all cases. The AVE attained values higher than the recommended threshold of 0.50 (Fornell & Larcker, 1981), demonstrating that the total hypothesized items capture more variation in the underlying factor due to the measurement error.

The study also employs the heterotrait–monotrait ratio of correlations (HTMT) approach to evaluate these constructs, which is deemed superior to the Fornell–Larcker criterion (Henseler et al., 2015). Table 3 shows that the HTMT findings are below the cut-off point 0.90, indicating discriminant validity.

Structural Model Evaluation

We inspect the VIF for all antecedent constructs at the very outset to understand the collinearity. Since the VIF values are between 1.165 and 2.130, less than the acceptable threshold of 5, we rule out collinearity among the exogenous factors. Furthermore, we utilize bias-corrected bootstrap percentile confidence intervals to see if our model's results are significant.

Structural Model Assessment

The structural model is used to evaluate the hypotheses in this study. The coefficient of determination (R^2), beta, and t -values are calculated using a bootstrapping approach with 5,000 resamples in line with Preacher and Hayes (2008). The coefficient is used to measure the model's predictive accuracy. It is defined as the squared correlation between a given endogenous variable's predicted and actual outcomes (Hair Jr. et al., 2016). According to Chin (1998), R^2 levels greater than 0.67 are considered strong; values between 0.33 and 0.66 are considered moderate; values between 0.19 and 0.32 are considered weak; and values less than 0.19 are considered unacceptable. Table 4 indicates the model has medium to weak predictive power, which supports almost 24.4% and 44.4% of the variances in satisfaction and loyalty, respectively.

Table 4. R^2 of the Endogenous Latent Variable

Constructs	R^2	Results
Satisfaction	0.244	Weak
Brand Loyalty	0.444	Moderate

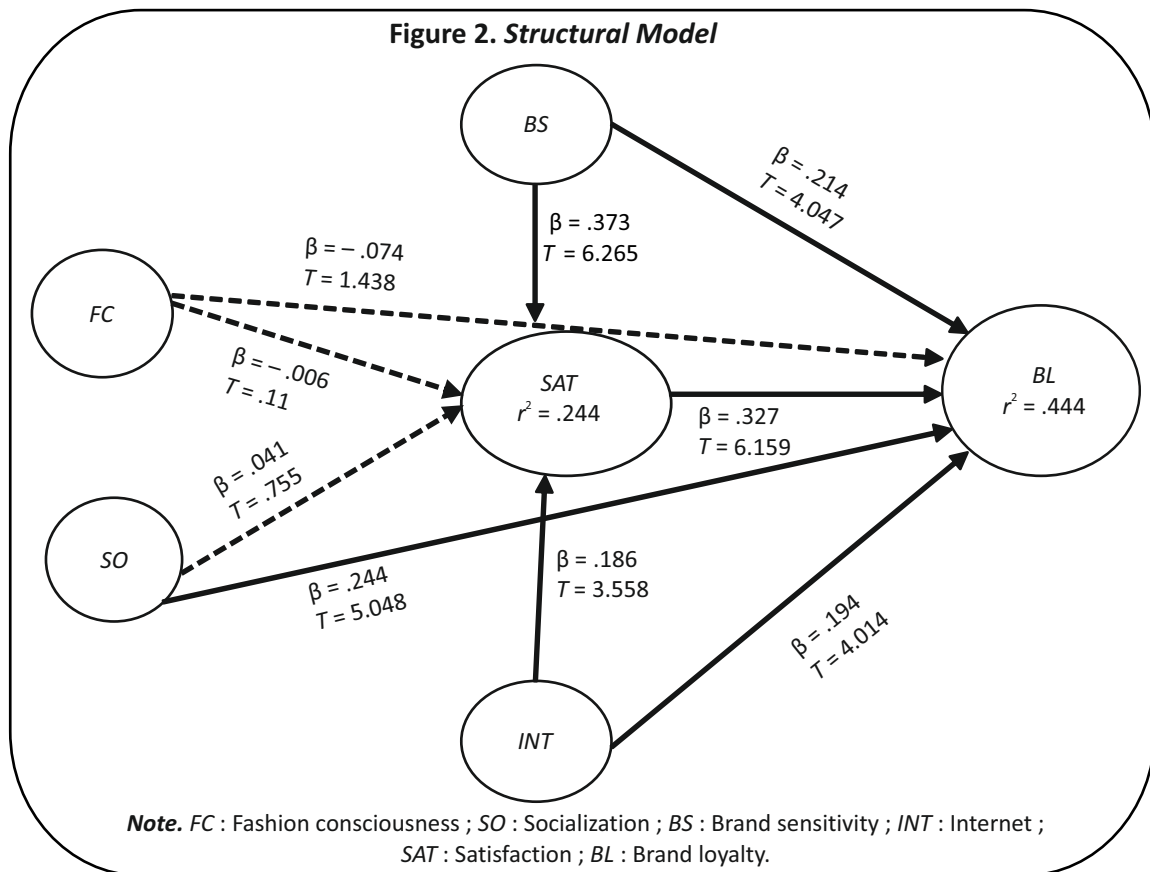
Estimation of Path Coefficients (β) and t-Statistics

According to the study, brand sensitivity directly and positively influences adolescents' satisfaction and loyalty. As shown in Table 5 and Figure 2, the results confirm that brand sensitivity strongly influences satisfaction

Table 5. Structural Model Results

Paths	Hypothesized Direction	Path Coefficient	T-Statistics	Decision
<i>BS</i> → <i>SAT</i> (H1)	(+)	.373***	6.265	Supported
<i>BS</i> → <i>BL</i> (H2)	(+)	.214***	4.047	Supported
<i>FC</i> → <i>SAT</i> (H3)	(-)	-.006	0.11	Not Supported
<i>FC</i> → <i>BL</i> (H4)	(-)	-.074	1.438	Not Supported
<i>SO</i> → <i>SAT</i> (H5)	(+)	.041	0.755	Not Supported
<i>SO</i> → <i>BL</i> (H6)	(+)	.244***	5.048	Supported
<i>INT</i> → <i>SAT</i> (H7)	(+)	.186***	3.558	Supported
<i>INT</i> → <i>BL</i> (H8)	(+)	.194***	4.014	Supported
<i>SAT</i> → <i>BL</i> (H9)	(+)	.327***	6.159	Supported

Note. *** $p < 0.01$.



($\beta = .373, t = 6.265, p < .000$) and brand loyalty ($\beta = .214, t = 4.014, p < .000$). The Internet has a direct and highly significant influence on loyalty ($\beta = .194, t = 3.666, p < .000$) and contentment ($\beta = .186, t = 3.558, p < .000$). Satisfaction also significantly influences brand loyalty ($\beta = .327, t = 6.159, p < .000$). It is discovered that socialization has a significant influence on brand loyalty ($\beta = .244, t = 5.048, p < .000$), but not on satisfaction. According to the study's findings, fashion consciousness has no obvious effect on satisfaction or brand loyalty.

Discussion

Understanding loyalty and satisfaction in connection with adolescent buying behavior is not very well studied; a few researchers have examined the antecedents impacting the buying behavior of adolescents. The current study finds brand sensitivity, fashion consciousness, socialization, and the Internet as antecedents impacting teenage loyalty. Only brand sensitivity and the internet favorably impact satisfaction and loyalty. Though socialization affects loyalty, it does not have a beneficial effect on satisfaction. Because we are all loyal, fashion consciousness fails to develop a link with satisfaction.

The results of the study highlight numerous findings. Brand sensitivity influences satisfaction and loyalty. We would find satisfaction mediated by brand sensitivity and loyalty. Satisfaction and loyalty are post-purchase factors, but a past study revealed that brand sensitivity was a crucial psychological factor in influencing adolescents' pre-purchase decisions (Grant & Stephen, 2005). When shopping, adolescent brand sensitivity is conditioned by age, socioeconomic status, peer pressure, television exposure, and brand value to their parents (Lachance et al., 2003). In contrast, the empirical data of the present study proves a direct and indirect relationship between brand sensitivity and post-purchase factors.

Adolescents of the present generation are very much oriented toward technology usage. As such, using the Internet via mobile or computer is part of their day-to-day activities. The in-app advertisement broadcasted in these media can positively impact the adolescent's satisfaction and, thereby, their loyalty. Related results were also found in the study of Shin et al. (2020), wherein older adolescents were more receptive to in-app advertisements, influencing their behavioral intention. While there are contradicting results in adult cases, the Internet can only serve as a source of information and fails to impact the purchase or post-purchase decisions (Sama, 2019).

The study confirms that adolescent socialization directly impacts brand loyalty, not satisfaction. The results of this study are in partial agreement with the results of Caruana and Vassallo (2003) and Grant and Stephen (2005). It can be emphasized that socialization does not lead to satisfaction; adolescents can remain loyal to the brand under the influence of family and friends. However, other determinants can affect brand satisfaction.

Policy Implications

The teenage population in developing countries is approximately seven times greater than that of developed countries (Shamsuzzaman et al., 2019). A similar trend is also noticed in India, where adolescents account for one-fifth of India's total population, which indicates the vast market segments potentially unleashed by the companies. The adolescents' loyalty motives show socialization, brand sensitivity, and the Internet, making the companies adopt their advertising or product placement strategies based on these three factors. In this present era, where learning has taken an online platform, strategically utilizing the technology will enable marketers to build more loyalty and be retained even when adolescents move to the next stage of their life cycle. With e-learning platforms, the extent of Internet usage and the time spent by adolescents on computers or mobiles have drastically increased. Hence, with this increase, there could be more influence on adolescents. While the family and peers can influence the adolescents presently, moving forward, the influential pressure exerted by these groups will be reduced as the adolescent's decision-making determinants change when they take a step into adulthood.

Importantly, satisfaction is a crucial factor in the development of behavioral loyalty. Hence, a business organization aiming at increasing loyalty should recognize the role of satisfaction. More satisfied consumers tend to be more loyal, which can accelerate repurchase intention and positive word of mouth. Adolescents' satisfaction with a brand varies from the satisfaction of an adult. While an adult is more informed and knowledgeable and compares the product before they purchase, an adolescent might buy the product due to the influence created by family members and friends. Additionally, the critical information source for adolescents is provided through technology; hence, they base their decisions on technology.

Young consumers reject a brand or product as quickly as they accept it (Gunter & Furnham, 1998), especially for fashion items or products that change frequently. As a result, teens do not show product loyalty. Furthermore, any fashion trend's life duration is approximately four months, implying that young consumers may discard and accept new fashion within this time frame (Lindstrom & Seybold, 2003).

Conclusion, Limitations of the Study, and Scope for Further Research

Most of the present generation of teenagers do not make their purchase decisions based on advertisers, marketers, or elders; instead, they make their own choices or decisions based on the updates they see or receive from technology. Hence, marketers need to focus on the elements of technology. Furthermore, there can be differences in the loyalty antecedents of younger and older adolescents. Socialization agents can influence younger adolescents, and older adolescents can be affected by the Internet and brand sensitivity.

The following shortcomings limit the present study. First, the sample belongs to a limited geographic area, so the results cannot be generalized. The study can be extensive if representative samples can be collected from the country. Furthermore, a comparative analysis can be taken to get a broader global perception. Another limitation is the exclusion of television as a factor. Future research can be more precise and impactful if the television factor is considered along with other antecedents. Finally, most studies on adolescents do not understand the family's socioeconomic background. As such, the present study also faces this limitation.

Authors' Contribution

Swapna Shetty J., Mahesh P. G., and Ganavi K. K. conceived the research idea, developed the conceptual model, and gathered the data for the study. Swapna Shetty J. developed the statistical method, analyzed the data, and edited the manuscript.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

The authors received no financial support for the research, authorship, and/or for the publication of this paper.

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