THE PLUS SIDE OF SIZE: RELATIONSHIP BETWEEN BRAND EXPERIENCE AND CONSUMERS TRUST AND LOYALTY ON A BRAZILIAN BRAND

Bianca Carvalho da Silva[1]
ORCID: https://orcid.org/0009-0001-7515-1327
E-mail: biancacarvalho@furb.br

Ana Clara Berndt[2]
ORCID: https://orcid.org/0000-0002-0613-8671
E-mail: anaberndt@usp.br

[1]*Universidade Regional de Blumenau, Blumenau, Brasil*
[2]*Universidade de São Paulo, Faculdade de Economia, Administraçao e Autuária, São Paulo, Brasil.*

Abstract
Brands that focus their efforts on experience gains competitive advantage, generating greater customer loyalty and trust. In Brazil, when a brand wins the trust of its consumers through brand experience, it gains loyalty (Tomiya, 2012; Eberle, Gasparetto & Milan, 2020). Thus, the present study sought to analyze the influence of the brand experience on consumers' trust and loyalty in a plus size fashion brand of Santa Catarina, Brazil. The research was carried through a survey with the brand customers from all over Brazil and had a total of 391 respondents. The survey was classified as a quantitative approach with a transversal approach. Results demonstrate that brand experiences significantly influence brand loyalty and trust. Accordingly, trust also positively influences loyalty. Consequently, the study provided greater insights for managers, entrepreneurs and academics within the field. As it is, now it is possible to have better knowledge when it comes to what to do as a way to provide better customer experience as a way to achieve loyalty and trust. Benefits rely on the

acquisition of new customers and the involvement and engagement of customers with the brand through personalized content, unboxing specials and attention to consumers' needs.
Keywords: brand; brand experience; trust; loyalty; brand positioning; plus size; fashion ecommerce.

INTRODUCTION

Brands are daily looking for alternatives to stand out in the market and increasingly understand factors such as trust, loyalty, and experience which are fundamental and necessary for customer relationships. Hence, brand loyalty goes far beyond consumer's constant purchase, entering the field of emotional bonding and other positive feelings and interactions between customer and brand that are considered important as a way to maintain loyalty. (Hallberg, 2003; Wheeler, 2019; de Oliveira, Correia, de Freitas Rêgo & de Paula Baptista, 2015).

Concerning consumer trust towards brands, it is clear that trust is based on consumer beliefs and goes beyond product quality reflecting on how much marketing has worked on the brand (Delgado-Ballester & Munuera-Alemán, 2001). Logically, brand experience is seen by consumers based on their life history and previous experiences (Schmitt, 2002). Therefore, consumers tend to look for brands with whom they identify and have a clear purpose of improving society with every purchase they make.

Driven by this awareness, more and more companies are adopting and developing innovative measures to focus on shopping experience and, consequently, on consumers' loyalty and trust. Some studies, such as those by Gobé (2002), Delgado-Ballester and Munuera-Alemán (2005) and Aaker (1998) showed positive approaches for brands that invest in consumer experience, thus showing a rise in trends in the concept.

Previous studies such as Wheeler (2019) and Delgado-Ballester and Munuera-Alemán, (2001) indicated a positive influence of brand experience on trust and loyalty. According to that, the main objective of this article is to analyze the brand experience influence on consumers' trust and loyalty in a plus size fashion brand of Santa Catarina, Brazil.

According to general data from the Brazilian Textile Industry Association (ABIT) (2019), Brazil is the largest complete Textile Chain in the West. The country alone varies from fibers production, spinning mills, and weaving mills to processing companies, clothing stores, strong retail and fashion shows. Brazil is a world reference in beachwear, jeanswear, and homeware design, having also grown into fitness and lingerie segments (ABIT, 2019). Thus, the importance of studying the textile sector is perceived.

Finally, the choice of this study brand is given due its positioning concerning its consumers and their understandment that this brand positioning is the main factor to business success. In addition, the chosen company is present in Santa Catarina, the largest textile producer in Brazil (ND Mais, 2021). Thus, this work seeks to contribute to decisions in the brand's marketing sector for the Brazilian textile sector.

The work also seeks to help managers as a source of information for the decision-making process regarding the influence of the brand experience on consumers' trust and loyalty.

LITERATURE REVIEW
Brand Experience and Trust

Consumer Experiential marketing, in Smilansky (2009) view, is the process by which, in a profitable way for the company, it identifies and satisfies the needs and aspirations of consumers. It involves engaging consumers through two-way communication, which allows it to offer value to the target audience it is aimed at (Smilansky, 2009). Furthermore, Arora and Chatterjee (2017) define experience marketing as real experiences that drive sales, increasing brand image and consumer awareness.

Still on the concept of experience marketing Shieh and Lai (2017) believe that experiential marketing is to understand the real essence of a product and turn it into a set of tangible and interactive experiences that expand and reinforce it. Thus, it is evident that experiential marketing is a well-managed brand approach, reducing disadvantages chances, such as a bad experience that will never be forgotten or even being an action with high costs, not becoming profitable (Andrés, Caetano & Rasquilha, 2006)

Trust, on the other hand, can be described as an expectation of a person and/or group to fulfill a verbal or written promise of another individual and/or group (Rotter, 1967). Thus, it is evident that consumers develop trust in a brand based on the beliefs it holds and expectations of the organization's behavior and product performance. Furthermore, trust is an essential element for the development of the feeling of attachment to the brand (Chiou & Droge, 2006; Carrol & Ahuvia, 2006), which can later be seen as the influence the brand creates in the consumer's mind (Andrés, et. al., 2006) and also be considered an important tool for growth (Chiou & Droge, 2006; Carrol & Ahuvia, 2006).

Likewise, Koetz et. al. (2010) describes that trust based on brand intentions is constructed on the belief that the brand will put the consumer's interests ahead of their interests in situations that involve product problems. This is one of the benefits of managing brand experience well, since the relationship between consumer and brand/product/service is essential (Andrés, et. al., 2006). Additionally, companies must be concerned with quickly solving problems to convey customers to their real future intentions for improvement, increasing their confidence in the brand (da Silva Terres, Koetz, dos Santos, & ten Caten, 2010).

Finally, since brand trust is related to effects beyond the perception of product attributes, as the result of the company's actions on behalf of the brand - i.e. consumer's brand experience - (Delgado-Ballester & Munuera-Alemán, 2001), it is essential that brands increasingly provide unique moments for their consumers, becoming closer to their clients, creating value to their products, stimulating purchase and then encouraging in a follow up repurchase (Andrés, et. al., 2006). Accordingly, it is proposed:

H1 - Brand experience positively influences trust

Brand Experience and Loyalty

Customers consume goods and services due to hedonic characteristics and representation of meanings that are attributed, and not only by the presented functional characteristics (Melo, de Souza, Kovacs & de Azevedo Barbosa, 2011). Thus, the differentiation that the brand creates in the consumer's mind, together with its notoriety, is seen as essential to encourage customer loyalty (Andrés, et. al., 2006).

Even so, brand experiences must be designed correctly, so that they do not end up tiring the consumer, unpleasing them and spoiling the customer's loyalty to the brand (Andrés, et. al., 2006). Brand loyalty is a strategy that managers must seek to identify, maintain, and centralize in a long-term relationship, since creating a loyalty relationship with customers is important for brand longevity (Barlow, 1992). Kotler and Keller (2012) then list three types of activities that companies can use to increase their loyalty:

1. interaction with customers to obtain feedback;
2. creation of institutional bonds; and
3. development of loyalty programs.

In the same way, each one lives brand experiences according to its own history which makes the experience unique, whether real, virtual, or even imaginary (Schmitt, 2002). The difference between telling people about the features of a product or service and letting them experience the benefits for themselves is huge, and when done right, it is the most powerful element in building customer loyalty to the brand (Arora & Chatterjee, 2017).

Finally, since brand experience can create an emotional bond with customers, generating greater loyalty, brands must essentially cling to these experiences, so it is possible to show superiority over their competitors. In addition, by sticking to experiences, brands end up meeting their consumers' expectations, creating effective client behaviors in order to have repeated purchases regardless of the existence of other influencing factors. Even so, when this fact occurs, it can be said that it is about loyalty (Morrison & Crane, 2007; Cardoso & Alves, 2008; de Lima & de Paula Baptista, 2013). Accordingly, H2 is presented:

H2 - Brand experience positively influences loyalty

Trust and Loyalty

Consumer As seen, trust is an essential element for developing brand attachment and, therefore, effects of trust are cumulative and evolve over time (Chiou & Droge, 2006; Carrol & Ahuvia, 2006). As customer trust in a brand goes beyond the attributes of a product and/or service, it greatly influences customer loyalty. Thus, these points should be used by managers to leverage the profits of their brands. (Delgado- Ballester & Munuera-Alemán, 2001; da Silva Tolentino, Gonçalves Filho, La Falce & Santos, 2021).

To measure brand trust, Delgado-Ballester and Munuera-Alemán, (2001) considered six items that represent some characteristics, related to trust and intentions towards the consumer.

1. The brand must offer a quality product at a constant level;
2. The brand must help solve any problems that may occur and always be available;
3. The brand can make new products available if customers may need;
4. The brand must be interested in customer satisfaction;
5. The brand should value customers who consume the brand;
6. The brand must create suggestions on how to use its product.

Loyalty, on the other hand, is directly linked to both: the reduction of marketing costs; and the guarantee of future profits, as seen in the studies by Aaker (1998). Accordingly, the author highlights four main advantages in working on brand loyalty, namely: 1) the reduction of marketing costs; 2) commercial leverage; 3) attracting new customers; and 4) the time to react to competitive threats. Thus, it is noticeable how they all connect to some representation of trust.

Accordingly, trust can positively influence loyalty, as it ensures a greater probability of maintaining long-term relationships. As soon as the customer acquires trust, the brand has a reduction in exchanges, improvement in relationships, obtaining value in future business, and ensuring consistent performance in the company (Fernandes & Santos, 2004). Finally, it is suggested:

H3 - Trust positively influences loyalty.

METHOD

As for methodological procedures, this research is characterized as Survey, since it provides a quantitative description of trends and opinions of a certain population and studies only a sample of the population (Creswell, 2010). This type of research aims to directly interrogate people whose behavior is being studied. Thus, it consists of requesting information from a significant number of respondents about the problem in focus (Gil, 2011).

Again, this research is quantitative in terms of its approach as it seeks to discover and classify the relationship between variables, hence, it obtained conclusions based on the data collected (Richardson, 2014). This study sought, in addition, to provide answers concerning buying behavior around brand experience and consumers trust and loyalty.

Sampling and Data Collection

Based on the research objectives, the definition of the sample was defined by accessibility and convenience (Hair Jr. et. al., 2017). The plus size fashion brand's customers were sought online, through snowball sampling, in which the survey was disclosed to customers by sending an email to the brand's customer list. Finally, the participants were asked to post the questionnaire link on their social networks as a way to disseminate the research.

Sample consisted of 400 respondents, 9 of whom were characterized as non-customers, and therefore were removed from the analysis. Thus, a total of 391 customers were considered for the analyses.

This study was categorized as a cross-sectional, as data were collected at a single point in time, statistically synthesized, and elements were measured only once during the investigation process (Hair Jr. et. al., 2017). Data collection was carried out between August 28 and October 10, 2020, through the online platform Google Forms. The questionnaire was based on the model by Luz (2014) and contains 37 questions. The questionnaire has three sections, as Table 1 shows:

Table 1
Study Dimensions

Dimensions	Variables and Indicators	Authors
Trust	Brand treatment with consumers (Trust_1) Reach consumer expectations (Trust_2) Feels trust towards the brand (Trust_3) Disappointment towards the brand (Trust_4) Satisfaction guarantee (Trust_5) Sincerity in addressing concerns (Trust_6) I can count on the brand to solve a problem (Trust_7) Brand effort to satisfy the consumer (Trust_8) Brand reward with product problem (Trust9)	Light (2014)
Brand Experience	The brand does not appeal to consumers' feelings (BrandXp_1) The brand induces feelings and sensations (BrandXp_2) Consumers do not feel emotions with the brand (BrandXp_3) The brand is emotional (BrandXp_4) Consumers engage in actions and behaviors when consuming the brand (BrandXp_5) The brand is action-oriented (BrandXp_6) The brand stimulates consumer thinking (BrandXp_7) The brand does not make consumers think (BrandXp_8) The brand stimulates consumers' curiosity and ability to solve problems (BrandXp_9)	Light (2014)
Loyalty	Consumers intend to buy more branded products (Loyalty_1) Consumers speak positively about the brand (Loyalty_2) Consumers recommend the brand to others (Loyalty_3) Consumers consider the brand as their first option (Loyalty_4) Consumers consider the brand as their first option in the coming years (Loyalty_5) The brand offers products that consumers are looking for (Loyalty_6) Consumers want to remain loyal to the brand (Loyalty_7) The brand's prices correspond to its value (Loyalty_8) Consumers only think about buying again if brand prices decrease (Loyalty_9) Competitor ads do not reduce consumer interest in brand (Loyalty_10)	Light (2014)

Source: Research data.

To assess the responses dimensions in the degree of confidence and experience, the Likert scale was used, as a way to measure degrees of agreement with statements (Hill & Alexander, 2000). The scale has five points to measure the degree of accordance, being: 1 - Strongly disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly agree.

Finally, data was initially analyzed through a descriptive analysis. In addition to the initial analysis, it was also investigated through structural equation modeling, with an analysis using the Smart PLS software. The Structural Equation Modeling (SEM) is a second-generation statistical method and analytical tool widely used in marketing research (Babin, Hair Jr., Boles, 2008).

FINDINGS AND DISCUSSION

In According to the data collected in the survey, it is highlighted that the sample, in terms of gender, was predominantly female. Although 99% of respondents indicated female gender the following 1% were divided into 2 responses: I rather not answer and transgender women.

Regarding the age of respondents, 50% corresponds to 25 to 32 years; 28% to the ages of 18 to 24; 18% refers to 33 to 40 years. The remaining was divided into 2% from 41 to 47 years; 1% from 48 to 60 years old and 1% was under 18.

The individual income of respondents was also analyzed and divided as follows: 30% had a monthly income higher than R$ 3,500.01; 24% checked to be somewhere between R$1,500.01 to R$2,200.00 monthly income; 21% with less than R$1,500.00 monthly income; 13% with BRL 2,900.01 to BRL 3,500.00 of monthly income; and 12% with R$2,200.01 to R$2,900.00 of monthly income.

The survey also sought to understand the decisive factors for choosing that specific e-commerce fashion. For 30% of respondents, the primary factor was product quality, followed by 26% where the factor is price. The rest of the respondents were divided into:

- the brand communicates on social networks (16%),
- brand reputation (12%),
- product delivery time (7%),
- payment methods (5%),
- influencer indication (3%) and,
- brand location (1%).

About location, it is interesting to demonstrate some data. Of the 21 states in which the brand's customers indicated they live, the largest number was in Santa Catarina (34%), where the brand is located. The second largest was São Paulo (31%).

Reliability Tests

First, the reliability of the studied dimensions was verified. Thus, the coefficients of Average Variance Extracted (AVE), Composite Reliability (CC), and Cronbach's Alpha (AC) were calculated. For verification matters, Table 2 is given:

Table 2

Reliability indicators and internal consistency validation

Dimensions	C.A.	C.C.	A.V.E.
Trust	0.911	0.927	0.585
Brand Experience	0.857	0.894	0.585
Loyalty	0.885	0.909	0.535

Source: Research data.

Initially, the factor loadings of the first-order latent variables were analyzed, purifying the data. As a criterion, factor loadings above 0.5 were maintained (Ringle, Silva, Bido, 2014). Some

variables had a Standardized Load value of less than 0.5, thus, they had to be removed to ensure the model's convergent validity. Those were: Loyalty_9, BrandXp_1, BrandXp_3 and BrandXp_8.

Regarding Composite Reliability, all dimensions were above 0.70 and by analyzing Cronbach's Alpha indicators, all values obtained results above 0.7, indicating good reliability. Finally, the same happened with the AVE (Ringle, Silva, Bido, 2014). Based on the reliability results, it is possible to attest that the constructs have acceptable limits for testing the structural model. Thus, after these tests, we proceeded to analyze the discriminant validity.

Discriminant Validity

To correctly analyze the discriminant validity, that is, the extent to which first-order constructs are independent of each other (Ringle, Silva, Bido, 2014), the criteria of Fornell and Larcker (1981) was adopted. The data obtained can be analyzed in Table 3.

Table 3
Discriminant analysis – Fornell and Larcker Test

Dimensions	Trust	Brand Experience	Loyalty
Trust	0.765		
Brand Experience	0.473	0.765	
Loyalty	0.747	0.536	0.731

Source: Research data.

As shown in Table 3, discriminant validity data are supported. Therefore, it is possible to move to the next level of analysis, where results of the structural model will be examined and further discussed.

Hypothesis test and Analysis

To After all analyses presented above, the next step was to analyze the study dimensions relationship, as well as to present the β coefficient, p values, t values, and the hypothesis tests. For this purpose, Table 4 is proposed for the analysis:

Table 4
β Coefficient, p values, t values and Hypothesis

Hypothesis	Relationship	β	T-value	P-values	Results
H1	Brand Experience —> Trust	0.473	10,933	0.000	Supported
H2	Brand Experience —> Loyalty	0.235	6,240	0.000	Supported
H3	Trust —> Loyalty	0.636	18,405	0.000	Supported

Source: Research data.

First, by focusing on the significance of the model, t-values and p-values were obtained. As it can be seen in Table 4, t-values presented values greater than 1.96 and p-values were less than 0.05 (Hair et al., 2017). Accordingly, both are literature accepted parameters. Finally, the direct relationship between dimensions had its meaning confirmed through a BCa bootstrapping with 5,000 replications.

Thus, when analyzing each direct relationship separately, it is possible to identify that the relationship between Brand Experience and Trust (H1) is significant and positive (β = 0.473). Thus, it is inferred that the brand experience has a direct influence on consumer trust. The results are in line with Schmitt (2009), who understands that consumers look for differential brands that awaken their senses when they live the brand experience and thus generate trust with the brand.

For managers to generate greater consumer trust through the brand experience, some actions can be taken. One option would be to work out warnings with sincerity when faced with a problem, such as in case of delays in deliveries or product replacement. In these cases, the company can bring some

reward to the consumer, such as a discount coupon on next purchases or even free shipping for conveniences. Working with customer testimonials or even with celebrities and influencers can be another way to build trust since people are highly influenced by the opinions of others and also see themselves on their similars.

The second direct relationship (H2) also showed positive and significant results ($\beta = 0.235$) between Brand Experience and Loyalty. It is clear that the experience of a brand has an impact on the loyalty of its consumers. This corroborates the studies by Morrison (2007) where it is understood that the brand experience is an important factor to encourage consumer loyalty, as it creates emotional bonds with the customer.

As well for companies to generate more loyalty through experience, actions such as the creation and implementation of loyalty clubs (or points) can be good practices. This ends up ensuring the constant repurchase of customers, especially for brands that have monthly/recurring collections or promotions. With this type of actions, the brand can become the customer's first purchase option, in addition to becoming an easily recommended brand. The intention is to contribute to the customer's experience, not only in terms of purchases but also in their daily lives. Thus, free content distributed virtually by the brand, such as newsletters, can be a second option. The important thing is to make the customer identify with your brand.

Finally, the relationship between Trust and Loyalty (H3) showed similar results (positive and significant) with a standardized coefficient of $\beta=0.636$. Thus, it is possible to verify that trust also helps in loyalty. According to Carroll and Ahuvia (2006), trust is an essential element for the development of the feeling of attachment to the brand, generating loyalty, so in conclusion, for there to be loyalty there must necessarily be some degree of trust.

Hence to generate loyalty, through trust, other actions can be taken. For example, brand positioning concerning minorities (such as plus size) or social causes can generate greater identification with the consumer. In addition to this type of support, customer service response time must also be considered. That's because the faster the brand responds to the customer's question, the greater their satisfaction can be, generating trust and consequently, loyalty. Lastly, listening to consumers' needs and transforming them into reality is something managers should take into consideration when talking about plus size fashion.

As seen earlier, according to Melo, et. al. (2011), customers consume goods and services due to the hedonic characteristics and representation of the meanings that are attributed, not just the functional characteristics presented. In this sense, companies need to work on characteristics beyond what is expected by customers, in order to generate this relationship with greater validation. This means that managers and entrepreneurs must bring together their teams and their creativity in brainstorming sessions to discover the best experiences that can be attributed to the brand, always with a focus on generating more trust and loyalty.

Finally, textile companies like the one studied in this research can benefit, even, from a greater proximity to their customers. Thus, brand experiences can be physical (in-store), virtual (e-commerce), or even in the way the purchase is delivered (if it has a specific smell, a handwritten and personalized letter, etc.). In addition, the moment of exchanging a product must also be taken into account by companies, since the experience of this moment can also be essential to create a bond of trust and loyalty.

CONCLUSIONS

Understanding This study aimed to analyze the brand experience influence on consumers' trust and loyalty in a textile company in Santa Catarina.To arrive at the result, an online questionnaire with 391 validated responses was carried out and followed by the analysis. As shown by the analyses, the main objective of the research was achieved.

The research sought to highlight the importance of the brand experience for companies, showing how brands can benefit from the experience to generate trust and loyalty, consequently leading to the conquest of new customers and customer involvement and engagement, albeit indirectly and unconsciously.

Therefore, when analyzing the influence of the brand experience on consumer confidence, it is concluded that it is essential for a brand to think about what kind of experiences it will, or wants to, provide for its customers. This factor triggers customer trust and consequently word-of-mouth marketing. The brand experience of fashion e-commerces is not understood only by the product unboxing (which does need to be thought of), but also for the fast and assertive service.

The experience within the website, both visual and functional of the platform, also needs to be taken into account, as well as attention to customers on social media. Pieces designed for different and real bodies can be a differential for creating empathy and representation, generating even more trust. Finally, the combination of all these actions generates more confidence for the brand, through the experience it provides.

Furthermore, when analyzing the influence of the brand experience on consumer loyalty, it was concluded that the experience also generates loyalty. A positive relationship between both was found and should be considered in the same way in companies. The greater the number of loyal customers, more purchases and repurchases opportunities will be generated. As shown above, to generate this loyalty, the company can think of a loyalty club with special benefits or discounts to encourage more repurchases. Personalized content is also a way to further build loyalty and can be shared with more people.

Finally, with the analysis of the positive influence of trust on consumer loyalty, it is also concluded that it is necessary to go through a certain level of trust to achieve loyalty. Thus, actions that generate trust are highly indicated, since it can be said that one is the consequence of another. Thus, companies must generate trust by being closer to their customers, understanding their pain, and creating solutions to solve them quickly and practically, generating loyalty.

Finally, since the results showed that companies that care about brand experience, customer trust and loyalty will achieve better results in sales and maintaining it clientele, this study shed more light on the literature, as well as helped managers textile companies to take more assertive decisions.

Theoretical and practitioner implications

Scholars can gain great insights from the research, since it broadens the literature and deepens the discussion about loyalty, trust and brand experience for fashion ecommerce brands. Besides great possibilities for further studies and research replications, academics now have a better understanding of the importance of brand experience for companies and how they can benefit from it to generate loyalty and trust.

Hence, this study provided greater insights for managers and entrepreneurs in the field. As it is, managers now have better knowledge when it comes to what to do to provoke and provide better customer experience as a way to achieve loyalty and trust. Also, several activities, such as personalized content, unboxing, and attention to consumers' needs, were cited as good practices for e-commerces which are seeking better results when it comes to the three variables studied. Now it only comes to putting them into action.

Limitations and future research

This article contributed to the literature in the field of branding, loyalty, trust, and consumer behavior, bringing even more clarity to the great works already present in the literature. However, this research has some limitations. The sample size must be taken into account since it only reaches a portion of the clients.

Another limitation was the cross-sectional data cut, which analyzed a single period in time. Finally, s using only one company as the focus of the study. Even having revealed great results, generalization is not possible as it would be if the sample was broader.

As for future studies, the first interesting analysis that would be interesting to be taken is the mediation between the same variables, as seen in Figure 1.

Figure 1
Suggestion for future studies
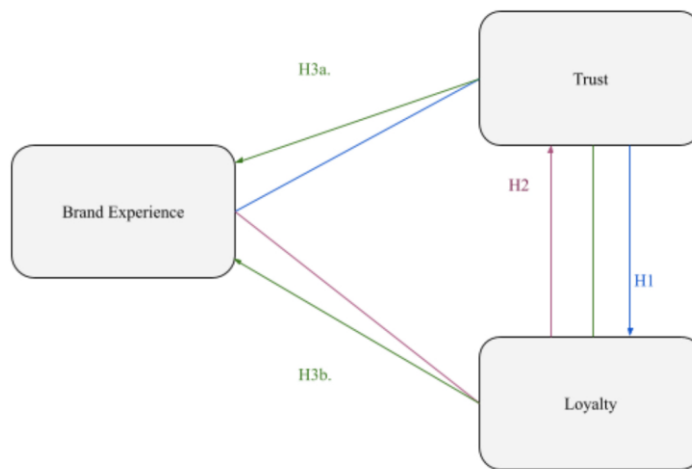
Source: Created by the authors.

Once the direct relationship between all of them is found, it would be of great contribution to the literature, observing whether the indirect relationship between them is also maintained and/or even strengthened. Suggestions lies in four possible hypotheses:

- *H1 - Loyalty is positively influenced by Brand Experience when mediated by Trust*
- *H2 - Trust is positively influenced by Brand Experience when mediated by Loyalty*
- *H3a. - Brand Experience is positively influenced by Loyalty when mediated by Trust*
- *H3b. - Brand Experience is positively influenced by Trust when mediated by Loyalty*

Likewise, this is only one of several possibilities. Hence, other types of research and methods are also encouraged, such as more generalized samples containing one or more Brazilian companies or even, a comparison between Brazilian and international companies, since the cultural factor possibly impacts on the creation of brand experiences, as well as on the perception of trust and loyalty.
Furthermore, we advise future research to replicate this research, focusing on longitudinal data so that you can measure how brand presence affects consumption over time. In addition, qualitative approach techniques would be a great knowledge addition to understand how loyalty and trust affect the consumption pattern in-commerces.

Research ethic statement
The authors declare that this study no submitted for evaluation in another journal simultaneously with the CBR or previously published in another journal.

Author contribution statement
The authors contributed equally to the paper.

Funding

Disclosure statement
The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Acknowledgements

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