

# "Connecting The Dots: Unraveling The Relationship Between Brand Attitude, Loyalty, And Purchase Intentions In The Textile And Fashion Industry"

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## ABSTRACT

In global competitive realm; companies try to position their offerings on the basis of symbolic consumption that is gained through inner dispositional and attitudinal brand loyalties. The current study aims to identify the nexus between brand attitude, brand loyalty, and consumer purchase intentions. A self-administered; an adapted survey instrument was designed to gain insights from the respondents about their brand and attitudinal loyalties in textile and fashion industry of Khyber Pakhtunkhwa, Pakistan. The study was centered on three main cities of KPK namely; Peshawar, Swat, and Dera Ismail Khan. The current research employed cross-sectional data design with multi-stage sampling technique. A total of 340 questionnaires were distributed; out of which 320 were found functional and complete from all directions for data processing and analysis. Structural equation modeling by employing AMOS and SPSS was solicited to check the association between brand attitude, brand loyalty, and consumer purchase intentions. The findings showed positive association between brand attitude, brand loyalty, and consumer purchase intentions. The findings of the current research imply that corporate brand managers should keenly work on the integrated marketing communications of the firm to grow and nurture their current customer loyalty base. The firm's communication plan should portray the favorable brand attitude that can create soft corners in their existing customers. Brand loyalty is strengthened by instigating positive attitude towards brand that can have profound impact on the purchase intentions of their target group of customers.

**KEYWORDS;** Brand attitude. Brand Loyalty. Consumer purchase intentions.

## INTRODUCTION

The exponential rise in competition has created a host of difficulties for businesses to skim revenues from the market (Zhou, Yuen et al. 2022). Businesses are strategically thinking about gaining competitive edge over rivalry firms. Conventional marketing campaigns are unable to uplift the firm's position: making it difficult for the firm to survive in the long run (Pan and Phua 2021). According to Gajanova, Nadanyiova et al. (2019), cultivating existing

customers loyalty is the finest technique to gain competitive position in the market; that relies on minimum efforts and energies. The core thrust of marketing communication is to create, sustain, and strengthen brand attitude that can increase the brand loyalty of the company's offerings (Shin, Amenuvor et al. 2019). Prior research has focused on brand loyalty concepts with different lens; ranging from retail and vendor loyalty (Bombaj and Dekimpe 2020), fast moving and consumer goods loyalty

(Dugar and Chamola 2021), services loyalty (Budianto 2019). Developing brand attitude and loyalty are the prime parts of marketing plans that reveals a significant foundation for developing points of differentiation- a point that can be sensed through marketing and advertising capabilities of the firm (Hwang, Choe et al. 2021). As reported by Akbar, Zeb et al. (2017), the unexpected entry from technologically equipped products presented with innovative marketing campaigns has created difficulties for the firm to manage loyalties attached to their offerings. Considerable research has been carried out in industrialized countries on how to manage brand loyalties that can generate a favorable brand image (Garanti and Kissi 2019, Le 2021, Shetty and Fitzsimmons 2022). In the light of preceding arguments; it is evaluated that emerging economies are in dire need to deeply indulged into factors that can instigate the level of consumer brand loyalty through developing favorable attitudes towards their brands.

The rationale of the current research is to identify the relationship between brand attitude, brand loyalty, and consumer purchase intentions in fashion industry of Pakistan. Although, many researchers have centered their considerations on explaining the brand loyalty beyond operational definition; the nomology of brand loyalty in behaviorist theories (its association with other marketing terminologies) needs significant integration (Amani 2019). The concept of brand loyalty is termed as phenomenon undergoing a continuous revisions and improvements that strives to gain theoretical and practical insights into the marketing literature (Suhan, Nayak et al. 2022). From the macro behaviorist perspective. As reported by Lysenko (2021), the notion of brand loyalty, and brand attitude has considerable concerns with human cognitive mechanism in making rationale choices; as it is described as the key to assess brands in purchase decisions. The central objective of the current article is to build a theoretical framework to gain more

understanding of the brand attitude, brand loyalty and customer purchase intentions in textile industry of Pakistan. Textile industry is one of the most vibrant in this era as fashion sense is growing day by day and will never stop (Farhan, Hussain et al. 2020). Consumers can relate with their favorite branded apparels to exhibit their self-image that stimulate them to repeatedly purchase a specific brand (Khadim, Hanan et al. 2018). As proclaimed by Mabkhot and Shaari (2017) consumer's attitude towards specific apparel brands generate their loyalties with specific vendors, outlets, and designers' brands that helps firms generate more sales in the form of repeat purchase. Textile and fashion industries creates hypes through multiple advertising mediums to develop favorable attitude towards their products; helping them to retain their loyal customer (Gul, Liu et al. 2021). In the light of forgoing discussions, it is assessed that Pakistan as an emerging country needs to examine the brand loyalty indicators that can assists in developing attitudinal tendencies to the branded apparel that they admire.

## **LITERATURE REVIEW**

### **BRAND ATTITUDE**

Literature argues, favorable attitude plays significant part in belief-opinion formation (Foroudi 2019). Brand attitude refers to the attitude that a customer's exhibits towards particular brand they acquire and admires (Langaro, Rita et al. 2018). As discussed by Kudeshia and Kumar (2017) Brand attitude is a predominant factor in marketing literature as it imparts considerable influence on consumer brand search and selection. Prior researchers have studied the brand attitude and trust in analyzing the customer relationship (Mabkhot and Shaari 2017). As described by Kwon and Ahn (2021), optimistic behavioral attitude towards brands assists in developing strong brand loyalty that leads to repeat purchase. Brand attitude helps to interpret the worth of brand that is based on established set of behavioral responses towards a brand (Shin,

Kim et al. 2014). Ramesh, Saha et al. (2019) viewed brand attitude as evaluation of brands that is composed of positive and negative opinions towards brands. Brand loyalty is based on repeat patronage triggered by an effective internal disposition (Ahn and Back 2018, Akbar, Mordhah et al. 2021, Neelam Akbar Marwat 2022). Therefore, customers disposition towards brand love is termed as inseparable from the notion of brand loyalty (Foroudi 2019). In light of preceding discussion, it is assessed that purchases that are made out of necessity rather than a concurrent strong attitude are marked as fallacious loyalty. Therefore, based on the consumers attitudinal tendencies, Yang, Yang et al. (2017) suggested loyalty indexes that yields consumers continuum of favorable or unfavorable brand attitudes. As a result; consumers attitudinal disposition of repeat purchase has close association with brand loyalty (Hwang, Choe et al. 2021).

Consumer attitudinal brand attachment leads to strong internal desire to stay tuned to the brand that consumer is patronizing; exhibiting strong bond between brand loyalty (Zeb, Akbar et al. 2016, Wolter, Bock et al. 2017, Neelam Akbar Marwat 2021). Brand attitude either positive or negative imparts considerable impact on the levels of brand loyalty (Upamannyu, Gulati et al. 2015). Based on prior research, it is assessing that loyalty is the composite of strong attitudinal concerns and repeat purchase of specific brand among the available alternatives (Foroudi, Jin et al. 2018, Nobar and Rostamzadeh 2018). Therefore, the framework is developed that conceptualize the brand attitude and brand loyalty as strong indicators of consumer repeat purchase (ISHAQUE, ZIA et al. 2018, Hwang, Choe et al. 2021, Marwat, Ahmad et al. 2022). In congruence with the previous studies, (Upamannyu, Gulati et al. 2015, Mabkhot and Shaari 2017, Lysenko 2021); it is evaluated that brand attitude serve as a function of brand appraisal. Basically, it shows congruity between an object and its evaluation (Khadim, Hanan et al. 2018). Based

on the measurement of favorability an attitude is developed that is composed of consumers behavior (Faircloth, Capella et al. 2001, Akbar, Mordhah et al. 2021, Marwat and Ahmad 2022). Wang, Cao et al. (2019) it is worthy to note that consumers favorable attitude does not necessarily generate repeat purchase because of other alternative brands; that consumers grade higher on the continuum of favorable attitude. Attitudes towards specific brand is determined by the level of loyalties attached to specific brands (Tam, Wood et al. 2014). Positive attitudes vary on the continuum ranging from weak to strong depend on consumer's perceptual evaluation of that specific brand (Akbar, Zeb et al. 2017, Ramesh, Saha et al. 2019, Akbar, Yousafzai et al. 2023). Kim and Kaplanidou (2014) In selecting among a course of available alternatives; attitudinal disparities play significant role in reaching to the final purchase. An attitude is on its peak when the branded item has significant competitive differentiation in consumer mind as compare to weak attitude (Bigné-Alcañiz, Currás-Pérez et al. 2012). An attitude that is ranked as weak but favorable on the basis of differentiation are translated into strong relative brand attitude and hence leads to brand loyalty. However, favorable attitude that is concerned with rare differentiation results in switching among brands as other options are considered as equally appealing (Chang 2004).

## **BRAND LOYALTY**

According to Aaker (1991) brand loyalty plays crucial role in developing and implementing the strategic concerns for brand sustainability of the firm. Brand loyalty is associated with lower marketing communication costs and favourable consumer base (Ishak and Abd Ghani 2013). The firm's success relies on attracting new customers and strengthening the base for its existing loyal customers (Alnawas and Altarifi 2016). Giovanis and Athanasopoulou (2018) Businesses need to create and nurture capabilities that can assists in sustaining their loyal customers for the long-term survival.

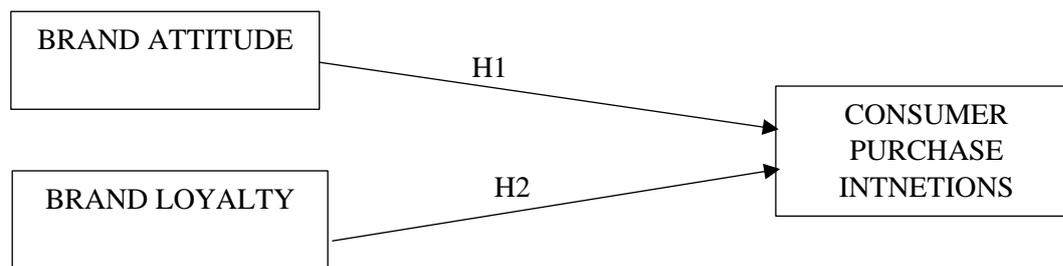
Brand loyalty depicts the repeat purchase of products and services based on the level of satisfaction that consumer gets from its patronage. According to Kim, Han et al. (2021) brand loyalty refer to the positive attitudinal attachment towards specific market offerings. Brand loyalty is termed as favourable behavioural reactions of consumers to a specific brand among the available options in the market; that is generated by consumer cognitive mechanism in decision making process. Jacoby, Chestnut et al. (1978) Brand loyalty has three major categories; behavioural, attitudinal, and cognitive loyalties. Behavioural loyalty reveals the consumer behaviour in terms of repeatedly acquiring same brand over a period of time. Attitudinal brand loyalty is characterized as consumers priorities; it refers to how consumers are committed with strong intentions to purchase specific brand. Cognitive loyalties describe the psychological and cognitive zone of comfort that an individual aspires while patronizing their favourite brands (Dapena-Baron, Gruen et al. 2020).

Brand loyalty signifies positive association between brand attitude and identity in most cases (Huang, Lin et al. 2015). Prior studies reveal that brand loyalty can be accomplished on both the weak and strong continuum; provided that customer sense considerable perceived differentiation among rivalry brands (Veloutsou 2015). Foroudi, Jin et al. (2018) The strength of consumer brand attitude has direct concerns with uplifting consumers brand loyalty if the market conditions prove to be feasible. Corporate Strategic branding moves of the firms can open up the realm of opportunities in terms of strengthening brand attitudes that can enhance the loyalties towards that firm (Kuehnl, Jozic et al. 2019). Attitudes driven tactics can work with brands that are perceived as low in terms of differentiation. Consumer associate themselves with specific brands that helps in developing favourable loyalties (Liu,

Wong et al. 2017). Romaniuk and Nenycz-Thiel (2013) Consumer attitudinal loyalties with brands varies; consumers with heightened emotional attachment to specific brand resists all sorts of information that deviate their focus from their favourite brands. As originated by Oliver, Shahar et al. (1999) the conceptual theory aids in explaining the cognitive and attitudinal brand loyalty; as it describes that belief system instigate consumers tendencies to form attitude towards specific brand. Prior researchers have accepted the models of belief-mechanism in the formation of attitude. According to (Chi, Yeh et al. 2009, Bong 2017) brand loyalty exhibits considerable impact on consumer purchase intentions. In addition, Machi, Nemavhidi et al. (2022) signifies the importance of brand attitude in online shopping platform; furthermore, the brand attitude was positively related with consumer online purchase intentions. The role of brand loyalty is studied from different perspective by (Rajumesh 2014) the study of in Sri Lankan context with focus on fast moving consumer goods; the study findings reveals significant relationship between brand experience, brand loyalty, and brand attitude as significant mediator between these constructs. Considerable studies have glared the relationship of brand attitude in generating consumer response (Malik, Ghafoor et al. 2013, Surya 2017). However, the current research examines the impact of brand attitude, and brand loyalty on consumer purchase intentions with special reference to fashion industry of Pakistan. Based on previous literature; following hypotheses are developed:

**H1: Brand attitude has significant relationship with consumer purchase intentions**

**H2: Brand Loyalty has significant relationship with consumer purchase intentions**

**FIGURE # 1 THEORATICAL FRAMWORK**

## METHODOLOGY

The current research attempted to investigate the connection between predictor and criterion variables by employing research methodology that is congruence with positivistic paradigm. The survey instrument being quantitative in nature, was put together from prior research studies that were amended to the serve the needs of the respondents. To assess the hypothesized connection between the items of the survey; eight measurement items covering brand attitude were taken from the study of Martinez and De Chernatony (2004), While, eight items covering brand loyalty were adapted from the study of Chaudhuri and Holbrook (2001). In addition, five items covering consumer purchase intentions were adapted from the study of Shukla (2011). After validities and reliability settings; the structural equation modelling was employed for model fitness results, followed by testing the structural bonding between variables of the study. Amos 23 was used for testing the hypotheses of the study. However, the details of descriptive analysis section were gathered through SPSS.

## RESULTS

### DESCRIPTIVE STATISTICS

The study demographics based on gender revealed 54.1percent women with 173 frequency. However, the men's frequency represented 147 in number with 45.9 percent as reported in table 1 of the study. Demographic profile on the basis of age were categorized as follows; the frequency of respondents under 21 age brackets represented 70 with 21.9 percentage of the sample size. Findings of the

remaining compeers were regressed as 80 for 21-25 with 25percent; 70 respondents were in the age group of 26-30 with valid percentage of 21.1; 14 respondents were in age range of 31-35 with valid percentage of 4.4. majority of respondents were 35 and above with 86 frequencies equipped with 26.9 percentage. Respondents based on education level presented 72 frequencies from Bachelors group with 22.5 percentage. Majority of respondents were the BBA hons degree holders who presented 112 frequencies with valid percentage of 35. Masters and MS level participants showed 58 and 66 frequencies with valid percentage of 18.1 and 20.6 respectively. 12 respondents with 3.8 percent represented Doctoral degrees holders' participants. The income level of the participants revealed the following results; less than 20,000 respondents showed 20 frequencies with 6.3 valid percentage. In the range of income 20-40,000; participants revealed 80 frequencies and 25 percentage. 40-60,000 participants yielded 60 frequencies with 18.8 valid percentage. 60-80,000 were 52 in number with 16.3 percent; 80,000 and above represented the majority of respondents with 108 frequencies and 33.8 percentage. The values of Pearson correlation with 2-tailed test was carried out; the correlation between brand attitude and brand loyalty was determined as 0.860\*\*; value of correlation between brand attitude and consumer purchase intentions was found as 0.780\*\*; and the value of brand loyalty and consumer purchase intentions were found as 0.799\*\*. These values as reported in table of the study revealed that all the constructs' items were strongly correlated with each other. The

values of Cronbach's alpha as revealed in table 3 of the study were as follows; brand attitude=0.932, brand loyalty= 0.928, and consumer purchase intentions = 0.929. Therefore, all the values were above 0.7 as recommended by Brown (2002) for the measurement of internal consistencies of the

study which depicts good reliabilities. All the values of standard loadings are above 0.50 and the details of the standard loadings of all the items covering brand attitude, brand loyalty, and consumer purchase intentions are reported in table 2 of the study.

**TABLE # 1 DEMOGRAPHIC STATISTICS.**

<b>Demographic variables</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Men	147	45.9%
	Women	173	54.1%
	<b>Total</b>	<b>320</b>	<b>100.0</b>
<b>Age</b>	Under 21	70	21.9%
	21-25	80	25.0%
	25-35	70	21.9%
	35-45	14	4.4%
	45 and above	86	26.9%
	<b>Total</b>	<b>320</b>	<b>100</b>
<b>Education level</b>	Bachelors	72	22.5%
	BBA (Hons)	112	35.0%
	Masters Level	58	18.1%
	MS Level	66	20.6%
	PHD	12	3.8%
	<b>Total</b>	<b>320</b>	<b>100.0</b>
<b>Income level</b>	Less than 20,000	20	6.3%
	20,000-40,000	80	25.0%
	40,000-60,000	60	18.8%
	60,000-80,000	52	16.3%
	80,000 and above	108	33.8%
	<b>Total</b>	<b>320</b>	<b>100.0</b>

**TABLE# 2 STANDARD LOADINGS, RELIABILITY STATISTICS**

<b>Constructs</b>	<b>Items</b>	<b>Cronbach alpha</b>	<b>Standard loadings of items</b>
Brand attitude	8	0.932	BA1=0.73
			BA2=0.81
			BA3=0.87
			BA4=0.87
			BA5=0.84

			BA6=0.81
			BA7=0.69
			BA8=0.75
Brand loyalty	8	0.928	BL1=0.80
			BL2=0.65
			BL3=0.82
			BL4=0.80
			BL5=0.80
			BL6=0.82
			BL7=0.82
			BL8=0.82
Consumer purchase intentions	5	0.929	CPI1=0.80
			CPI2=0.91
			CPI3=0.88
			CPI4=0.82
			CPI5=0.75

TABLE # 3 PEARSON CORRELATION

CORRELATION			
	BA	BL	CPI
<b>BA Pearson Correlation</b>	1		
<b>Sig. (2-tailed)</b>			
N	320		
<b>BL Pearson Correlation</b>	.860**	1	
<b>Sig. (2-tailed)</b>	.000		
N	320	320	
<b>CPI Pearson Correlation</b>	.780**	.799**	1
<b>Sig. (2-tailed)</b>	.000	.000	
N	320	320	320

### MEASUREMENT AND STRUCTURED MODELS

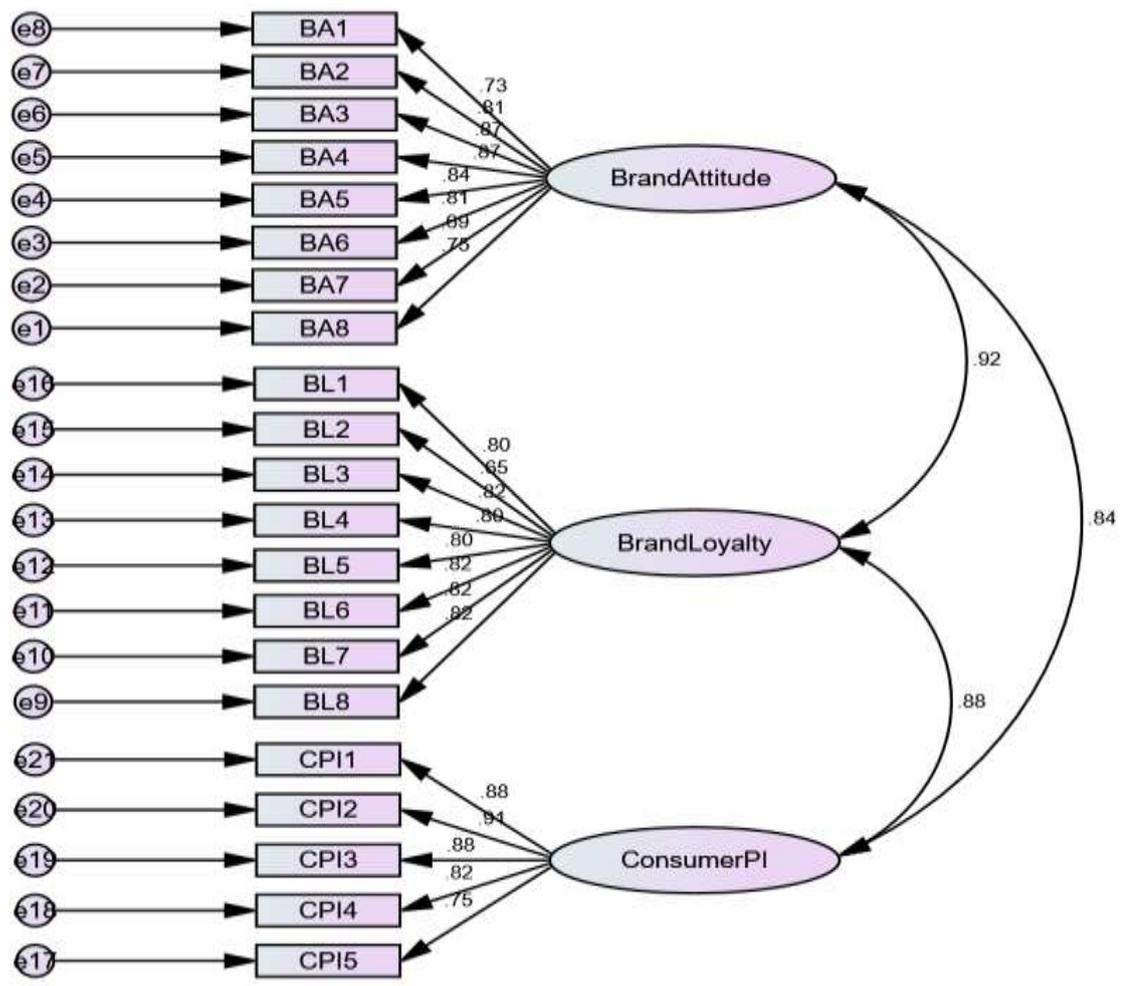
Data analysis was conducted in two stages; the measurement model and structured model. The measurement model was checked through conformity factor analysis that was used to find out the model fitness. (As presented in table 2 and figure 2 of the study); results yielded moderate to good fit with CMIN value =300.682, DF = 103 with p-value 0.001, CMIN/DF=2.919, the value of NFI was determined as 0.910; TLI value was found as 0.931, CFI=0.945, RFI=0.932, IFI= 0.951, RMSEA= 0.06, SRMR value was ascertained

as 0.021. The structured model was assessed through conformity factor analysis with the main aim of judging its model fitness. The values of CMIN =400.285, DF= 108, CMIN/DF= 400.285/108= 3.706; The value of NFI was ascertained as 0.914; TLI= 0.933, CFI=0.951, RFI= 0.931, IFI= 0.943, RMSEA = 0.05, RMR= 0.020. The core objective of the current study was to examine the connection between brand attitude, brand loyalty, and consumer purchase intentions. The results indicated significant association between brand attitude and consumer purchase intentions (as indicated in table 4 and figure 3 of the study) (beta coefficient value= 0.35, t value= 5.614, p-

value= 0.000); therefore, accepting the first hypothesis of the study. The findings also approve the positive and significant relationship between brand loyalty and consumer purchase intentions (beta coefficient value =0.50, t value= 7.867, p-value= 0.000). Thus, accepting the second hypothesis of the

study with much stronger impact. The beta coefficient value of 0.50 indicates that brand loyalty impart stronger impact on consumer purchase intentions. However, the impact of brand attitude on consumer purchase intentions showed 0.35 impact that supports the second hypothesis of the study.

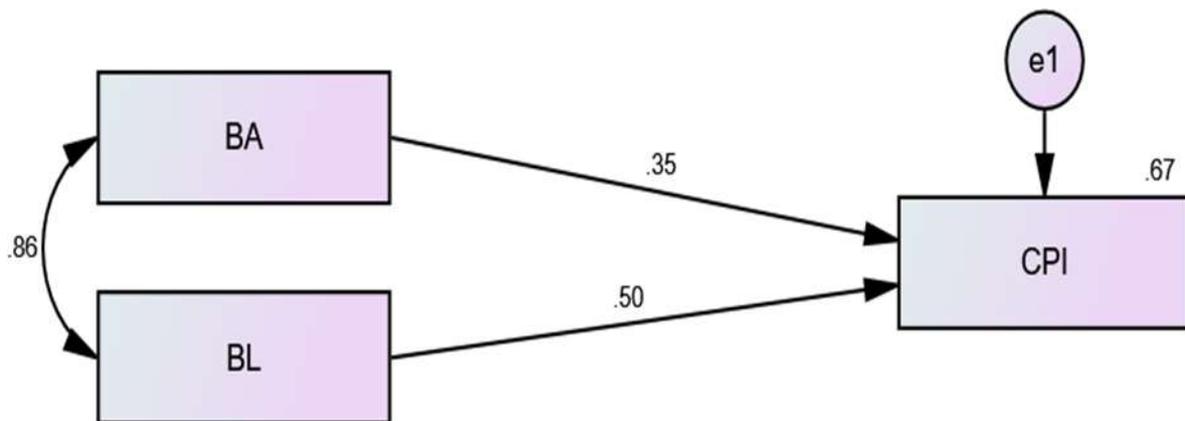
**FIGURE 1 MEASUREMENT MODEL**



**TABLE # 4**

Predictor	Standardized Estimates	$\beta$	SE	CR	P-Value	Relationship
X (Brand attitude)	.35	0.228	.041	5.614	0.000	Significant
M (Brand Loyalty)	.50	0.316	.040	7.867	0.000	Significant

**FIGURE 3. STRUCTURED MODEL**



## CONCLUSIONS

The preceding results recommends that brand loyalty is a complicated construct that can give a more refined shape to customer attitudinal disposition in triggering consumer purchase intentions. The findings supports the hypotheses of the study that were developed on the basis of previous literature in brand management realm. The first hypothesis of the study proposed the significant and positive relationship between brand attitude and consumer purchase intentions; the findings supported the first hypothesis of the study. The findings of the first hypothesis was in congruence with the previous study conducted by Akbar, Zeb et al. (2017); which revealed significant mediation effects of brand attitude on the relationship between brand rejuvenation and consumer purchase intentions. The second hypothesis of the study was accepted as the study findings showed positive and significantly stronger connection between brand loyalty and consumer purchase intentions. The findings of the study goes in harmony with previous research conducted by Bombaj and Dekimpe (2020) which determined the significance of loyalty programs for corporate success that proved to be positively associated with the long term survival of the brands. The significance of brand attitude depicts the consumer level of dispositional attachment to a specific brand that can be strategically interwoven into the

corporate brand management decisions for gaining long term beneficial positions in the market. However, developing positive customer base in the form of loyalty is challenging for the firm; brand and marketing executives has to embed the current loyal customer's as the form of experiential marketing strategy that can nurture the existing customer brand attitudinal attachment to the firm. This research can guide marketers in making rational decisions regarding understanding the attitudes of customers towards their brand. Brand loyalty can serve as a weapon in skimming maximum revenues from current customers. On the basis of findings of the study; it is suggested that brand loyalty imparts stronger impact on consumer purchase intentions as compare to the brand attitude. Although attitudinal brand loyalty has close concerns with brand loyalty and consumer purchase intentions. The current research' sole focus was on textile and fashion industry. However, potential researchers can employ the conceptual framework in other industries and brand categories. Future researchers can add the mediators and moderator's role in current research model with diverse set of variables that can yields more sound ground to the marketing profession.

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