



An Extensive Evaluation of Brand Image with Moderating Effect of Brand Engagement to Determine Brand Loyalty and Consumers' Purchase Intention: A Study of Famous Female Apparel Brands in Pakistan

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ARTICLE INFO	ABSTRACT
<p>Article History: Received: January 19, 2023 Revised: March 19, 2023 Accepted: March 21, 2023 Available Online: March 22, 2023</p> <p>Keywords: Brand image Brand Loyalty Brand Engagement Purchase Intention Fashion Apparel Brands</p> <p>Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.</p>	<p>This study extensively evaluated brand image and main purpose was to find out in what way Brand Engagement will moderate the influence of Brand Image on Brand Loyalty to determine customers' purchase intention. Current research utilized the survey method for data collection. To study the relationships between variables, the selected industry was famous female apparel brands of Pakistan, in different cities such as Lahore, Islamabad, Sialkot and Multan. The current research used questionnaire as the research instrument to interact with the sampling population. Only females were targeted to get data. Non probability sampling techniques was utilized in the study that included convenience and snowball sampling. Sample size was 300. Current research showed that brand image possesses substantial positive effect on brand loyalty and all antecedents of brand image were positively affecting the brand image. Moreover, brand loyalty has also been established to have significant positive impact on purchase intention. Brand engagement showed insignificant negative result as a moderator between brand image and brand loyalty showing that customers are not emotionally committed to the brand of their choice instead they are just becoming loyal due to other reasons. The evaluation of Brand Image has been done by incorporating many unique antecedents and the relationship of these antecedents was checked with brand image to imply better appreciation of brand image. Furthermore moderating effect of brand engagement among brand image and brand loyalty was unknown in past researches. The contribution of this research is theoretical, practical as well as contextual since we have conducted this study on a matchless framework regarding the female apparel brands in Pakistan.</p> <p>© 2023 The Authors, Published by IRASD. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License</p>

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1. Introduction

Flourishing brands remain alive in the brains of customers. For consumers, brands have emotional and societal value (Yang & Peterson, 2004). In the era of emerging technology, brand has become an important topic of discussion. In market, brands build the name and repute of the company. It is the brand through which customers satisfy their emotional as well as societal requirements (Rizwan, Javed, Aslam, Khan, & Bibi, 2014). Market for fashion apparel is becoming further assorted with the introduction of fashion brands. Buyers in Pakistan have become extremely broad minded and probing in terms of their point of reference with the brands. Famous brands are getting extremely high consumer acceptability in Pakistan.

Nowadays, fashion is a business of billions of dollars which give chances to work for people helping in the rise of economy all over the world. Fashion apparels are becoming more and more famous among Pakistani consumers and gaining acceptability as well. Along with the

acceptability, the fashion industry is also becoming more competitive and companies are striving to achieve competitive advantage. Still, a tendency to form new brands is always there and because of that, there is an insistent impression that was not heard previously (Rutter & Edwards, 1999). A notable inclination of female's brands is there in the market and their uprising suggests they will become essence of the fashion industry (Schiffman & Kanuk, 2005).

Range of products in apparel industry have risen gradually with time (Huddleston & Cassill, 1990). According to Forsythe, Kim, and Petee (1999), the brand name was linked with elevated cost when consumers were asked to have a glance at three similar shirts which only differ by their label. In our study, Pakistani female clothing brands were preferred to be selected such as Beech tree, Khaadi, Ethnic by Outfitters, Sana Safinaz, Cross-stitch, Lime-light and some others, to see the brand image in the minds of consumers. Accordingly hypothesized relationships among variables were checked concerning brand loyalty as well as brand engagement of customers.

Regarding female apparels, now a days it is possible to buy modern fashion at low cost. Mostly, it is assumed that shopping is an exciting, pleasant and fantastic job for females. For shopping, female approach is considered more confirmatory based on their past experience and they are always ready to change preferences as well. Apparels are an important element of all women's living to build their personality. It enhances their social confidence in a better way. Many factors persuade the buying decision of females such as appearance of stores, size of shopping malls, apparel looks, and fashion. Increase in income along with availability of famous brands can increase shopping tendency as well as frequency.

In recent times, consumers mostly choose those brands that are loved and well-known due to the increasing perception of familiarity of brands in their minds. Hence the marketers should make customers fall in love with their brands in order to compete with other brands. Consumers mostly buy products from well-known brands that have extremely good impression to assume reduced perils of buying (Akaah, 1988). Brand that has an optimistic impression can reduce the risk of societal acceptance regarding the product and as a consequence, will enhance the encouraging response in terms of purchase from consumers (Rao & Monroe, 1988). Therefore, consumers generally believe that by selecting famous brands, a satisfying purchase can be made that also lowers the risk of buying. Alzate Barricarte, Arce Urriza, and Cebollada Calvo (2022) also reported that consumers are mostly motivated to purchase famous brands which are even portrayed on social media and become famous online.

Current research intended to extensively evaluate brand image in context with various antecedents such as social image of a brand, perceived quality, uniqueness as well as CSR. The results were derived on the basis of decision made by female customers in choosing specific apparel brand. Brand loyalty was checked as a result of brand engagement. The result could facilitate marketers to obtain a better insight regarding decision making process of female customers when it comes to the apparel purchase.

2. Literature Review

2.1. What is Brand Image (BI)?

It is said that currently it is the Brand which warrants success in the market as brand represents accumulative perception and feelings about the product. Companies are striving hard to develop unique impression about their brand. They are achieving this by blending different types of product attributes along with the message portrayed through mass media with high emphasis on creation of differentiation. Part of brand that attracts perceptual part of the brain of customers due to already established connection with a brand implies a specific Brand image (Keller, 1993). Brand image is relevant to the mindset of clients and respective sentiment about a brand (Roy, Naha, Majumdar, & Banerjee, 2007). According to (Aaker, 1991), involvement is very important for a consumer purchasing a brand. Bearden and Etzel (1982) and Park and Srinivasan (1994) said, brand image is sturdily associated with uniqueness of a thing. It is all about the consumer's trust and conviction about a brand (Roy et al., 2007). It is suggested that brand image should portray ideal positioning desired by the firm and it must also be strong enough to "stand apart" from the crowd of advertising messages to be regarded as distinguished. Strong brand image is regarded as the most powerful tool to build competitive advantage. Parris and Guzman (2023) also confirmed the significance of the phenomenon of brand image by

stating that further research is warranted regarding this construct as no consensus is developed in past research about the independence and interdependence of this construct.

2.2. Building Hypothesis

2.2.1. Brand image - brand Loyalty

According to Hsieh and Lin (2010), good brand image generate improved quality messages of a brand. Such image will influence the outcome in terms of repeated purchase by the buyer (Burmam, Schaefer, & Maloney, 2008). Such repeated purchases occur due to formation of a psychological connection/cognitive association with the brand which ultimately results in increases sales for the firm.

Good image of a brand facilitate consumer to match the individual needs with the brand and gives the brand advantage over competitors ultimately resulting in brand loyalty (Anwar, Gulzar, Sohail, & Akram, 2011). Image of a brand could affect customer loyalty (Selnes, 1993; Zeithaml, 1988). Yoo, Donthu, and Lee (2000) has inferred that brand loyalty has positive effect on buyer's choice to buy a specific brand and clients hardly move towards competitors' brands. Yoo et al. (2000) said that the core of brand's value is brand loyalty. Literature suggests that while building customer loyalty, mainly specific image is seen as a vital aspect (Keller, 2001). Yoo et al. (2000) confirmed that brand loyalty and brand image has positive relationship. Greve (2014), concluded that more positive is the brand image; high must be the brand loyalty. Mills, Oghazi, Hultman, and Theotokis (2022) also concluded that people having a positive image about a brand shapes together as a separate community and the same community acts as a strongest determinant to predict brand loyalty. According to literature, current research established that there is an affirmative relationship between Brand image and Brand Loyalty.

H1: Brand image has significant positive effect on brand loyalty.

2.2.2. Brand Loyalty - Purchase Intention

Purchase intention represents subjective tendency to purchase the product. Through higher purchase intention, behavioral inclination to purchase a specific brand increases. Wu (2007) recognized that the buyer familiarity can enhance or diminish loyalty of a brand. Yang and Peterson (2004) said, loyalty is positively linked to the purchase intention. The outcome was the similar as of Oliver (1999) that in future, brand loyalty will depict a purchase guarantee and at any cost clients will not change brand loyalty and pay for their desired brand. They further stated that manufacturing companies should pay more attention to persuade brand loyalty as the value of brand increases psychologically as compared to its cost. They inferred that when a manufactured goods have an eminent brand name, it can draw liking of customers and thus increase purchase intention. Akoglu and Özbek (2022) also established that brand loyalty has strongest consequence on purchase intention through mediating role of brand trust.

H2: Brand loyalty has significant positive effect on purchase intention.

2.2.3. Brand engagement as a moderator between brand image - brand loyalty

As a moderator brand engagement is selected for current research so that we could study the moderating effect between brand image and brand loyalty. Although the hypothesis chosen about moderating and mediating effect, must have support of well-built theory, unfortunately it's not always the case as the researcher may seek to build new theory rather than testing the previous ones (Fraser, Hill, & Sotiriadou, 2016). Brand engagement has been found in past to have moderating effect between many brand related variables Wu (2007) as it represents emotional commitment between an individual and a brand. Gómez, Lopez, and Molina (2019) also mentioned that brand engagement is an uninvestigated phenomenon which is still at infancy stage and it could strongly influence brand related outcomes.

In the advertising literature, brand engagement has been used mostly with buyer (Barnatt, 2001; Bowden, 2009; Patterson, Yu, & De Ruyter, 2006). Major questions of brand engagement observed in previous researches have incorporated brand (Sprott, Czellar, & Spangenberg, 2009) as well as establishments or products (Patterson et al., 2006). Brand engagement has been used extensively in literature as an important construct to keep valued consumers intact (Grönroos, 2011; Rust, Lemon, & Zeithaml, 2004). Samarah, Bayram, Aljuhmani, and Elrehail (2022) also confirmed that brand engagement acts as mediator between

brand interactivity/involvement (which are evident through development of an image) and brand loyalty.

To build a strong brand engagement is among managers' top primacies (Burt, Kilduff, & Tasselli, 2013). Moreover, brand engagement is about constant interactions between customers and brands. Brand engagement has been chosen as the moderator as this is very important factor which may emotionally impact customers and build loyalty. Gómez et al. (2019) also mentioned brand engagement as most power tool to gain competitive advantage.

H3: Brand engagement moderates the relationship between brand image and brand loyalty.

2.2.4. Brand image - uniqueness

Uniqueness is about to construct distinctive perception about brand in mind of customer (Pechmann & Ratneshwar, 1991). To facilitate decision making of customer, there are many advantages of uniqueness. A brand's unique association is considered extremely obliging in the comparison to normal association of a brand as decision making turn into a trouble-free task for consumers (Tversky, 1972). Uniqueness is always regarded as essential part of brand equity through development of brand association with it. It psychologically represents "something" which is missing in rival brands.

Previously, strong relationship is found amongst uniqueness, top value and loyalty (Kalra & Goodstein, 1998; Netemeyer et al., 2004). A product must be unique for customers when it is introduced in market, so that they find a cause to buy (Davidson, 1976). Further, if there is more perceived uniqueness, new distributor will be involved to stockpile the brand (Alpert, Kamins, & Graham, 1992). Lee and Park (2022) also stated that differentiation/uniqueness on social-media acts as a strong factor of customer engagement and ultimately results in development of strong brand image.

H4: Uniqueness has significant positive effect on brand image.

2.2.5. Brand image - perceived quality

When a product has greater brand image, buyer may consider it of better quality (Richardson, Dick, & Jain, 1994). Perceived quality determines how the product will be recognized and what preferential stimulants could be evoked in customers' mind. Jacoby, Olson, and Haddock (1971) also conducted a study to prove that quality recognition for a customer can be affected by the image of a brand. Shimp and Bearden (1982) and Rao and Monroe (1988) did their respective scholarships to elaborate that in most cases brand image perform as rapid suggestion of customer. Perceived quality gives an impression of total benefits in terms of quality and social conformance that could be achieved through utilization of product. It is also stated that perceived quality remain persistent in consumers' mind and is mostly enduring. Such persistency strongly influences consumer's future purchase preferences as they are likely to spend less time evaluating alternatives. Kotler and Armstrong (1996) said that the image is utilized by clients to weigh the product's perceived quality. Richardson et al. (1994) also concluded that there is an affirmative association among brand image and perceived quality. Islam and Hussain (2022) also endorsed the same by concluding in their findings that positive brand image was strongly influenced by perception developed about the product (even the perception is developed on the basis of country of origin).

H5: Perceived quality has significant positive impact on the brand image.

2.2.6. Brand image - social image

In the branding texts, social role and social impression is highly emphasized (Biel, 1992; Brown, 1990). The role of social image is particularly highly important in fashion industry where prime reason to purchase for many consumers is social conformance or group membership. Evans, Wasserman, Bertolotti, and Martino (2002) study the part of social impression that an individual have about nonsmokers to explain intention and behavior of smoking. They were confident for the young age group to state that positive social image about not to smoke influences respective brand image. This idea is supported that in reality, social-image is associated with the brand and persuade reaction of individuals in a variety of ways about the brand (Lassar, Mittal, & Sharma, 1995). Wongsansukcharoen (2022) also reported in case of

banks that image is created as combination of multiple factors but most importantly, social image as determinant of these factors could have a sweeping influence on brand image.

H6: Social image has significant positive effect on brand image.

2.2.7. Brand Image - CSR

When a brand has good social reputation, for the customer there will be a better chance to get better self-worth in the line of this association with a brand. A case in point, a crucial subject is ecological safety and citizens who care of it. Brand would be connected because of ecological concern to the society (Sen, Darabi, Knapp, & Liu, 2006). (He & Lai, 2014) said moral accountability was the significant sign for the client constructing brand image in the Hong Kong which include cultures of east and west. Responsible corporate lawful behavior helps to add to well-designed brand image. CSR help to build an encouraging image about the brand as consumers' impression towards the firm changes through its spending on societal improvement projects. Firm and brand both are regarded as ethically sensitive/conformative through these projects and this imprints on purchase patterns by customers. CSR impact on purchasing behavior is clear by its implication in technological and familiar applications (Fishbein & Ajzen, 1977; Johnson & Puto, 1987). Corporate social responsibility could be helpful to portray positive image and to develop positive attitudes of the customers (Porter & Kramer, 2006). Khan and Fatma (2023) also confirmed that social image portrayed through CSR has strong and direct influence on development of brand-image.

H7: CSR has significant positive effect on brand image.

2.2.8. Research Objectives

The foremost objectives were:

- To evaluate the impact of brand image on the customer's brand loyalty.
- To evaluate the impact of brand loyalty on consumer's purchase intention. (Focusing females, relating to fashion apparel brands in Pakistan)
- To evaluate the moderating effect of brand engagement between brand image and brand loyalty.
- To evaluate different antecedents of brand image in order to get extensive evaluation of brand image and their effect on brand image has been checked.

2.3. Research Gap

Previously the phenomenon of Brand Image has not been investigated thoroughly by incorporating different combinations of variables that could portray exhaustiveness in evaluation. Therefore, in current research, extensive evaluation of Brand Image has been done by incorporating many unique antecedents and the relationship of these antecedents was checked with brand image to imply better appreciation of brand image. Furthermore surprisingly (although indicated by past researches) moderating effect of brand engagement among brand image and brand loyalty was unknown in past researches. Current research also filled that gap by measuring the significance of brand engagement between brand image and brand loyalty. The contribution of this investigation is theoretical, practical as well as contextual since we have conducted this study on a matchless framework regarding the female apparel brands in Pakistan.

3. Underlying Theories

3.1. Brand Equity Theory

Aaker (1991) said, we may evaluate strength of the brand on various fundamentals which contain perceived quality, perceived value, loyalty, market value and numerous others. Aaker suggested evaluating every characteristic discretely but this can differ from one brand to other. Image of brand and customer attitude may enhance equity of the brand. Brand image impact straightly on brand equity whilst for a brand consumer attitude indirectly effect the brand equity (Faircloth, Capella, & Alford, 2001). If a client is caught up in a particular brand by well-built image, then consumers are never concerned regarding high prices, what makes a difference is merely image of the brand.

3.2. Social Conformity Theory

This theory is strongly linked with the customer's varying behavior. This theory considers changing patterns of behavior on the basis of social antecedents. Conformity is a social

influences which accounts for difference in behavior to fit in a social group (McLeod, 2011). This varying behavior could be because of the physical existence of public or this could be a thought process initiated regarding the public. Currently consumers are generally more loyal with fashion brands because of social conformity. During current research it was noted that consumers merely weren't involved with the brand psychologically rather people were becoming faithful due social image about a brand as a way to prove their status in society or to get fit in a particular social group.

3.3. Social Identity Theory

Social identity is regarding the wisdom of a person on the basis of membership of a group. Tajfel (1979) elaborated social identity where "community feel right" is imperative base of self-admiration. Group of people give a social identity sense to fit in. To increase acceptable individual image, they look forward to the status of the group as a standard. In current research, females enhance self-image by focusing on the fashion brands so they could be admired by the people including friends and family. Social identity theory is concerned with classification of people on the basis of matching or differing identities.

4. Research Methodology

4.1. Independent (IV) and dependent variable (DV)

Independent variable was Brand Image (BI). There were ten items opted from two different sources in order to check brand image. Dependent variable (DV) was Purchase intention (PI). There were 6 items to evaluate customers' purchase intention.

4.2. Moderator

Moderator was Brand Engagement between BI (Brand image) and BL (Brand Loyalty). There were 7 items from single source.

4.3. Mediator

Mediator was the Brand Loyalty between Brand image and purchase intention. For mediator, 7 items were opted from single source.

4.4. Antecedents of Brand Image

Brand image was broadly evaluated through multiple antecedents. The antecedents were uniqueness, social image, perceived quality and CSR. They were analyzed by taking items from different sources. There are four items each for uniqueness and perceived quality. For social image, total six items were taken and four items were taken for CSR.

In current research, descriptive research design was used to check the results after the testing of hypothesis (Malhotra, Hall, Shaw, & Oppenheim, 2006). Current study was quantitative in nature and by conducting survey, findings were attained. To study hypothesized relationships, the selected industry was Female apparel brands of Pakistan in various cities like Lahore, Islamabad, Multan and Sialkot.

Target population were females who have knowledge of fashion apparel brands. They were of different age groups and were recognized as speculative population. As research tool administered questionnaire was used and primary data was collected. Sampling technique was non-probability sampler to gather the data including Convenience and snowball sampling.

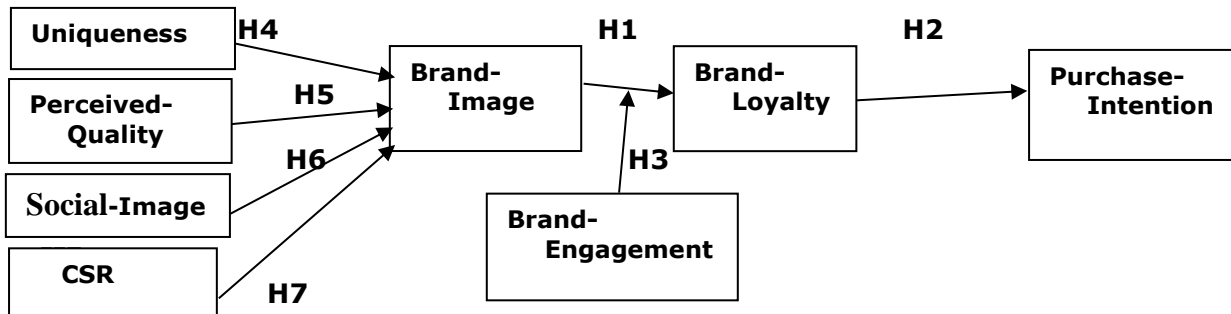
4.5. Sample Size and Unit of Analysis

Data was gathered online through Google form as well as from many females who have the knowledge of fashion brands in shopping malls. 269 was the size of sample calculated through the sample size calculation formula. To get more comprehensive result, 300 sample size was taken. Same sample size was used for SPSS and PLS analysis.

Target population was females in various cities and of various age groups. According to Worldometers information, 107,220,324 is the female population of Pakistan in total and that is 48.54% of total inhabitants. Website of city population showed that according to census of year 2017, 5,300,931 female residents were in Lahore and 2,307,504 were in Multan, 1,971,746 were in Sialkot and 950,727 were for Islamabad city. Hence, 10,530,908 was the population of females for 4 cities.

Estimatedly 15% of total female population purchase apparels from the famous brands (Andrew, 2015). So, in current research, size of population used was 1,579,636 to compute sample size further.

4.6 Proposed Research Framework



5. Data Analysis

	Total Brand Image	Total Perceived Quality	Total Uniqueness	Total Social Image	Total CSR	Total Brand Loyalty	Total Brand Engagement	Total Purchase Intention
Total Brand Image								
Pearson-Correlation	1							
Sig. (2 tailed)								
N	300							
Total Perceived Quality								
Pearson-Correlation	0.550	1						
Sig. (2 tailed)	0.0							
N	300	300						
Total Uniqueness								
Pearson-Correlation	0.453	0.456	1					
Sig. (2 tailed)	0.0	0.0						
N	300	300	300					
Total Social Image								
Pearson-Correlation	0.572	0.351	0.412	1				
Sig. (2 tailed)	0.0	0.0	0.0					
N	300	300	300	300				
Total CSR								
Pearson-Correlation	0.381	0.329	0.387	0.400	1			
Sig. (2 tailed)	0.0	0.0	0.0	0.0				
N	300	300	300	300	300			
Total Brand Loyalty								
Pearson-Correlation	0.267	0.329	0.288	0.421	0.419	1		
Sig. (2 tailed)	0.0	0.0	0.0	0.0	0.0			
N	300	300	300	300	300	300		
Total Brand Engagement								
Pearson-Correlation	0.126	0.198	0.260	0.306	0.279	0.479	1	
Sig. (2 tailed)	0.0	0.0	0.0	0.0	0.0	0.0		
N	300	300	300	300	300	300	300	
Total Purchase Intention								
Pearson-Correlation	0.512	0.344	0.323	0.465	0.434	0.336	0.206	1
Sig. (2 tailed)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
N	300	300	300	300	300	300	300	300

It's necessary to test the construct's validity and reliability. Factor analysis was performed to test the construct validity.

Table 2: KMO and Bartlett

KMO-Measure of Sampling Adequacy.		
		.871
Bartlett's-Test of Sphericity		
	Approx Chi-Square	6.041E3
	Df	1128
	Significance	.000

5.1. KMO measure of Sampling Adequacy

Value of KMO was 0.871, which shows that the data was reasonable to be regarded as suitable for factor-analysis. Significance value is .000 for Bartlett's test.

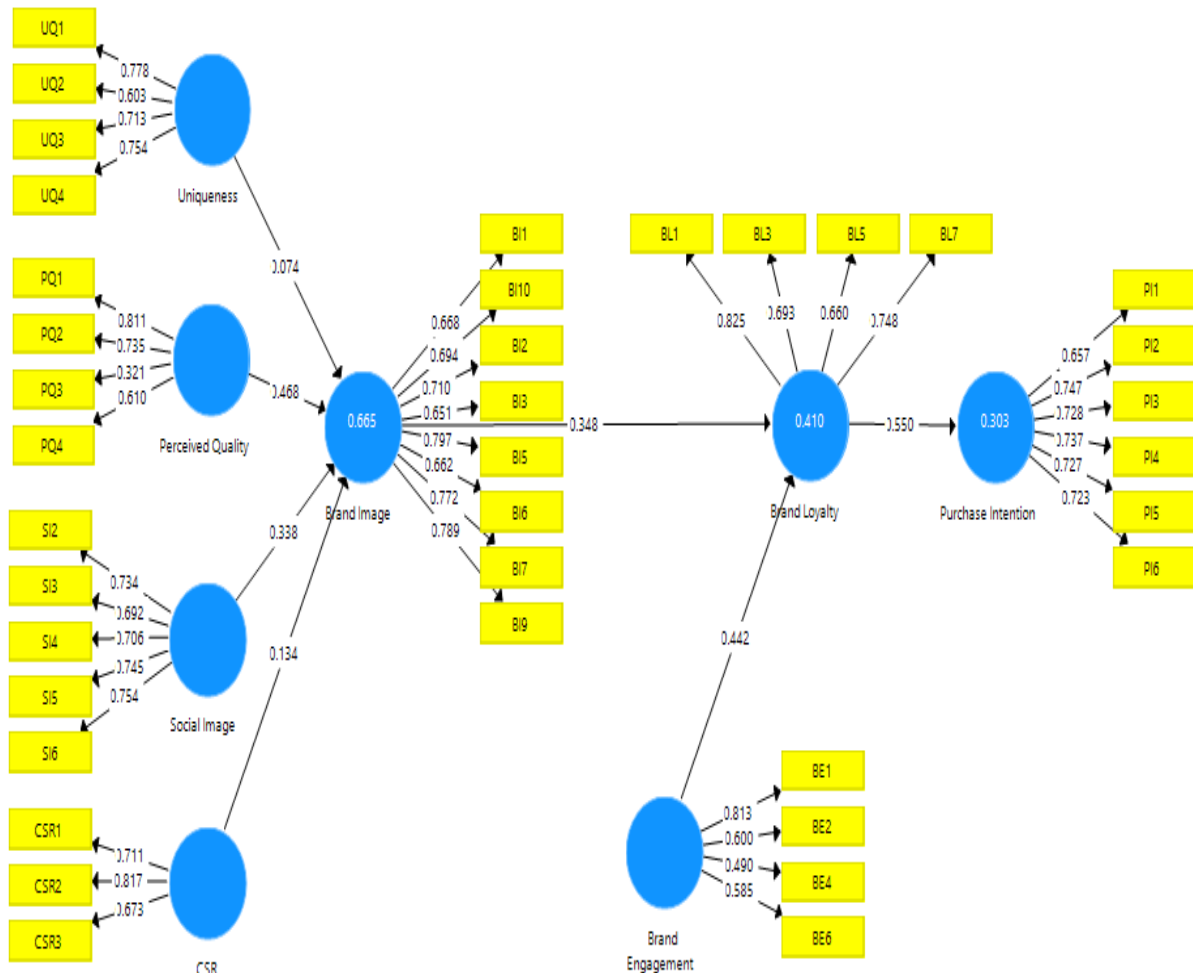


Figure 2: Measurement Model

5.2. Algorithm Calculations

Results for the internal consistency reliability and convergent validity.

Composite reliability in table no 1 exhibited substantial values in terms of individual item reliability and internal consistency. Average variance extracted (AVE) demonstrated the convergent-validity of the constructs. For the assessment of measurement model, composite reliability figure must be greater than 0.70, for AVE convergent validity must be greater than 0.5. Loadings of individual items showed reliability as the values remained greater than 0.70, (Hair, Ringle, & Sarstedt, 2011).

Table 3: Convergent Validity

Construct	Items	Loadings	AVE	CR
Brand Image	BI-2	0.71	0.528	0.906
	BI-3	0.65		
	BI-5	0.79		
	BI-7	0.77		
	BI-9	0.78		

Brand Loyalty	BI-10	0.69		
	BL-1	0.82	0.541	0.835
	BL-3	0.69		
	BL-5	0.66		
Brand Engagement	BL-7	0.74		
	BE-1	0.81	0.417	0.737
	BE-2	0.60		
	BE-6	0.58		
Uniqueness	UQ-1	0.77	0.523	0.819
	UQ-2	0.60		
	UQ-3	0.71		
	UQ-4	0.75		
Perceived Quality	PQ-1	0.81	0.426	0.731
	PQ-2	0.73		
	PQ-4	0.61		
Social Image	SI-2	0.73	0.535	0.856
	SI-3	0.69		
	SI-4	0.70		
	SI-5	0.74		
	SI-6	0.75		
	CSR	CSR-1	0.71	0.553
Purchase Intention	CSR-2	0.81		
	CSR-3	0.67		
	PI-1	0.65	0.521	0.873
	PI-2	0.74		
	PI-3	0.72		
	PI-4	0.73		
	PI-5	0.72		
	PI-6	0.72		

5.3. Discriminant Validity (DV)

For the measurement of DV Table. 2 (mentioned below) exhibited satisfactory values accruing to the criteria of Fornell and Larcker (1981). Discriminant Validity (DV) represents that the latent variables are independent of one another (Hair, Sarstedt, Ringle, & Mena, 2012). There are two way to test Discriminant validity, one is by checking Cross Loadings (Chin, 1998). Fornell and Larcker (1981) criteria could also be used.

Table 4: DV

Constructs	Brand Engagement	Brand Image	Brand Loyalty	CSR	Perceived Quality	Purchase Intention	Social Image	Uniqueness
Brand Engagement	0.633							
Brand Image	0.303	0.720						
Brand Loyalty	0.547	0.482	0.734					
CSR	0.365	0.508	0.487	0.736				
Perceived Quality	0.282	0.715	0.378	0.369	0.647			
Purchase Intention	0.414	0.538	0.550	0.570	0.486	0.721		
Social Image	0.406	0.671	0.575	0.519	0.492	0.549	0.726	
Uniqueness	0.367	0.465	0.266	0.342	0.421	0.362	0.436	0.715

5.4. Structural Model

After the proved measurement-model with suitable result, structure model can be evaluated (Hair et al., 2011).

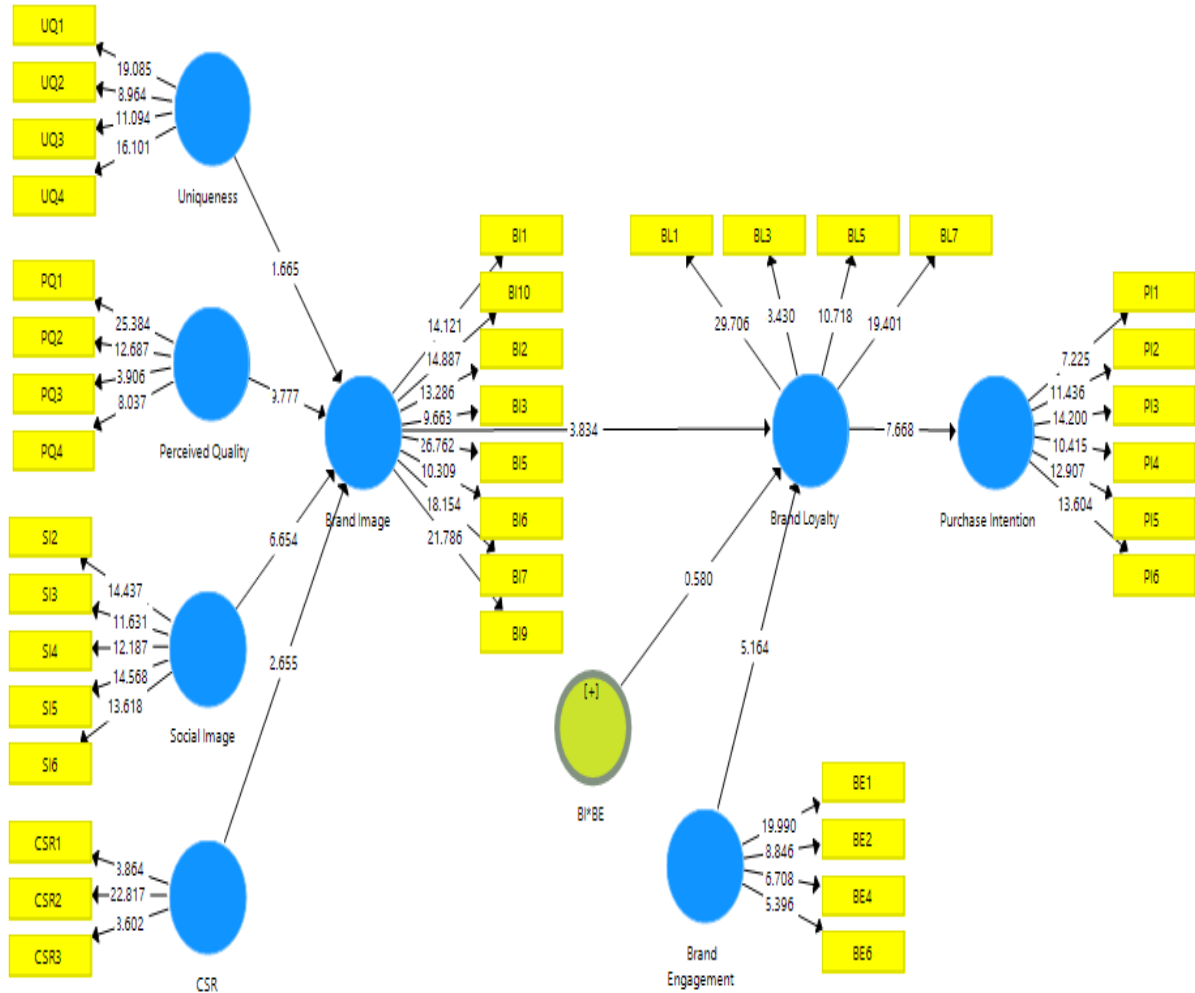


Figure 3: Structural Model (Bootstrapping)

6. Results Interpretation/Findings

The values were: β .0.071, $t=3.939$; $p<0.01$) so H1 is supported, H2 is supported since β .0.077, $t=7.221$, $p<0.01$. H3 showed non-significant result. Similarly H4, H5, H6 also H7 exhibit significant positive effect of one variable toward other variable. Results are presented concisely in table 3 below.

Table 5: Results

Hypothesis	Relationship	Std. Beta	t-Value	P-Value	Decision
H1	Brand Image -> Brand Loyalty	0.320	3.967	0.000	Supported
H2	Brand Loyalty -> Purchase Intention	0.552	7.757	0.000	Supported
H3	BI*BE -> Brand Loyalty	-0.027	0.621	0.538	Not-Supported
H4	Uniqueness -> Brand Image	0.078	1.725	0.086	Not-Supported
H5	Perceived Quality -> Brand Image	0.470	9.589	0.000	Supported
H6	Social Image -> Brand Image	0.341	6.357	0.000	Supported
H7	CSR -> Brand Image	0.128	2.812	0.005	Supported

$p<0.01$, Results are significant: T-values >2.33

TABLE 6: Variance Explained in the Endogenous Latent variable

Latent Variable	Variance Explained (R ²)
Purchase Intention	32.8%

Endogenous Variables are those that are affected by the other variables. Hence value of endogenous variable that is purchase intention is $r^2 = 30.4\%$, Chin (1998) said this shows the model fitness from weak to moderate level.

7. Discussion and Conclusion

Brand image is a very crucial topic in the development of customer choice as well as marketing. This research was performed to check brand image extensively by the addition of various predecessors and to evaluate the subduing effect of brand engagement among brand image and brand loyalty. This study addressed the importance of brand image to determine loyalty. It's very important for business to know the significance of brand image in constructing customer loyalty. As moderator, brand engagement was chosen. Our study assisted to explain the consequence of brand image on brand loyalty with the help of moderator. Soleimani, Dana, Salamzadeh, Bouzari, and Ebrahimi (2022) also endorsed the same by stating that psychological empowerment created through development of brand image has significant positive effect on brand loyalty. It was found that the moderating effect of brand engagement was insignificant and negative among brand image and brand loyalty although different role brand engagement was presented by Gómez et al. (2019) due to difference that may exist due to varying behavior between physical shopping and brand determination through social media only. The same difference in online and physical purchase behavior regarding brand engagement role was also reported by Alzate Barricarte et al. (2022). With the context of female attire brands, all four predecessors of brand image have significant positive effect on brand image.

7.1. Theoretical Implications

Current study adds to present literature. Although current research exhibit insignificant results about brand engagement to act as a moderator between brand image and brand loyalty, still exploration of unique antecedents enhances the prevailing body of literature mainly in the background of well-known fashion apparel brands. Various predecessors for brand image were evaluated and outcomes displayed positive effects on brand image that validated the importance of brand image.

7.2 Managerial Implications

In this research lot of implications originated that can help the management to acquire information about how brand image could persuade a company's performance in market. Current study exhibited how brand uniqueness, perceived quality, social image and CSR are of high value to increase attitudinal loyalty of customers towards different brands. This could be helpful in the evaluation of brand image for managers and brand executives.

By using the results of research, competitive advantage could be built in the marketplace with the help of antecedents of brand image. Brand image could be used to develop better repute, position and reliability of the business. This is clear in current research that brand engagement is not moderating the relationship between brand image and brand loyalty. Therefore, the outcome could facilitate to make budget decisions accordingly from marketing perspective.

7.2. Limitations and future research implications

Current research has numerous precincts. Because of time limitation, current study remained cross sectional. Consequences of current research gives an image of clientele who are making purchase of fashion brands only. Any other service industry can be opted in future for generalizing the outcomes. Furthermore, many more antecedents could be added as well to make perceptual model more comprehensive. As this study was being conducted in Pakistan, geographical limitation was also there. Researchers can experiment similar study in various other locations in the future. In future, a longitudinal research can also be performed. Also, current study is a quantitative research; therefore a qualitative study can be performed by researchers to test results and effects of variables. In current research some well-known brands of Pakistan were taken to study the results, future researches can choose various international well-known luxury brands as well. A relative research can also be performed for various service brands.

For my research data collection was performed by survey technique, secondary sources for data collection can be used in future for further research. SPSS and PLS have been used for analyzing data, in future many other software can be used to get a broader view of the data like AMOS or LISREL. In current research only females were targeted as they were considered to have more knowledge about fashion and apparels. In future research, men can also be considered as targeted population as their sensitivity about fashion brands is also increasing.

So far, more investigation is needed to recognize the moderating effect of brand engagement that inclines customers to decisive buying. Forthcoming latest researchers could proceed more studies on different products to study the topic on larger scale in various markets. Moreover, it has also been reported in literature that green messages have more positive impact on development of brand image Topcuoglu, Kim, Kim, and Kim (2022) therefore, future research can include the aspects of green messages towards development of more positive brand image.

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