

The influence of Victoria's Secret new brand image in generating brand trust, brand prestige, brand love, and brand loyalty

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Abstract

This research aims to identify the influence of Victoria's Secret's rebranding of brand loyalty by assessing its brand trust, brand prestige, and brand love. This research was conducted using a quantitative approach through an online survey and descriptive statistics with PLS-SEM to analyze the data. The results show that Victoria's Secret's rebranding brand image has a positive influence on brand trust, brand prestige, and brand love; brand trust in Victoria's Secret's rebranding brand image does not have a positive effect on brand loyalty, and brand prestige and brand love of Victoria's Secret's rebranding brand image has a positive effect on brand loyalty.

Keywords

rebranding; brand image; brand trust; brand prestige; brand love; brand loyalty

INTRODUCTION

Rebranding strategy can be said to be quite risky strategy for a brand. It is based on research conducted by Isyana (2015) that the rebranding strategy is a strategy that must be thought out carefully because it is the same as updating something that has been introduced to the public. According to the previous research by Yoo *et al.* (2000), one of the critical factors of successful rebranding is good communication with the target consumer, so it can be easier for the public to learn about the new brand and the new image. The previous research by Won (2011) stated that the critical loyalty of customers perceived has a significant negative impact on the initial branding on the attitudes concerning rebranding. It happens because of consumers' resistance to change and the status quo.

Brand loyalty can also be distracted by rebranding since the brand changes its identity, which already satisfies its customers. Brand loyalty is essential to a company because it simplifies the process of deciding whether or not to buy a product. It can also reduce marketing costs because the company already has a loyal base behind its product (Javalgi & Moberg, 1997). Furthermore, because the company already has loyalty and a market to capitalize on, brand loyalty can give the company flexibility

in its expansion and brand extension strategies (Abeele *et al.*, 1997).

Afterward, this research also indicates that rebranding and the customers' perception of the renovated brand acted as a full mediator of the connection between customers' attitudes and behavioral intentions. This study suggests that the perceived similarity of brand images before and after rebranding has moderating effects on customers' perceptions of a renovated brand with varying levels of loyalty to the original brand. It is hoped that the results will help advance theory and shed light on the problems that can happen when rebranding strategies are implemented.

Furthermore, supported by a study by Hatch and Schultz (2003), Ellwood (2006), and Gotsi and Andriopoulos (2007); rebranding can be stated as a risky strategy since it can influence brand loyalty to their customers. Reinchheld (1996) stated in his book that there are many advantages that people can capitalize on if they have substantial brand loyalty. It will increase sales organically, reduce marketing costs, increase customer referrals, and provide a price advantage because loyal customers do not notice minor price changes. As a result, the brand image after rebranding must be evaluated in terms of brand loyalty, as there may be an influence between rebranding of brand image to the brand loyalty.

In the meantime, according to previous research by Kazmi and Khaliq (2019), before directly assessing brand loyalty, brand trust, brand prestige, and brand love need to be evaluated since they have a positive association and have become a mediator to brand loyalty. Thus, this research will first assess the influence of brand image on brand trust, prestige, and love as mediators before it is evaluated for brand loyalty.

According to research conducted by Alhaddad (2015), brand image has significantly influenced brand trust as a mediator before it directly influences Brand Loyalty. Furthermore, the study conducted by Loo et al. (2019) stated that when consumers recognize the brand image positively, the brand prestige will be more likely to increase, and it can impact the behavior purchase intention that can lead to Brand Loyalty. Another research by Loureiro et al. (2017) and Kazmi and Khaliq (2019) stated that Brand Love is another variable that can lead the Brand Image to the Brand Loyalty of the customer.

Victoria's Secret is a prominent American retail company that sells women's products such as underwear or lingerie, perfume or fragrance mist, and woman's bag (Salih, 2016). Victoria's Secret always brings body and beauty concepts that have an identity where the body and beauty concepts range from white skin to slim body shapes (Salih, 2016). Part of the branding includes Victoria's Secret Angel as brand image (Forbes, 2010). In 2021, Victoria's Secret rebrand their brand image from Victoria's Secret Angel to VS Collective with the new concept of Body Positivity by inviting models with more diverse body types and ethnicities, as opposed to the previous Brand Image, which had the concept of Perfect Body (Kompas, 2021). This rebranding is an act to generate brand loyalty back from their customer after they got negative stigma and boycott started in 2018 which Victoria's Secret got negative stigma and a boycott petition from the public regarding Victoria's Secret Angel (CNN Indonesia, 2018). Then, it went on until 2019, which led to the cancellation of the Victoria's Secret Fashion Show—Victoria's Secret Annual event. This show was seen as sexist, old-fashioned, and lacking in diversity regarding the idea of female beauty (BBC, 2019).

Despite, the new brand image of Victoria's Secret, VS Collective, gets various responses from their customers. In 2021, Negative Responses by Michelle Halim were in Indonesia until they became a trending topic on Twitter in Indonesia. Michelle Halim expressed her disappointment with Victoria's Secret regarding the New Brand Image through her Instagram Stories. However, there is Tyra Bank, previous Victoria's Secret Angel expresses her positive responses regarding the New Brand Image. This mixed perception also appears in the preliminary survey already conducted in August–September 2021. 58,62% of the respondents said rebranding is suitable for their brand image, but the other 41,38% think rebranding is not ideal for Victoria's Secret. They believe the rebranding does not make Victoria's Secret more prestigious, unique, different, and luxurious anymore. It makes it feel like Victoria's Secret is just the same as other brands. Some disagreeing respondents also think that with this rebranding, Victoria's Secret missed the opportunity to capitalize on the strong brand image they had already created with the Victoria's Secret Angels.

Based on the introduction, this study aims to identify the influence of Victoria's Secret in Rebranding Brand Image in generating their Brand Loyalty back after the boycott and negative stigma by assessing Brand Trust, Brand Prestige, and Brand Love as a mediator between Brand Image and Brand Loyalty.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Victoria's Secret

According to businessinsider.com (2019), Victoria's Secret is a retail company founded in 1977 by Roy Raymond that sells various women's products such as underwear, perfume, fragrance mist, and bags. As a part of Victoria's Secret, there was also Victoria's Secret PINK, which put more focus on the selling of toiletries for women. Based on Victoria's Secret website, Victoria's Secret has expanded worldwide and has 1,350 retail stores. In Indonesia, Victoria's Secret has 15 outlets in big cities such as Jakarta, Bandung, Surabaya, Medan, and Bali.

As part of the identity of Victoria's Secret, there is a brand image called Victoria's Secret Angel with the characteristic of

perfect bodies (Salih, 2016). Body and beauty are keywords that Victoria's Secret almost has as their brand. One of the Perfect Body Campaigns in 2014 (Huffpost, 2017). Victoria's Secret also has a fashion show that is part of its branding. It is called the Victoria's Secret Fashion Show and has. It has been held annually since 1994 with Victoria's Secret Angel as a model for the annual fashion show event conducted by Victoria's Secret. (Elle, 2016).

However, Victoria's Secret experienced critical years in its branding, especially in its brand image, starting from the emergence of a petition to boycott the Victoria's Secret Fashion Show in 2018 (CNN Indonesia, 2018) to the cancellation of the Victoria's Secret Fashion Show in 2019 (BBC, 2019). Then, as a response to the issue, in 2021, Victoria's Secret rebranded its identity with a Body Positivity concept and VS Collective as the New Brand Image to give a concern that beauty is not only about physical but also mental accomplishments and personalities. Megan Rapinoe, a 35-year-old soccer player and advocate for gender equality; Eileen Gu, a 17-year-old American freestyle skier; Paloma Elsesser, a 29-year-old size 14 woman who has been on the cover of Vogue, and Priyanka Chopra Jonas, a 38-year-old Indian actress, and technology investor, are among the models who have taken part (The New York Times, 2021).

Rebranding

According to a study by Muzellec Laurent et al. (2003), rebranding is part of a practice to build new customer perceptions and create a new position before all stakeholders and competitors. "Rebranding" is commonly used for logo-changing events, game-changing events, and repositioning a brand. Nevertheless, the usage of the rebranding term is incorrect because changing the name, logo, and design is part of the rebranding mix, so the word "rebranding" should be defined as more prominent than that. Rebranding goes through 4 steps: repositioning, renaming, redesigning, and relaunching (the communication of the new image). There are five possible outcomes of rebranding: the changing of name and logo; the changing of name, logo, and slogan; the changing of logo only; the changing of logo and slogan; and the changing of slogan only. Daly and Moloney (2004) stated that rebranding was divided into three categories

based on changed brand image: minor, intermediate, and complete. Minor changes focus on aesthetics; medium changes focus on repositioning the brand, while a complete change entirely changes the brand image and how consumers perceive their brand (Moloney, 2004).

The rebranding will likely happen because of internal and external decisions. Internal decisions include operational decisions, brand development, acquisitions, mergers, et cetera, while external factors include economic conditions, negative publicity, public perception, et cetera. Rebranding is tricky because the brand needs to create a new brand image and perception while keeping the existing memory in the consumer's mind. The rebranding will not cause public confusion regarding the brand (Todor, 2014).

Brand image

Keller (1993) and Mabkhot et al. (2017) interpret the brand image as a person's perception of maintaining the consumer's memory regarding a brand based on brand association. It happens due to brand associations born in consumers' minds, having caused them to form their brand perception. However, a journal by Keller (1993) specifies brand image as "things associated with the brand that are kept in consumer memory about the brand." The brand associations demonstrate what the brand means to the consumer.

Since the 1950s, brand image has been an essential component of consumer behavior research (Dobni and Zinkhan, 1990). A brand image can help consumers understand their needs and how well they know the brand. In other words, the brand image represents what customers think, feel, and expect from the brand. The strength, favorability, and uniqueness of brand associations determine the brand image. "Strength refers to the first things consumers think of when they think of the brand or the most closely associated with it. Favorability is an advantage that businesses have in meeting the needs of their customers (Hsieh et al., 2004). Furthermore, uniqueness refers to the brand's "unique selling point," or why customers buy the product (Keller, 2013). Park et al. (1986) found that if a company builds a good brand image, it can help the brand get a stronger

market position and a more significant market share.

Brand trust

Chaudhuri and Holbrook (2001) stated that brand trust is how much customers are willing to trust and rely on the brand to serve its purpose. Rauyruen and Miller (2007) said that before people get brand loyalty, people need to ensure that the consumers trust our brand. The statement is also supported by Morgan and Hunt (1994), who stated that brand trust would lead to brand loyalty because trust confidence strengthens the relationship between consumers and the brand. A better relationship leads to a long-term relationship, as stated by Doney and Cannon (1997) who believed that brand trust would lead to long-term relationship because trust from the consumers reduces the worries and the uncertainty about the product, which play a significant role in consumer's purchasing decision. Hasan *et al.* (2014) also say that brand trust will eventually lead consumers to be more loyal and committed to the brand and more likely to become brand-loyal.

Then, according to a study by Kabadayi and Alan (2012), important Brand trust positively impacts marketing benefits such as increased customer numbers and positive word of mouth. Also, when this effect occurs, brands can focus more on sales and communicate more intensively with their existing loyal customers.

Brand prestige

Steenkamp *et al.* (2003) define brand prestige as the positioning of a relatively high-status brand. According to a study conducted by O'Cass and Frost (2002), brand prestige can differentiate itself from other brands to the point where it can influence consumers' purchasing decisions and intentions because prestige brands can improve their social status. Brand prestige also reflects how our society defines class, superiority, and opulence. People rarely buy this product and are strongly connected with self-expression, so prestige brands can shift their value until consumers are more likely to purchase prestige brands as proof of their social status and wealth. Brand prestige, on the other hand, On the other hand, brand prestige does not affect all of its customers in the same way (Hwang and Han, 2014).

According to Vigneron and Johnson (1999), the consumption of prestige brands varies based on the consumer's vulnerability and awareness about their social status and social life. Brand prestige is also related to brand price and scarcity. Local brands have lower prestige than international brands due to lower costs, and the product will be more easily found than the international brands (Ismail *et al.*, 2012). Furthermore, Alden *et al.* (1999) stated that prestige brand consumers tend to use the prestige brand as social status and wealth identity. Brand prestige is a brand that positions itself in high-status positioning.

Brand love

Vernuccio *et al.* (2015) stated brand love as a recent marketing concept in the research stream of consumer-brand relationships. Robert (2005)'s book "Lovemarks" provided in-depth information about brand love. Brand love, according to the author of the Lovemarks book, expresses the strongest emotional bond between the brand and the customer. Customers frequently express their love for a brand by saying things like "I like my car" or "I like shopping." Brand love has piqued the interest of brand managers (Shimp and Madden, 1988). Fournier (1998) emphasized the significance of brand love, defining it as a customer's long-term relationship with a brand. When a consumer's satisfaction with a product or brand turns into love, the most intense satisfaction is felt.

Furthermore, in their study concerning Brand Love, Carroll and Ahuvia (2006), the love for a brand arose from satisfaction, and that satisfaction served as the foundation for brand love. Satisfaction and love are two distinct phenomena. Two customers may be equally satisfied with the performance of the same brand, but their loyalties at the level of love may differ. Once a brand is used, it can be satisfying, but there must be a long-term interaction to speak of brand love. A robust sentimental attachment to a brand is referred to as brand love. According to the study, consumers' emotional response to the brand develops over time and through multiple interactions. As a result, the study assesses brand love using a belief scale that when a brand maintains and creates a sustainable trading relationship with its customers, knowing whether it can satisfy customers' emotional needs will help it

predict or explain customer behavior and generate high satisfaction

Brand loyalty

Oliver (1999) defines brand loyalty as a deep connection and commitment to a brand so the consumers will be more likely to buy the products over and over consistently. Ishak and Ghani (2013) stated that brand loyalty could be gained after a long history of product usage and the consumer's satisfaction with the product. It is related to the consumer's preference for the product. Brand loyalty is also significant for its strategy, such as lowering costs, gaining new potential loyal customers, and maintaining advantages in its market. A previous study by Mao (2010) shows that brand loyalty is influenced by several factors, such as satisfaction, trust, and commitment. Those factors are earned after a long journey of consumers who tend to repurchase the product despite market shifts or economic factors. Brand loyalty also shows product quality because brand loyalty results from consumers trusting the outcome. Therefore, if a brand has many loyal customers, it shows that the product has positive satisfaction and creates a positive brand image in front of many consumers.

Brand image and brand trust

According to Alhaddad (2015), brand image significantly influences brand trust and loyalty. The study confirmed the effect of brand image on consumers' brand trust. Furthermore, the study also stated that the brand image is the primary cause of consumers' high level of confidence. Last, the relationship between brand image and brand trust is positively affected.

Moreover, based on Kim and Chao (2019), brand image is the most influential factor in the brand-building process, followed by brand experience's influence on brand attachment. This result shows that the brand should first maintain its image to gain consumers' trust in the early stage of the brand-building process. Meanwhile, consumers experience more influence in the later stage. Therefore, this study proposes:

H1: Victoria's Secret rebranding its brand image positively influences brand trust.

Brand image and brand prestige

Loo et al. (2019) stated that when consumers recognize a brand image positively, the brand prestige and behavior intention are more likely to increase. However, to reach a positive brand image, the brand should put great effort into creating a positive impression with consumers that will eventually increase brand prestige and behavior intention. The study also proved that the factor that positively influences brand image is obedience to the laws and ethics to gain support from all the stakeholders, leading to brand image increase. Therefore, this study will test whether Victoria's Secret's New Brand Image can significantly influence the Brand Prestige. The hypothesis proposed is as follows:

H2: Victoria's Secret rebranding its brand image positively influences brand prestige.

Brand image and brand love

Based on Unal and Aydin (2013), brand image significantly affects brand love. It will be more likely to increase word-of-mouth communication. Furthermore, Unal and Aydin (2013) are creating "brand love," which expresses an emotional bond beyond satisfaction for a loyal customer group. Customers are loyal to the brand with love, act as if they are in love, look for the brands they are loyal to against the alternatives, and talk about the brand through word-of-mouth communication. For example, if the brand image is positive and the brand reflects the social self of the customer, there happens to be a relationship between the customer and the brand, like a love affair.

Hence, this study tests whether Victoria's Secret's New Brand Image can significantly influence brand love. The hypothesis proposed is as follows:

H3: Victoria's Secret rebranding their brand image positively influences brand love. Brand trust, brand prestige, brand love, and brand loyalty

Kazmi and Khalique (2019) found that brand love, prestige, and trust were strongly linked to brand loyalty. Their research stated that the relationship between brand prestige and brand loyalty is stable, and consumers were

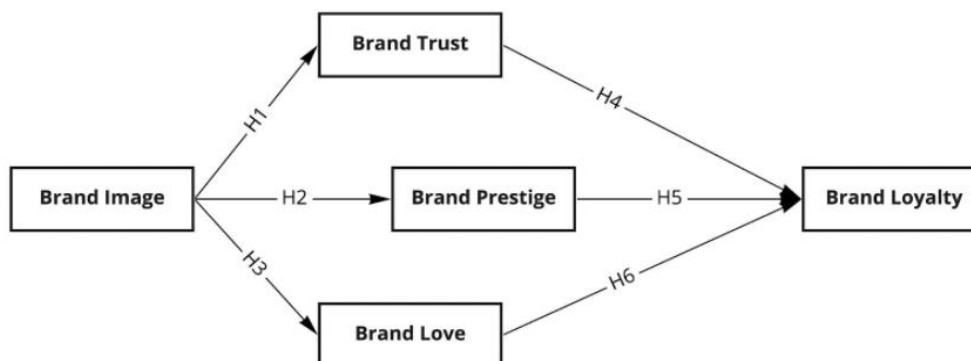


Figure 1.
Conceptual framework

willing to pay higher prices for specific products. In other cases, the research implied that women who tend to buy high prices and famous cosmetics become loyal consumers of that product. Loyalty happens due to the trust that builds in consumers. People who already trust a brand will be more loyal to it. Another reason to increase brand loyalty is brand love.

Furthermore, Reichheld and Scheffer (2000) stated that trust is the entrance to customer loyalty. These statements underline that trust can predict loyalty. Customers are loyal to the brand with love, act as if they are in love, look for the brands they are loyal to over the alternatives, and talk about the brand. If the customer feels love towards the brand, brand loyalty is created in the customer, who suggests the brand to the people around them (Unal and Aydin, 2013).

Thus, this study analyzes whether brand trust, prestige, and love significantly influence brand loyalty. The hypotheses proposed are as follows:

H4: Brand trust in Victoria's Secret rebranding their brand image positively influences brand loyalty.

H5: Brand prestige in Victoria's Secret rebranding their brand image positively influences brand loyalty.

H6: Brand love in Victoria's Secret rebranding their brand image positively influences brand loyalty.

Therefore, this study proposes a conceptual model of the influence of Victoria's Secret

new brand image in generating brand trust, brand prestige, brand love, and brand loyalty (see Figure 1).

METHODS

The research is classified as quantitative research. This study uses a quantitative approach to validate the issue of Victoria's Secret Rebranding Brand Image Strategy towards the Attitude of Victoria's Secret customer itself for the Preliminary Survey, and to validate the Influence of Victoria's Secret Rebranding Brand Image towards Brand Trust, Brand Prestige, Brand Love, and Brand Loyalty as the defined variables for the Main Survey. The quantitative approach is the research approach that explains phenomena by collecting numerical data that is later analyzed using a mathematical approach (Sukamolson, 2007). Furthermore, the data that has already been collected can also be defined in another data type such as tables, graphs, and statistics to ease the researchers find the connection between the data and to describe it more concisely.

According to Sukamolson (2007), a survey is an information-gathering system for examining some aspects of the population's behavior. Furthermore, Saunders *et al.*, (2016) stated there are many types of surveys, from how the way is delivered, returned, or collected, such as Internet Questionnaire, Mail Questionnaire, Telephone Questionnaire, Delivery and Collection Questionnaire, and Face-to-face Questionnaire. Therefore, this study will use surveys through questionnaires collected

Table 1.
Descriptive analysis

Variable and measurement items	Label	Mean
1 Brand Image		
Victoria's Secret's new brand image is very well known to the public.	BI1	3.563
Victoria's Secret's new brand image has high quality.	BI2	4.251
Victoria's Secret's new brand image has brand characteristics.	BI3	4.350
Victoria's Secret's new brand image has a positive impression.	BI4	4.536
Victoria's Secret's new brand image is strong.	BI5	4.376
2 Brand Trust		
Victoria's Secret's new brand image meets my expectations.	BT1	3.935
Victoria's Secret's new brand image can be trusted	BT2	3.916
Victoria's Secret's new brand image reliable.	BT3	3.882
I trust Victoria's Secret with their new brand image.	BT4	4.004
I feel confident about Victoria's Secret's new brand image.	BT5	4.065
3 Brand Prestige		
Victoria's Secret has a prestigious new brand image.	BP1	4.118
Victoria's Secret's new brand image is known as an elite class.	BP2	4.072
Victoria's Secret's new brand image has a good reputation.	BP3	4/141
Using Victoria's Secret's brand with their new brand image makes me feel elite.	BP4	3.753
4 Brand Love		
Victoria's Secret's new brand image makes me feel good and happy.	BL1	4.084
I am interested in Victoria's Secret's new brand image.	BL2	4.175
Victoria's Secret has a wonderful new brand image	BL3	4.118
I am very attached to Victoria's Secret's new brand image.	BL4	3.510
Victoria's Secret's new brand image is a pure delight.	BL5	3.612
I love Victoria's Secret's new brand image.	BL6	3.958
5 Brand Loyalty		
I intend to use the Victoria's Secret brand after their rebranding with a new brand image.	BY1	3.677
I will state positive things about the Victoria's Secret brand after their rebranding with a new brand image to others.	BY2	4.046
I used the Victoria's Secret brand after their rebranding with a new brand image as it is my choice.	BY3	3.532
I consider myself to be loyal to Victoria's Secret after their rebranding with a new brand image.	BY4	3.418
I would recommend the Victoria's Secret brand to my relatives after their rebranding with a new brand image.	BY5	3.635
I pay more attention to the Victoria's Secret brand than other brands after their rebranding with a new brand image.	BY6	3.270
I am more interested in the Victoria's Secret brand than other brands after their rebranding with a new brand image.	BY7	3.278

through the Internet both for Preliminary Survey and Main Survey. It eases the researchers to find suitable respondents and can be done effectively. Hence, this study will use questionnaires collected through the Internet. It eases the finding of suitable respondents and can be done effectively,

especially during semi-quarantined times like now.

The questionnaire consisted of multiple-choice questions for socio-demographic and behavioral information and Likert-scale questions from a study by Malhotra (2016). The study also required the respondent to

Table 2.
Summary of hypotheses testing

Hypothesis	Structural Path	t-values	p-values	Result
H1	Brand Image -> Brand Trust	14.480	000.0	Accepted
H2	Brand Image -> Brand Prestige	12.633	000.0	Accepted
H3	Brand Image -> Brand Love	13.755	000.0	Accepted
H4	Brand Trust -> Brand Loyalty	1.530	0.127	Rejected
H5	Brand Prestige -> Brand Loyalty	2.769	000.0	Accepted
H6	Brand Love -> Brand Loyalty	6.253	000.0	Accepted

choose a degree of agreement on a scale of 1–5 (where 1 = strongly disagree and 5 = strongly agree). The questionnaire assessed brand image, trust, brand prestige, brand love, and brand loyalty using a 5-point Likert Scale.

The respondents in this study were customers of Victoria's Secret products from Indonesia who know about Victoria's Secret new brand image. A total of 263 respondents met the selection criteria with details of respondent profiles who are 17 – 24 years old, Female, and University students. As the behavior, respondents mostly ever bought Victoria's Secret Products less than 3 times in a year, with Perfume as the most purchased 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 of Victoria's Secret until 2022.

The data and information in this study were gathered from questionnaires distributed via Google Forms. The data collected from respondents were analyzed using descriptive statistics and hypotheses testing.

RESULTS

Descriptive analysis

Descriptive statistics analysis was used to identify the important characteristics of the data in the sample (Table 1). Brand image was assessed using five items from Keller (2003), Salinas and Perez (2009), Unal and Aydin (2013), and Aditya et al. (2020). Brand

trust was assessed using five items from Kazmi and Khalique (2019) and Benarto et al. (2020). Brand prestige was assessed using four items from Unal and Aydin (2013). Brand love was assessed using six items from Carroll and Ahuvia (2006) and Unal and Aydin (2013). Brand loyalty was assessed using seven items from Unal and Aydin (2013), Fetscherin et al. (2014), and Aditya et al. (2020). Each item was operationalized through a 5-point Likert-type scale (where 1 = strongly disagree and 5 = strongly agree).

As a result, the brand image variable with the indicator of "Victoria's Secret's new brand image has a positive impression" has the highest mean score of 4.543. This statement shows that Victoria's Secret's new brand image leaves a positive impression on the respondents. The brand loyalty variable with "I pay more attention to the Victoria secret brand than other brands after their rebranding with a new brand image" has the lowest mean score of 3.270. This statement corresponds to the highest mean score that Victoria's Secret's new brand image leaves a positive impression. However, the audience does not pay more attention to the Victoria's Secret Brand after the Rebranding to the New Brand Image.

Hypothesis testing

The PLS computation is utilized in this part to explain the results of the hypothesis testing and the significance shown by t-values evaluated by the inner model path coefficient. The results of the hypothesis testing appear in Table 2.

H1 stated that Victoria's Secret's rebranding of their brand image has a positive influence on brand trust. The t -value of this hypothesis is 14.480, which is greater than 1.96 with a significance point of 0.05 (5%), so the hypothesis is accepted. Therefore, it can be confirmed that Victoria's Secret's rebranding of their new brand image has a positive influence on brand trust.

H2 stated that Victoria's Secret rebranding their brand image has a positive influence on brand prestige. The t -value of this hypothesis is 12.633, which is greater than 1.96 with a significance point of 0.05 (5%), so the hypothesis is accepted. Thus, it can be concluded that Victoria's Secret rebranding their new brand image has a positive influence on brand prestige. H3 stated that Victoria's Secret rebranding their brand image has a positive influence on brand love. The t -value of this hypothesis is 13.755, which is greater than 1.96 with a significance point of 0.05 (5%), so the hypothesis is accepted. Then, Victoria's Secret rebranding their new brand image has a positive influence on brand love.

H4 stated that brand trust in Victoria's Secret rebranding their brand image has a positive effect on brand loyalty. The t -value of this hypothesis is 1.530, which is lower than 1.96 with a significance point of 0.05 (5%), so the hypothesis is accepted. Therefore, it can be concluded that the brand trust in Victoria's Secret rebranding their brand image has not positively affected brand loyalty.

H5 stated that brand prestige in Victoria's Secret rebranding their brand image has a positive effect on brand loyalty. The t -value of this hypothesis is 2.769, which is lower than 1.96 with a significance point of 0.05 (5%), so the hypothesis is accepted. Therefore, it can be confirmed that brand prestige in Victoria's Secret rebranding their brand image has a positive effect on brand loyalty.

Last, H6 stated that the brand love of Victoria's Secret rebranding their brand image has a positive influence on brand loyalty. The t -value of this hypothesis is 6.253, which is greater than 1.96 with a significant point of 0.05 (5%), so the hypothesis is accepted. Therefore, brand love of Victoria's Secret rebranding their brand image positively influences brand loyalty.

DISCUSSION

Victoria's Secret rebranding brand image has a positive influence on brand trust

The first hypothesis assumed that Victoria's Secret Rebranding Brand Image has a positive influence on Brand Trust. After analyzing the data in this study, it is found that the hypothesis of Victoria's Secret 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 Kim and Chao (2019) and Alhaddad (2015), 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 Victoria's Secret with their New Brand Image" and "I feel confident about the Victoria's Secret New Brand Image" was above 4. Meanwhile, other indicators mean score below four but close to 4, which are 3.935 for "Victoria's Secret New Brand Image meets my expectations"; 3,935 for "Victoria's Secret New Brand Image can be trusted"; 3.916 "Victoria's Secret New Brand Image reliable"; and 3,882 for "I trust Victoria's Secret with their New Brand Image." All scores indicate that the respondents highly trust Victoria's Secret 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 Victoria's Secret New Brand Image is very well known to the public". Thus, based on the questionnaire conducted, the Victoria's Secret Rebranding New Brand Image positively influences Brand Trust.

Besides that, based on the questionnaire, the respondents feel that the new Victoria's Secret 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 Victoria's Secret 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, "Victoria's Secret New Brand Image give positive

perception" that can lead into the respondent's mind of Victoria's Secret Brand. Therefore, it can be used for the reasoning that supports the statement stated "The New Brand Image Rebranding to Victoria's Secret influence Brand Trust to the respondents or Victoria's Secret Customer. And also surprisingly, based on the research. The results also supported by the research from (Rodgers et al., 2019). 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.

In conclusion, based on the analysis, both the descriptive and statistical analysis, it can be concluded that Victoria's Secret Rebranding Brand Image has a positive influence on Brand Trust since the purpose of the Victoria's Secret Rebranding is to gain positive impression that can lead to brand trust.

Victoria's Secret rebranding brand image has a positive influence on brand prestige

The second hypothesis assumed that Victoria's Secret Rebranding Brand Image has a positive influence on Brand Prestige. After analyzing the data in this study, it is found that the hypothesis of Victoria's Secret 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 Loo *et al.* (2019), 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 Victoria's Secret Brand with their New Brand Image makes me feel elite." with a 3.753 score. All scores indicate that the respondents feel prestige on Victoria's Secret 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 Victoria's Secret New Brand Image is very well known to the public". Thus, the Victoria's Secret Rebranding New Brand Image

positively influences Brand Prestige based on the questionnaire conducted.

The statement that Victoria's Secret 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 Victoria's Secret's New Brand Image. The majority of respondents assume that Victoria's Secret's New Brand Image expresses an exclusive, luxurious, classic, classy, and even elegant impression, that also adds prestige value to Victoria's Secret brand. As a result of the responses, Victoria's Secret'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 (Oinonen, 2021). 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.

In conclusion, based on the analysis, both the descriptive and statistical analysis, it can be concluded that Victoria's Secret Rebranding Brand Image has a positive influence on Brand Prestige since the rebranding give better dimension on how the consumers of Victoria's Secret can feel more related to the brand after the Rebranding.

Victoria's Secret rebranding brand image has a positive influence on brand love

The third hypothesis assumed that Victoria's Secret Rebranding Brand Image has a positive influence on Brand Love. After analyzing the data in this study, it is found that the hypothesis of Victoria's Secret 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 Unal and Aydin (2013), 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 Victoria's Secret Brand after their rebranding Brand Image. Thus, the Victoria's Secret Rebranding New Brand Image positively influences Brand Love based on the questionnaire.

Furthermore, most respondents are more likely to encourage Victoria's Secret'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 Victoria's Secret brand. Then, because of the positive impression of the Brand Image, respondents or customers tend to love Victoria's Secret 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 (Rodgers et al., 2019).

In conclusion, based on the analysis, both the descriptive and statistical analysis, it can be concluded that Victoria's Secret Rebranding Brand Image has a positive influence on Brand Love since the Victoria's Secret Rebranding make the brand and the customers more connected and it show that Victoria's Secret really listened to the customers that can lead to Brand Love.

Brand trust in Victoria's Secret rebranding brand image positively influences brand loyalty

The fourth hypothesis assumed that Brand Trust on Victoria's Secret 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 Victoria's Secret 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 Kazmi and Khaliq (2019) and Alhaddad (2015) 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 Victoria's Secret after

rebranding its brand image, it does not mean that they will be loyal to the Victoria's Secret brand. It also represents through one of indicators Brand Loyalty which is "I pay more attention to Victoria's Secret Brand than other brands after their Rebranding with New Brand Image." got the lowest mean score. Therefore, the Brand Trust on Victoria's Secret Rebranding Brand Image does not have a positive influence on Brand Loyalty.

Respondents feel that Victoria's Secret new Brand Image is deserve to be trusted, but did not guarantee that it will affect 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 Victoria's Secret is ignoring the trust aspect, but with how trusted Victoria's Secret Brand Image by the customers, it already shows that Victoria's Secret consistently gives the best to their customers.

Besides that, there is a possibility that Victoria's Secret kind of loyalty are affecting 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.

In conclusion, based on the analysis, both the descriptive and statistical analysis, it can be concluded that Brand Trust on Victoria's Secret Rebranding Brand Image has no positive influence on Brand Loyalty. It can be because even though the customer are trust the brand, does not mean the customer is loyal because Brand Loyalty need to be asses on deeper dimensions other than Brand Trust.

Brand prestige on Victoria's Secret rebranding brand image positively influences brand loyalty

The fifth hypothesis assumed that Brand Prestige on Victoria's Secret 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 Victoria's Secret

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 Kazmi and Khalique (2019), 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 Victoria's Secret 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 Victoria's Secret because they feel when they use Victoria's Secret, they will be considered privileged. Besides that, according to Wong and Zhou (2005), prestige perception has a direct influence on buying intention, so it also supports the customers' loyalty to Victoria's Secret because of the prestige feel. Then, knowing some people have a high ego also creates an impression that if someone has a more prestige product, then they look more luxurious, which pushes them to be more loyal to the brand.

In conclusion, based on the analysis, both the descriptive and statistical analysis, it can be concluded that Brand Prestige on Victoria's Secret Rebranding Brand Image has a positive influence on Brand Loyalty because customers tend to be more loyal to the prestige brand because they need to cement their social status by becoming the loyal customers of the prestige brand.

Brand love on Victoria's Secret rebranding brand image positively influences brand loyalty

Last, the sixth hypothesis assumed that Brand Love of Victoria's Secret Rebranding Brand Image positively influences Brand Loyalty. After analyzing the data in this study, it is found that the hypothesis that Brand Love on Victoria's Secret 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 Kazmi and Khalique (2019) and Unal and Aydin (2013), who found that Brand Love has a positive influence on brand loyalty. Based on the behavioral question about the opinion of the Victoria's Secret Rebranding Brand Image, there was a statement from respondents that they feel loved because Victoria's Secret seems to put them in their branding, and it makes the respondents feel more loyal to the Victoria's Secret brand.

If it correlated to variable BY7 that stated "I am more interested in the Victoria's Secret brand than any other brand after they did their Rebranding Brand Image." It can show that when respondent interested with Victoria's Secret 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 Victoria's Secret) and make them only focus on the brand they attached to. This also supported the statement that stated Brand Love on Victoria's Secret Rebranding Brand Image is positively influenced Brand Loyalty.

In conclusion, based on the analysis, both the descriptive and statistical analysis, it can be concluded that Brand Love on Victoria's Secret Rebranding Brand Image has a positive influence on Brand Loyalty because when a customer fall in love with one brand, they more likely to stay loyal and support the brand.

CONCLUSION

The findings of this study show how Victoria's Secret's new brand image influences brand trust, brand prestige, and brand love for Victoria's Secret brand and how brand trust, brand prestige, and brand love of Victoria's Secret are affected. The results of this study are as follows:

Victoria's Secret rebranding its brand image positively influences brand trust, brand prestige, and brand love through several indicators. According to PLS analysis, Victoria's Secret's new brand image has affected customers' brand trust, prestige, and love for the victoria's Secret brand. These findings are also consistent with the outcome of the behavioral profile questions. It has been demonstrated that after rebranding, Victoria's Secret's brand image can positively influence customers'

brand trust, brand prestige, and brand love. This means Victoria's Secret customers have more trust, prestige, and love for Victoria's Secret after rebranding with a new brand image, the "VS Collective." Some respondents stated that Victoria's Secret's new brand image is more interesting, unique, and elegant, making the customer feel like it put them into their brand image. That is how Victoria's Secret rebranding of its brand image influenced brand trust, brand prestige, and brand love.

There are positive influences on brand prestige and brand love towards brand loyalty after Victoria's Secret rebranding through several indicators. Unfortunately, brand trust does not positively influence brand loyalty after Victoria's Secret rebranding. Therefore, customer loyalty to Victoria's Secret brand (i.e., brand loyalty) can be affected by the increase in brand prestige and brand love following the rebranding of Victoria's Secret. Customers are more likely to be loyal to a brand that has earned prestige and brand love. However, suppose a customer has trusted or brand trust in Victoria's Secret after rebranding. In that case, the customer is not necessarily loyal to Victoria's Secret brand or has brand loyalty. As a result, it is possible to conclude that the only thing that has stopped is having trust but not being loyal. On the other hand, if the customer feels a sense of prestige and love for Victoria's Secret brand after their rebranding the brand image, there is a good chance that the customer will remain loyal to Victoria's Secret brand.

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