



Paper 6

The Influence of Woman Apparel Brand New Brand Image
In Generating Brand Trust, Brand Prestige, Brand Love,
and Brand Loyalty

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Abstract – In 2018, A Woman Apparel Brand (Brand X) is facing problems because of its brand image. They got a negative stigma and boycott from the public, it leads to the cancellation of the Brand X Fashion Show in 2019. Furthermore, in 2020, the show was also canceled due to the pandemic. Therefore, Brand X Brand decided to rebrand brand image as a response to its issue in 2018 with the Body Positivity concept. They got various responses about their new brand image both positive and negative sides. Thus, this research aims to identify the influence of Brand X Rebranding on Brand Loyalty by assessing it's Brand Trust, Prestige, and Love. This research was conducted using a quantitative approach through an online survey with 263 Respondents who meet the criteria and use descriptive statistics with PLS-SEM to analyze the data. The result are showed that A Woman Apparel Brand Rebranding Brand Image has a positive influence on Brand Trust, Brand Prestige, and Brand Love; Brand Trust on Brand X Rebranding Brand Image does not have a positive influence on Brand Loyalty, and Brand Prestige and Brand Love on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty.

Keywords – Rebranding, Brand Image, Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty

I. INTRODUCTION

BACKGROUND

Brand X or is a prominent American retail company founded by Roy Raymond in 1977. The Brand X sells products for women, such as underwear or lingerie as its main product, in addition to perfume or fragrance mists and women's bags [1]. Brand X has always used body and beauty concepts as part of its branding, where white skin and slim body shapes are typically highlighted [1]. The Perfect Body Campaign in 2014 was part of the Brand X's branding [2]. The campaign included Brand X Angels as components of their brand image and the Brand X Fashion Show as its annual event [3].

Based on a preliminary survey conducted from August to September 2021 distributed to gain knowledge about the public's perspective on Brand X branding regarding both Brand X Angels and the Brand X Fashion Show, the respondents believed that Brand X has a significant enough influence in setting global beauty standards, especially among Indonesian women. Although initially,

Brand X used Brand X Angels and the Brand X Fashion Show as their marketing tool, with extensive additions, the Brand X has changed the world's perspective by creating a beauty standard where Brand X Angels reign supreme. These "Angels" had white skin, long legs, and many more [32].

However, the general public's response to the standards created by Brand X Angels has been negative. In 2018, there was a petition to boycott the Brand X Fashion Show as a form of protest against the beauty standard created by the Brand X [4]. The boycott petition resulted in a decrease in market share from 31.7% in 2013 to 24% in 2018 [5]. Then, in 2019, the Brand X Fashion Show event was canceled due to various factors, one of which was the negative stigma brought by public criticism who considered the Brand X event to be sexist, archaic, and lacking diversity in the notion of feminine beauty. In addition, during 2019, the Brand X's decline in net sales was also one of the reasons for the cancellation of the event that year, as the Brand X's sales dropped by \$252m or 195.1m in the third quarter of 2019 [6].

In the following years, from 2020 to 2021, an economic recession occurred during the COVID-19 pandemic. This resulted in a decline in consumer purchasing power due to changes in consumer behavior. The pandemic affected the economy and purchasing power of consumers, as a majority preferred to save rather than spend. A study has shown that Personal Consumption Expenditure (PCE) in the clothing sector went from 3.8% in 2019 to -7.7% in 2020 [7]. This indicates that people preferred to buy other commodities besides clothes during 2020. Moreover, the global economy also faced significant obstacles, as shown by the decrease of GDP Growth by -4.36% globally [7]. These troubling times undoubtedly affected Brand X products as the Brand X experienced a drastic decline in sales in 2020. According to data from [8] in 2020, Brand X sales decreased from \$7,509m in 2019 to \$5,413m.

In 2021, Victoria's Experimental Secret made a comeback by altering its brand image, which featured the phrase 'Brand X Collective.' In this rebrand, Brand X welcomed multiple models with the theme of diversity, as models with varied body types and ethnicities were included in this campaign. This was done in response to the negative backlash they received from the public since 2019. Additionally, in this rebrand, the Brand X highlighted the idea that a woman's beauty is not only physical but that

it can also be shown through their accomplishments and personality. This is evidenced by the participation of several models, including Megan Rapinoe, a 35-year-old soccer star and gender equity campaigner; Eileen Gu, a 17-year-old American freestyle skier; Paloma Elsesser, a 29-year-old size 14 woman who graced the cover of Vogue magazine; and Priyanka Chopra Jonas, a 38-year-old Indian actress, and technology investor [9]. Through this rebranding strategy, Brand X hoped to show that they support women's empowerment and state that their previous brand image does not encapsulate real beauty [10].

The emergence of the Brand X rebrand has received various positive responses from many celebrities [11]. One of them was Tyra Banks, an American model who is also a judge at American Next Top Model. She supported this rebrand by uploading a photo on her Instagram and expressing her thoughts through the caption. However, there was also a negative response regarding the Brand X's choice to update its brand image. Michelle Halim, an influencer from Indonesia and a freelance model, gave her opinion through her Instagram Story regarding her disappointment with Brand X [12].

Nevertheless, Brand X's rebranding strategy can be said to be quite risky because according to research conducted by [13] rebranding strategies must be thought out carefully as it can be likened to updating something that has already been introduced to the public. In this case, Brand X new brand image as a part of its rebranding strategy was not tested for its influences in generating public brand trust, brand prestige, brand love, and brand loyalty beforehand.

According to past research by [14], brand image has a significant influence both on brand trust and brand loyalty. [15] and [14] likewise confirmed the impact of brand image on consumer brand trust. Additionally, [16] and [14] stated that the primary cause of consumers' high level of trust is brand image. Furthermore, Ming et al., (2011) and [14] found a positive relationship between brand image and brand trust. Furthermore, previous research by [17] found that brand trust, brand prestige, and brand love all have a positive association and can mitigate the influences of brand loyalty. As a result, this research objective is to assess the influence of Brand X Rebranding Brand Image by assessing it is Brand Trust, Brand Prestige, and Brand Love and to assess the influence of Brand Trust, Brand Prestige, and Brand Love of Brand X Rebranding toward Brand Loyalty.

RESEARCH VARIABLE DEVELOPMENT

Brand Image and Brand Trust

Based on the [14] studies, brand image has a significant influence on both brand trust and brand loyalty, as the primary cause is consumers' high level of trust is brand image, and there is a positive relationship between brand image and brand trust. Furthermore, [18] state that brand image is the most influential factor in the brand-building process, followed by the influence of brand experience on brand attachment. These findings suggest that in the early stages of brand development, brands should first maintain their image in order to gain the trust of their consumers. As a result, the following hypothesis is proposed in this study

H1: Brand X's Rebranding Brand Image has a positive influence on brand trust

Brand Image and Brand Prestige

[19] stated that when consumers have a positive impression of a Brand X's brand image, brand prestige and consumer behavior intention are more likely to increase. To reach the level of positive brand image, however, the brand would need to make additional efforts to create a positive image in the eyes of consumers in order to increase brand prestige and behavior intention. The study also demonstrated that adherence to laws and ethics positively impacts brand image. Compliance will assist a brand in gaining the support of all stakeholders, thereby enhancing its brand image. Consequently, the purpose of this study is to determine if the new Brand X brand image can significantly influence the brand's prestige. The proposed hypothesis is as follows:

H2: Brand X's Rebranding Brand Image has a positive influence on brand prestige

Brand Image and Brand Love

Consumers are more likely to increase word-of-mouth communication for a brand that they love, according to research conducted by [20]. These researchers found that brand love is significantly affected by brand image. They also stated that brands would make an effort to cultivate "brand love," which is defined as an emotional connection that goes beyond satisfaction and exists between a brand and its group of devoted customers. Customers could be loyal to a brand out of love for the company, in which case they would behave as though they were in a romantic relationship, prioritize the brands they are loyal to over competing options, and talk positively about the company through word-of-mouth communication. For

instance, if the customer perceives a positive image of the brand and the customer perceives that the brand reflects their social self, then a relationship, similar to a love affair, may develop between the customer and the brand.

As a result, the purpose of this study is to investigate whether or not the new Brand X brand image has the potential to significantly affect brand love. The following is the hypothesis that has been proposed:

H3: Brand X's Rebranding Brand Image has a positive influence on brand love.

Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty

According to [17], there was a significant correlation between brand love, prestige, and trust, and brand loyalty. Then, according to findings, the relationship between brand prestige and brand loyalty is stable, resulting in consumers' eventual willingness to pay a higher price for particular products. In other instances, the research suggests that females who tend to purchase expensive and well-known cosmetics are already brand loyal. Consumers develop loyalty as a result of the trust that has already been established. When a consumer already trusts a brand, their loyalty to that brand will increase. Another reason to increase brand loyalty is brand adoration. Moreover, according to a paper by [21], trust is the gateway to customer loyalty. These statements demonstrate that loyalty can be predicted by trust.

Another reason to increase brand loyalty is brand adoration. Customers who are loyal to the brand they adore would act as if they are in love by favoring the brand over alternatives and speaking positively about it. According to a previous study from [20], when customers feel affection for a brand, brand loyalty is created in both the customer and those around them. Thus, the purpose of this study is to determine if brand love, brand prestige, and brand trust significantly impact brand loyalty. These are the proposed hypotheses:

H4: Brand trust in Brand X's Rebranding Brand Image has a positive influence on brand loyalty.

H5: Brand prestige in Brand X's Rebranding Brand Image has a positive influence on brand loyalty.

H6: Brand love for Brand X's Rebranding Brand Image has a positive influence on brand loyalty.

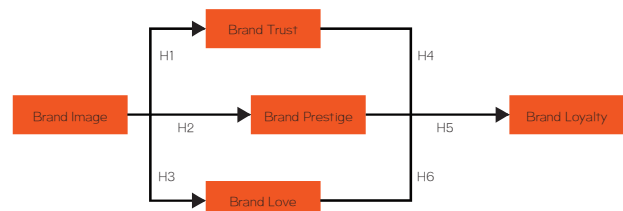


Fig. 1. Conceptual Framework

Hence, there is a conceptual model proposes in this study to examine the Influence of Brand X's New Brand Image in generating brand trust, brand prestige, brand love, and brand loyalty (Figure 1).

II. METHODOLOGY

In this quantitative study, The Influence of Rebranding Brand Image of a Woman Brand on Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty that were validated as the defined variables. The distribution of questionnaires over the internet was done in order to collect the data. Since the pandemic created conditions that were partially quarantined, a web-based approach was chosen because it was the most practical and efficient method for locating respondents who were suitable for the study.

A multiple-choice and open-ended questionnaire will be used to collect socio-demographic and behavioral information. On the other hand, a Likert-scale question from a study by [22] will be used to assess Brand Image, Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty. The Likert-scale questions required respondents to select a level of agreement on a scale of one to five, with one indicating a strongly disagree answer and five indicating a strongly agree answer.

The respondents in this study were customers of Brand X products from Indonesia who know about Brand X's new brand image. The selection criteria were met by a total of 263 respondents with the details of respondent profiles are between 17 – 24 years old, Female, and University students. As the behavior, respondents mostly ever bought Brand X Product less than 3 times in a year, with Perfume as most bought products by respondents. The study used the judgmental or purposive sampling technique as samples that fulfilled the requirements were selected. These requirements consist of customers or consumers of Brand X until 2021.

The data and information in this study were gathered entirely from questionnaires distributed via Google Form. The data collected from the respondents were then analyzed by using descriptive statistics and hypothesis testing.

III. RESULTS

Descriptive Analysis

Five indicators from studies conducted by [23], [24], [20], and [25], were used to evaluate the variable brand image. Afterward, Brand trust was evaluated using five indicators from the research of [17] and [26]. The prestige of a brand was evaluated using four indicators from [20] study. In addition, Brand love was evaluated using six indicators from the studies of [27] and [20]. Last, seven indicators were used to evaluate brand loyalty in accordance with [20], [28], and [25] studies. Each item was evaluated using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree)

Table 1 - Research Measurement

No.	Variable	Indicator	Label	Mean	Sources
1	Brand Image	Brand X's New Brand Image is very well known to the public.	BI1	3.563	[20], [23], [24], [26]
		Brand X New Brand Image has high quality.	BI2	4.251	
		Brand X New Brand Image has brand characteristics.	BI3	4.350	
		Brand X's New Brand Image has a positive impression.	BI4	4.536	
		Brand X's New Brand Image is strong	BI5	4.376	
2	Brand Trust	Brand X's New Brand Image meets my expectations.	BT1	3.935	[17], [26]
		Brand X's New Brand Image can be trusted	BT2	3.916	
		Brand X's New Brand Image is reliable.	BT3	3.882	
		I trust Brand X with their New Brand Image	BT4	4.004	
		I feel confident about Brand X's New Brand Image	BT5	4.065	
3	Brand Prestige	Brand X has a Prestigious New Brand Image.	BP1	4.118	[19]
		Brand X's New Brand Image is known as an elite class.	BP2	4.072	
		Brand X's New Brand Image has a good reputation.	BP3	4.141	
		Using Brand X Brand with their New Brand Image makes me feel elite	BP4	3.753	
4	Brand Love	Brand X's New Brand Image makes me feel good and happy.	BL1	4.084	[27], [20]
		I am interested in Brand X's New Brand Image.	BL2	4.175	
		Brand X has a wonderful New Brand Image	BL3	4.118	
		I am very attached to Brand X's New Brand Image.	BL4	3.510	
		Brand X's New Brand Image is a pure delight.	BL5	3.612	
		I love Brand X's New Brand Image.	BL6	3.958	

5	Brand Loyalty	I intend to use Brand X Brand after their Rebranding with the New Brand Image.	BY1	3.677	[20], [28], [26]
		I used Brand X Brand after their Rebranding to their New Brand Image as it is my choice.	BY2	3.532	
		I consider myself to be loyal to Brand X after their Rebranding to their New Brand Image.	BY4	3.418	
		I would recommend Brand X Brand to my relatives after their Rebranding to their New Brand Image.	BY5	3.635	
		I am more interested in Brand X Brand than other brands after their Rebranding to their New Brand Image.	BY6	3.278	

The sample's important data characteristics were identified using descriptive statistics analysis. According to the findings of this study, the brand image variable with the indicator "Brand X New Brand Image has a positive impression" has the highest mean score of 4.543. This statement suggests that the new Brand X brand image left a positive impression on the respondents. Meanwhile, the brand loyalty variable with "I am more interested in Brand X Brand than other brands after their Rebranding to their New Brand Image" has the lowest mean score at 3.278. This statement indicates that the audience does not pay more attention to the Brand X Brand after its rebrand.

Hypothesis Testing

In this section, the Partial Least Squares (PLS) computation was used to explain the results of hypothesis testing as well as the significance demonstrated by the T-values evaluated by the inner model path coefficient. Table 2 displays the results of the hypothesis testing.

Table 2 - Hypothesis Testing

Hypothesis	Structural Path	T Values	P Values	Result
H1	Brand Image -> Brand trust	14.480	0.000	Accepted
H2	Brand Image -> Brand prestige	12.633	0.000	Accepted
H3	Brand Image -> Brand love	13.755	0.000	Accepted
H4	Brand trust -> Brand loyalty	1.530	0.127	Rejected
H5	Brand prestige -> Brand loyalty	2.769	0.000	Accepted
H6	Brand love -> Brand loyalty	6.253	0.000	Accepted

According to Hypothesis 1 of this study, Brand X's New Brand Image has a positive influence on brand trust. The hypothesis is accepted because its T-value is 14.480, which is greater than 1.96 and has a P-value of 0.05 (5%). As a result, it is possible to conclude that Brand X's New Brand Image has a positive impact on brand trust.

Then, the second hypothesis stated, Brand X's New Brand Image has a positive impact on brand prestige.

This hypothesis has a T-value of 12.633, which is greater than 1.96 and has a P-value of 0.05 (5%). As a result, this hypothesis is accepted, and it is possible to conclude that Brand X's New Brand Image has a positive impact on brand prestige. According to Hypothesis 3, Brand X's New Brand Image has a positive influence on brand love. The hypothesis is accepted because its T-value is 13.755, which is greater than 1.96 and has a P-value of 0.05 (5%). As a result, this finding suggests that Brand X's New Brand Image has a positive impact on brand love.

Following that, hypothesis 4 asserted that brand trust in Brand X's New Brand Image has a positive influence on brand loyalty. The hypothesis is rejected because its T-value is 1.530, which is less than 1.96 and has a P-value of 0.05 (5%). As a result, it is possible to conclude that brand trust in Brand X's New Brand Image has no positive influence on brand loyalty. Hypothesis 5 stated that brand prestige has a positive influence on brand loyalty in Brand X's New Brand Image. This hypothesis has a T-value of 2.769, which is greater than 1.96, and a P-value of 0.05 (5%), indicating that it is accepted. As a result, brand prestige on Brand X's New Brand Image has a positive influence on brand loyalty. Finally, hypothesis 6 asserted that brand affection for Brand X's New Brand Image has a positive influence on brand loyalty. The hypothesis is accepted because its T-value is 6.253, which is greater than 1.96 and has a P-value of 0.05 (5%). This suggests that Brand X's New Brand Image's brand prestige has a positive influence on brand loyalty.

IV. DISCUSSION

Brand X Rebranding Brand Image has a positive influence on Brand Trust

The first hypothesis assumed that Brand X Rebranding Brand Image has a positive influence on Brand Trust. After analyzing the data in this study, it is found that the hypothesis of Brand X Rebranding Brand Image has a positive influence on Brand Trust is accepted since the T-value is greater than 1.96 at a significant point of 0.05 (5%). This result is consistent with the previous research that has been done by [18] and [14], who found that Brand Image has a positive impact on brand trust. Furthermore, according to the questionnaire result, the mean score of Brand Trust indicators of "I Trust Brand X with their New Brand Image" and "I feel confident about the Brand X New Brand Image" was above 4. Meanwhile, other indicators mean score below four but close to 4, which are 3.935 for "Brand X New Brand Image meets my expectations"; 3.935 for "Brand X New Brand Image can be trusted"; 3.916 "Brand X New Brand Image reliable"; and 3.882 for "I trust Brand X with their New Brand Image." All scores indicate that the respondents highly trust Brand X after

their Rebranding Brand Image. Then, the mean score of Brand Image according to the questionnaire result was also above four and only one indicator was below four which is Brand X New Brand Image is very well known to the public". Thus, based on the questionnaire conducted, the Brand X Rebranding New Brand Image positively influences Brand Trust.

Besides that, based on the questionnaire, the respondents feel that the new Brand X Brand Image, gives a positive impression and good quality to the customers so which gives additional trust to the respondents. It also proved before that variable BT5, which stated "I feel confident with Brand X New Brand Image" have an average score above 4. Not only that, with good and positive Brand Image from the respondents can remove the uncertainty in their minds about the brand due to positive impact of the brand image. It also stated through the BI4, "Brand X New Brand Image give positive perception" that can lead into the respondent's mind of Brand X Brand. Therefore, it can be used for the reasoning that supports the statement stated "The New Brand Image Rebranding to Brand X influence Brand Trust to the respondents or Brand X Customer. And also surprisingly, based on the research. The results also supported by the research from [29]. The research stated that after seeing an advertisement about body positivity, women are more likely to feel comfortable to shop in their store and believe that their lingerie would suit their body type.

Brand X Rebranding Brand Image has a positive influence on Brand Prestige

The second hypothesis assumed that Brand X Rebranding Brand Image has a positive influence on Brand Prestige. After analyzing the data in this study, it is found that the hypothesis of Brand X Rebranding Brand Image has a positive influence on Brand Prestige is accepted since the T-value is greater than 1.96 at a significant point of 0.05 (5%). This result is consistent with the previous research that has been done by [19], who found that Brand Image has a positive impact on brand prestige. Furthermore, according to the questionnaire result, mostly the mean score of Brand Prestige indicators was above 4. However, only one indicator has a mean score below four but still above 3.5, which is "Using Brand X Brand with their New Brand Image makes me feel elite." with a 3.753 score. All scores indicate that the respondents feel prestige on Brand X Brand after their Rebranding Brand Image. Then, the mean score of Brand Image according to the questionnaire result was also above four. Only one indicator was below four which is Brand X New Brand Image is very well known to the public". Thus, the Brand X Rebranding New Brand Image positively influences Brand Prestige based on the questionnaire conducted.

The statement that Brand X Rebranding Brand Image has a positive influence on Brand Prestige is supported by respondents' responses to an open question on the questionnaire about their viewpoint of Brand X's New Brand Image. The majority of respondents assume that Brand X's New Brand Image expresses an exclusive, luxurious, classic, classy, and even elegant impression, that also adds prestige value to Brand X brand. As a result of the responses, Brand X's New Brand Image can be defined as a Brand Image with prestige value due to the luxurious image that leads to the prestigious. The results also supported by research from [30]. The research stated that after create an advertisement about body positivity and inclusivity, they found out the brand looks more inspiring and authentic than before. It means that when someone seeing a brand who use an advertisement about body positivity and inclusivity, they will feel the brand more authentic and inspiring that make the brand rank higher in peoples' mind, and eventually it will become more prestigious.

Brand X Rebranding Brand Image has a positive influence on Brand Love

The third hypothesis assumed that Brand X Rebranding Brand Image has a positive influence on Brand Love. After analyzing the data in this study, it is found that the hypothesis of Brand X Rebranding Brand Image has a positive influence on Brand Love is accepted since the T-value is greater than 1.96 at a significant point of 0.05 (5%). This result is consistent with the previous research that has been done by [20], who found that Brand Image has a positive impact on brand love. Furthermore, according to the questionnaire result, there are six indicators, with three indicators having a mean score above 4 and 3 indicators having a mean score below four but still above 3.5. All scores indicate that the respondent feels loved on Brand X Brand after their rebranding Brand Image. Thus, the Brand X Rebranding New Brand Image positively influences Brand Love based on the questionnaire.

Furthermore, most respondents are more likely to encourage Brand X's New Brand Image. Based on the open question in the questionnaire survey, the New Brand Image gives the impression of an inspiring and good brand image. As a result, the respondent or their customers are more likely to develop a positive emotional relationship with Brand X brand. Then, because of the positive impression of the Brand Image, respondents or customers tend to love Brand X brand. This result is also supported by the research from Northwestern University that stated that majority of women that see body positivity advertisements are extremely positive with the advertising and more likely to support the brands afterwards [29]

Brand Trust on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty.

The fourth hypothesis assumed that Brand Trust on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty. After analyzing the data in this study using a questionnaire, it is found that the hypothesis of Brand Trust on Brand X Rebranding Brand Image does not have a positive influence on Brand Loyalty is rejected since the T-value is lower than 1.96 at a significant point of 0.05 (5%). This result is not aligned with the previous research that was conducted by [17] and [14] because that research stated that Brand Image has a positive influence on Brand Loyalty. Based on the questionnaire conducted, it can be concluded that even though respondents already have trust in Brand X after rebranding its brand image, it does not mean that they will be loyal to the Brand X brand. It also represents through one of indicators Brand Loyalty which is "I pay more attention to Brand X Brand than other brands after their Rebranding with New Brand Image." got the lowest mean score. Therefore, the Brand Trust on Brand X Rebranding Brand Image does not have a positive influence on Brand Loyalty.

Respondents feel that Brand X new Brand Image is deserve to be trusted, but did not guarantee that it will influence their loyalty. It happens because the majority of the respondents is on the age range of 17-24 years old, whereas those who on that age range can be considered as people who constantly change their preferences and try on new things, including new brand for something that they like. Even though it does not mean that Brand X is ignoring the trust aspect, but with how trusted Brand X Brand Image by the customers, it already shows that Brand X consistently gives the best to their customers.

Besides that, there is a possibility that Brand X kind of loyalty are influence this hypothesis. Because essentially, when someone trusts a brand but they do not get something that make them more interested in the brand, it will not increase their loyalty. And also, based on the questionnaire, they only stated that they trust the brand, but does not mean that they are interested to buy the product several times.

Brand Prestige on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty.

The fifth hypothesis assumed that Brand Prestige on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty. After analyzing the data in this study, it is found that the hypothesis of Brand Prestige on Brand X

Rebranding Brand Image has a positive influence on Brand Loyalty is accepted since the T-value is greater than 1.96 at a significant point of 0.05 (5%). This result is consistent with the previous research that has been done by [17], who found that Brand Prestige has a positive association on brand loyalty. It is also represented by the behavioral questionnaire with questions about opinion regarding the New Brand Image, respondents feel that New Brand Image of Brand X have their inclusivity and elegant for a brand.

Then, if we correlate it with the respondent opinion on several questions in the Brand Prestige variable almost all of the questions have scores above 4. Respondents feel like Brand's Prestige makes them feel luxurious or elite so that they have the intention to stay loyal to Brand X because they feel when they use Brand X, they will be considered elite. Besides that, according to [31], prestige perception has a direct influence on buying intention so it also supports the customers' loyalty to Brand X because of the prestige feel. Then, knowing there are people who have a high ego, also creates an impression that if someone has a more prestige product, then he/she looks more luxurious, which pushes them to be more loyal to the brand.

Brand Love on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty.

Last, the sixth hypothesis assumed that Brand Love on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty. After analyzing the data in this study, it is found that the hypothesis of Brand Love on Brand X Rebranding Brand Image has a positive influence on Brand Loyalty is accepted since the T-value is greater than 1.96 at a significant point of 0.05 (5%). This result is consistent with the previous research that has been done by [17] and [20], who found that Brand Love has a positive influence on brand loyalty. Based on the behavioral question about the opinion of the Brand X Rebranding Brand Image, there was a statement from respondents that they feel loved because Brand X seems to put them in their branding, and it makes the respondents feel more loyal to the Brand X brand.

If it correlated to variable BY7 that stated "I am more interested in the Brand X brand than any other brand after they did their Rebranding Brand Image." It can show that when respondent interested with Brand X after New Brand Image, they will be more loyal than before or start to feel loyal if they do not loyal before. It can be said that if customers already feel in love or really like on a brand, they will feel more attached to it (BL4: I feel attached to the New Brand Image of Brand X) and make them only focus on the brand they attached to. This also supported the statement that stated Brand Love on Brand X Rebranding

Brand Image is positively influenced Brand Loyalty

V. CONCLUSION

Conclusion

The findings of this study investigated how Brand X's new brand image influences brand trust, brand prestige, and brand love for the Brand X brand, as well as whether these elements influence consumers' brand loyalty. The following are the study's findings:

1. Brand X's New Brand Image positively influences brand trust, brand prestige, and brand love through several indicators. According to the PLS analysis, Brand X's new brand image has influenced customers' brand trust, brand prestige, and brand love for the Brand X brand. These findings are also consistent with the outcome of the behavioral profile questions. This suggests that Brand X customers have more trust, prestige, and love for the brand after their rebranding to the VS Collective. Some of them also stated that Brand X's new brand image is more interesting, unique, elegant, and makes the customer feel seen and included. These reasons explain how Brand X's New Brand Image influenced brand trust, brand prestige, and brand love.
2. Several indicators in this study also showed that there are positive influences on brand prestige and brand love towards brand loyalty after Brand X's rebranding. This means that the level of customer loyalty to the Brand X brand, or brand loyalty, can be influenced by the increase in brand prestige and brand love following the rebranding of Brand X. Therefore, customers are more likely to be loyal to a brand that has earned both brand prestige and brand love. However, this study found that brand trust does not have a positive influence on brand loyalty after the rebrand. This suggests that if a customer has brand trust in Brand X after they have rebranded, the customer may not necessarily be loyal to the brand. On the other hand, if the customer feels a sense of prestige and love for the Brand X brand after its rebranding, there is a good chance that the customer will remain loyal to the brand.

Theoretical Implication

Several previous studies have looked at the connection of Brand Image and Brand Trust, Brand Image and Brand Prestige, Brand Image and Brand Love, Brand Trust to Brand Loyalty, Brand Prestige to Brand Loyalty, and Brand Love to Brand Loyalty. However, no one has researched case studies on brands similar to the beauty and woman apparel industries. Furthermore, this study focused on the role of New Brand Image in generating Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty. As a result, this

study contributes to filling a gap in the studies of the beauty and women's apparel brand industry, focusing on Brand Image and Rebranding toward Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty. The findings could then be used to expand knowledge of branding and marketing.

Practical Implication

This study's findings highlight the influence of Rebranding in Brand Image in generating Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty from customers. From a practical standpoint, it is an insight because it may help the beauty and women's apparel brand industries gain in-depth practical knowledge of Rebranding in Brand Image, as well as assisting them by providing insights such as factors that have a significant influence and how Rebranding in Brand Image influences gaining Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty from customers in the future. Furthermore, these findings could be used to understand their target market better, allowing them to maximize their branding.

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