Analysis of Brand Perception Effect on Store Image & Purchase Intention of Customers

A Study on Apparel Clothing

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Abstract— The competition among apparel stores has raised over the past few years. Customers switched towards competitors due to their better offerings. In this research project, we have been identified the effect of brand perceptions on store image and purchase intention of Customers. The purpose of this study is to investigate the effects of price Consciousness, brand image and perceived risk on store image and purchase intention of customers in apparel sector. Theoretical review and critical analysis of academic research related to dependent and independent and mediating variables and conceptual model is formulated. Quantitative approach is used to quantify the relationship between dependent, independent and mediating variables based on the proposed theoretical model that delineates the relationship between dependent variable purchase intention and the independent variable Brand Image, Perceived risk, Price Consciousness and mediating variable Store image. In this quantitative study the experiential data has been acquired from Apparel Stores through questionnaire. Samples are taken from five apparel stores Khadi, Nishat, Gul Ahmed, Junaid Jamshed and Ittihad in Faisalabad. The total numbers of questionnaires were 250 where 225 were received from the respondents. The actual numbers of respondents were 200. The findings of the research which was conducted on different apparel retailer shoppers supported direct effect of Price Consciousness, Brand image and Perceived risk on Purchase intention. There has been also empirical evidence regarding mediating effect of store image on the relationship between price consciousness and perceived risk and purchase intention.

Index Terms— Customer, Apparel, Brand image, Perceived risk, Store image, Purchase intention.

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1 INTRODUCTION

ANY kind of perception aimed to build on customers is considered as a topic of marketing communication and brand management. In that sense, positioning of a mix of price, brand and store attributes aims to constitute messages and commitments for Customers in order to build targeted perception in their minds [1]. Brand image is established with customer perception which is treated to some extent as controllable by marketing strategists and it includes brand recalls of Customers for the performance and the experience with the brand and results in cognitive and emotional satisfaction. From this perspective, brand image reflects the ability to meet customer's needs. Brand image also reveals value and identity created for the customers. Consumer attitudes toward product or national brands are formed not only by positive recalls but also negative cues and recalls as well. Negative attitude for the brand may arise from unfavorable merchandise performance or unfavorable experience with the brand that may lead to risk perception. High levels of risk perception may cause customers not to buy the brand [2]. National brands' dominant in Pakistan market has shown a significant increase in recent decades as in European and in other emerging markets

A national brand, also known as retail brands, has shown significant success in recent years. The success of National brands will be based on their relative perceived quality and brand image [3]. Apparel retail stores or retail chains seem to improve their quality in order to increase the image of the store and encourage consumer loyalty. Brand of a cloth is partly made up of elegance, design, color, pattern and perfect which is a simple need, but made by the fast-moving custom trends. This collaboration is an outcome of fast-moving fashion trends. Clothing firms are called with their brands names, not with their firm names. Well-known brands are recognized as a type of assurance for the color, quality and pattern prosperity. Custom and branding are usually used collectively, even though they are entirely different ideas. Fashion is unstable and dynamic. Brand is likely to be a lifelong presentation sign. This sign may have effects on the culture visually and aural and can lead the customers to a precise type of behavior but will always be altered from fashion. The consumer attraction to brand is usually run by the hope for the price and the quality, also being up to date. But the hope, price and quality do not have importance in fashion. Clothes express the personality, behavior, education and the way of thinking of the people. It is important to note that Pakistani fashion Customers will set the global fashion trends in the upcoming era. Currently, to some extent international brands are found in Pakistan. Pakistan fashion industry has progressed from initial stage to successful flourishing industry today. Apparel stores improve themselves by adding multiple attributes such as store atmosphere and ambient, enjoyment from shopping, service quality of salesperson, relationship quality and quality of merchandise sold. All these attributes add value to the Na-

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tional brand by building retailer personality and product signature-less, and brings customer satisfaction, identification with brand and customer loyalty. A retailer who carries a brand name itself will be at an advantage of strengthening both its emotional and rational relationship with its customers. By building good relationships, a retail store can create a strong brand that differentiates itself from other retailers. The National brands, in this manner, affect the image of the retail store and enables customers to differentiate between the retailers. National brand retailers try to maintain an image combining both store image and product image in order to maintain a clear strong brand perception in customers' minds. Retail satisfaction or shopping satisfaction from the point view of Customers includes Customers' perception of store characteristics as well as Customers 'subjective evaluations of products obtained from the store [4]. Customers' perception of product value is characterized by quality considerations, the pricing of the merchandise and the level of risk involved. These antecedents are used to describe perceived value, which then directly influence Customers' willingness to buy the product. Customers' perceptions of product value are characterized by quality considerations, the pricing of the merchandise and the level of risk involved. These antecedents are used to describe perceived value, which then directly influence Customers' willingness to buy the brand [5]. This study explores the effects of brand image, price consciousness and perceived risk on store image and purchase intention. First, the concepts are introduced and theoretical background is provided. Upon the theory, hypotheses are developed. In the second part, research methodology including sample and data collection and measures is described. Lastly, findings are given and discussed in addition to limitations and academic implications.

2 LITERATURE REVIEW

2.1 Brand Image

Firms play thoughtfulness regarding making an incentive for their items and brands. Brand administration and it isn't just steady with vital rationale yet additionally manages making extraneous, inborn or potentially joined esteems for clients. Basic esteem creation depends on target highlights identified with experimental or useful utility offered to clients while inherent esteem creation accentuations on representative and experiential traits which are gaged as subjective reactions as ends in clients. In accordance with brand management, brand data is utilized to construct mark value with parts of brand mindfulness and brand image [6]. Brand image adopts a critical part in recognizing brands inside the comparable item or brand classifications. Besides, the brand picture comprises of extra partners inserted in a central item or administration qualities.A notable brand situating typology created by Kim and Mauborgne (2000), characterizes a six-levers model, a purchaser centered apparent benefit typology, for fruitful successful brands. These benefits are distinguished as straightforwardness (service, easier to use), convenience (availability, ease of purchase), chance lessening (security of physical and monetary hazard), fun and image (positive and happiness) and lastly environmental friendliness. This model gives a down to earth system concentrating on purchaser

advantage or purchaser utility in benefit retailing. Another approach in clarifying shopper observations and judgments of brands is the customer brain research show exhibited in Schmitt's (2012) examine [7].

2.2 Perceived Risk

Perceived risk of Customers has been an important factor in understanding consumer purchase behavior. Customers rely on risk-reducing cues such as brands or stores that have good statuses to lessen their hesitation and risks associated with their shopping choices [8]. Perceived risk has been referred as the individual's subjective beliefs about potentially negative consequences from his/her buying decision or behavior which cannot be predicted with certainty. Six main dimensions of risk have been defined to describe Customers' decision making or choice behavior: financial, social, psychological, physical and time or convenience risk. Previous research has demonstrated that for brands with a good image. Customers have a more inspirational demeanor toward the brand which improves buy goal. Store image has been demonstrated to decrease financial risk in customary store situations and in addition web-based shopping of clothing.

2.3 Store Imagee

Store image is characterized as the arrangement of brand affiliations connected to the store in the client's memory. Brand relations are concerned both with sensitivities of the store properties and the clients saw benefits. Store image dimensions have been centered on factors like as the quality and variety of the products sold, the prices of the products, physical facilities of the store, and the services provided by sales personnel [9].Quality delivery service can improve customer satisfaction and helps to maintain brand image and that is vital for gaining competitiveness. Physical environment of the store, service levels and merchandise/brand quality could be the main characteristics to build store image. This specifies that quality of the brand will carry satisfactory indications to the image of the store.

Design Elements: Store environments contain of numerous cues that sway individual assessment of customers and Positive origins such as color, layout and architecture can affect customer's cognitive evaluations of the store with regard to perceived merchandise and service quality [10], and perceived price format and design can influence client's subjective assessments of the store concerning apparent stock and administration quality, and saw cost.

Relationship Quality: Relationship quality plays vital role with service quality and personal and social relationships depends on it such as an apparel retailing stores, relationship quality between salesperson and customers signifies long-term relationship with the customers[11, 12] and thereby achieving customer happiness and building trust relationship quality amongst salesman and clients means long-haul association with the clients and accordingly accomplishing client joy and building trust.

2.4 Purchase Intention

To buy a product or service totally depends on consumers buying intention. Customer positive emotions and disposition

toward an item/administration or private mark store will impact his/her buy expectation. Which brands sold in the store, physical location and timing are some of the external factors that could be affected when consumer going to buy a product/service from retail store [13]. What's more, some characteristic issues like satisfying a need, fulfilling an inclination and putting the customer in a superior position. Past research thinks about have demonstrated that buyer has a positive goal to buy an item/benefit from an acceptable brand store picture can be a determinant of item quality and besides, store brands can be considered as a brand expansion of the store[14].

3 PROBLEM STATEMENT

The competition among apparel stores has been raised from the past few years. Customers switched towards competitors due to their better offerings. Now day's National brands competing the International brands and private label brands as well. That's why the need of identify the factors or causes that can affect apparel brands with customer perceptive. In this research project, we have been identified the effect of brand perceptions on store image and purchase intention of customers. And also investigate the mediating effect of store image in relationship with these variables.

4 RESEARCH OBJECTIVE

The objective of this study is analyzing causal antecedent factors that were effect on store image and purchase intention of customers in apparel stores.
(a) To study the price consciousness effect in relation with purchase intention of customers.
(b) To study the brand image effect in relation with purchase intention of customers.
(c) To study the perceived risk effect in relation with purchase intention of customers
(e) To examine the store image mediating effect on these variables and on purchase intention.

5 RESEARCH QUESTIONS

The purpose of this research is to know the possible factors of brand perception effect on store image and purchase intention of customers. Therefore, the research questions is
(a) What are the effects of price consciousness on purchase intention of customers?
(b) What are the effects of brand Image on purchase intention of customers?
(c) What are the effects of perceived risk on purchase intention of customers?
(d) What are the store image mediating effect on these variables and purchase intention of customers?

6 RESEARCH METHODOLOGY

Data is collected through survey by using self-administered questionnaire. In order to ensure respondents had experience with purchase intention, several screening questions are included in the questionnaire.

This chapter begins with research design, follows by methods of data collection, sampling design, research instrument, construct measurement, and techniques used for data analysis.
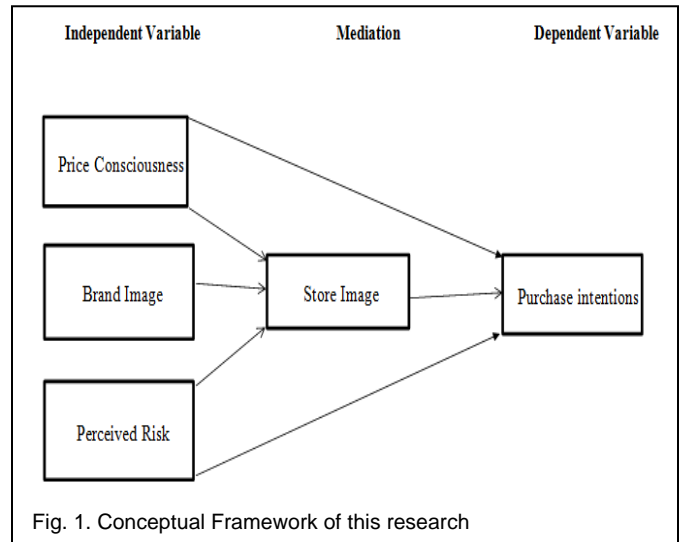
6.1 Conceptual Framework

Fig. 1. Conceptual Framework of this research

6.2 Hypothesis

H1: Price consciousness has direct relation with purchase intention of customers.
H2: Price consciousness has direct relation with store image.
H3: Store image has direct relation with purchase intention of customers.
H4: Store image mediates the relationship between price consciousness and purchase intention of customers.
H5: Brand image has direct relation with purchase intentions of customers.
H6: Brand image has direct relation with Store image.
H7: Store image mediates the relationship between brand image and purchase intention of customers.
H8: Perceived risk has direct relation with purchase intentions of customers.
H9: Perceived risk has direct relation with Store image.
H10: Store image mediates the relationship between perceived risk and purchase intention of customers.

7 DATA ANALYSIS &

Before proceeding to regression analysis, data clearing and statistical test were done. SPSS used in data clearing. The collected data passed through the following test correlation, regression. Following suitable statistical tools was used for data analysis.

7.1 Reliability

Cronbach alpha coefficient was conducted for checking reliability and internal consistency of measure. Cronbach alpha is a measure of reliability that ranges from 0 to 1 with values .60 to .70 considered the lower limit of acceptability. Cronbach's Alpha value should be .6 and above, it means that what we want to ask from

respondent, respondents are answering according to that.

The results of Cronbach alpha included five variables calculated using five-point Liker scale. Reliability values of variables show the reliability of data and number of items in each variable scale. The reliability analysis shows that reliability of Price consciousness scale is .785, Brand image scale is .789, reliability of Perceived Risk scale is .633, Store image scale are .701 and

TABLE 1
RELIABILIY

Variable	Cronbach's Alpha	No. of items
Price Consciousness	0.785	4
Brand Image	0.789	5
Perceived Risk	0.633	6
Store image	0.701	6
Purchase intention	0.769	4

Purchase intentions of customer's scale is .769 respectively. Results of reliability test of all variables are accepted because of Cronbach Alpha value is greater than 6.

7.2 Pearson Correlation

According to the necessities of the theoretic model (fig.1), the test of computing the association of variables is Pearson correlation, because it tests the "interdependence" of the variables described in the model.

The Pearson correlation matrix shows that price consciousness are positively and significantly related with brand image (0.351**, p<0.01). Price consciousness are positively and significantly related with Perceived risk (0.234**, p<0.01). Price consciousness is significantly related with store image (0.282**, p<0.01). Price consciousness is correlated with Purchase inten-

TABLE 2
CORRELATION

-	-	Price Consciousness	Brand Image	Perceived Risk	Store image	Purchase intention
Price consciousness	Pearson Correlation	1				
Brand Image	Pearson Correlation	0.351**	1			
Perceived Risk	Pearson Correlation	0.234**	0.463**	1		
Store Image	Pearson Correlation	0.282**	0.446**	.341**	1	
Purchase Intention	Pearson Correlation	0.193**	0.405**	.198**	.285**	1

**. Relationship is significant at the 0.01 level (2tailed).

*. Relationship is significant at the 0.05 level (2 tailed).

tions of customers (0.193**, p<0.01). Brand image are positively and significantly related with Perceived risk (0.463**, p<0.01). Brand image are positively and significantly related with store image (0.446**, p<0.01). Purchase intention is predicted with brand image (0.405**, p<0.01). Perceived risk is positively and significantly correlated with store image 0.341**, p<0.01 and purchase intention 0.198**, p<0.01.

Store image is positively and significantly correlated with purchase intention of customers 0.285**, p<0.01.

7.3 Regression Analysis

To measure the relative strength of I.V"s on D.V and significance of the model the linear regression is used because there are more than one independent variable exist in the model.In order to test the first hypothesis stating that: There is a relationship between Price consciousness and Purchase intention of customer's regression analysis is performed.

The results of the regression analysis showed that there is a significant effect of Price consciousness on Purchase intention (beta=.193 Sig=.006). The regression analysis accounted for 3% change is by independent variable Price consciousness on Purchase Intention. Therefore, first hypothesis is supported. For testing the second hypothesis that there is a relationship between Price Consciousness and store image. Regression analysis is done results indicate that there is a significant effect of

TABLE 3
REGRESSION ANALYSIS

Price Consciousness	→	Store image	→	Purchase intentions			
Hypothesis No.	Independent	Mediation	Dependent	R^2	R2Δ	β	Sig P
1	Price Consciousness	-----	Purchase intentions	0.037	...	0.19	0.006
2	Price Consciousness	-----	Store image	0.079	...	0.28	0
3	Store Image	-----	Purchase intentions	0.081	...	0.29	0
4	Price Consciousness	Store Image	Purchase intentions	0.095	0.014	0.12	0.084

price consciousness on Store image (beta=.282 Sig=, 000) and 8% change will occur in Store image due to price consciousness. So, following hypotheses is accepted. To test our third hypothesis stating that "Store image has an effect on purchase intentions of customers", regression analysis is performed. Findings indicate that the relationship between store image and purchase intentions of customers is statistically significant (beta=, .285, Sig=, 000) and 8% change will occur in purchase intentions due to store image. Therefore, H3 is supported. To test our fourth hypothesis stating that "Store image mediates the relationship between price consciousness and purchase intentions of customers''. Result indicates that Store image

mediates the relationship between price consciousness and purchase intentions of customers", table3 shows that R2 =.095 and R2change=.014 variations in dependent variable due to independent variable and mediator play role in relationship between dependent and independent. R2 square change approaches to zero and Beta is insignificance results, fulfills both conditions so hypothesis is fully accepted. To test our fifth hypothesis stating that "brand image has an effect on purchase intention", regression analysis is conducted.

The results of the analysis showed that (beta=, .405, Sig=, .000). The regression analysis accounted for 16% change is by independent variable brand image on Purchase intention therefore, fifth hypothesis is supported. To test our sixth hypothesis stating that "Brand image has an effect on store image perceptions", we used regression analysis. The results of the analysis showed that (beta=.446 Sig=,000) there is an effect among brand image and store image ,20% change is by independent variable brand image on store image therefore our sixth hypothesis is supported relying upon the evidence. To test our seventh hypothesis stating that "Store image mediates the re-

TABLE 4
REGRESSION ANALYSIS

Brand image → Store image → Purchase intentions							
Hypothesis No	Independent	Mediation	Dependent	R^2	R2Δ	β	Sig P
5	Brand image	-----	Purchase intentions	0.164	...	0.41	0
6	Brand image	-----	Store image	0.199	...	0.45	0
7	Brand image	Store image	Purchase intentions	0.178	0.1	0.35	0

lationship between brand image and purchase intentions of customers". table 4 shows that R2 =.178 and R2change=.097 variations in dependent variable due to independent variable and mediator play role in relationship between dependent and independent. R2 square change approaches to zero and Beta insignificance result, fulfills both conditions so hypothesis fully accepted.To test our eight hypothesis stating that "Perceived risk has an effect on Purchase intention of customers", we used regression analysis.

The results of the analysis showed that (beta=.198, Sig=,005) there is an effect among perceived risk and purchase intention 4% change is by independent variable perceived risk on purchase intention of customers therefore our eight hypotheses are supported relying upon the evidence. To test our Ninth hypothesis stating that "Perceived risk has an effect on Store image", regression analysis is conducted.

The result showed that (beta=.341, Sig=,000) there is an effect among perceived risk and store image perceptions 12% change is by independent variable perceived risk on Store image therefore our ninth hypotheses are supported. For testing

our tenth hypothesis stating that "Store image mediates the relationship between perceived risk and purchase intentions of customers'' Results indicated that store image mediates the relationship between perceived risk and purchase intentions of customers. R2 square change approaches to zero and Beta insignificance result, fulfill both condition so hypothesis is fully accepted.

TABLE 5
REGRESSION ANALYSIS

Perceived Risk → Store Image → Purchase intentions							
Hypothesis No	Independent	Mediation	Dependent	R^2	R2Δ	β	Sig P
8	Perceived Risk	-----	Purchase intentions	0.039	...	0.198	0.005
9	Perceived Risk	-----	Store image	0.117	...	0.341	0
10	Perceived Risk	Store Image	Purchase intentions	0.093	0.012	0.115	0.114

8 CONCLUSION

Based on statistical analysis of facts obtained, factors affecting purchase intention of customers in apparel retailing have been mostly found to be consistent with that of existed in the literature. The model proposed in the study, proposed brand image, perceived risk and price consciousness as factors affecting store image. These factors were also suggested to be significant on purchase intention both directly and through the effect of store image which is included and tested as a mediator in the model. Among the factors, brand image has long been evaluated as an antecedent of purchase intention of Customers (Erdil and Uzun, 2010; Beristain and Zorrilla, 2011). Good brand image have positive impact on consumer behavior which generate loyalty towards the store. Brand image conveys information about the quality of product/service, price-quality matching cues, and recalls of service quality, brands sold in the store build a unique understanding and perception of store image in the minds of Customers which then turns in to repetitive purchase behavior. Therefore, it is essential for the store to identify itself with the right combination of brands it sells offers to Customers. In the study, the hypothesis regarding effect of brand image on store image and purchase intention was supported. This finding may imply high brand consciousness of relatively young respondents in the sample and brand image plays an important role in their buying decisions. Pricing, another important factor used in-store retailing, refers value for money and differentiates Customers in segments. Price-conscious Customers make their judgments tak-

ing prices as reference points among other referents. Customers' perception on benefits stemming from an appropriate quality-price or brand price alignment will increase intention to buy. In the study, research findings approving links between Price consciousness and store image and purchase intention give evidence about the price consciousness of respondents in their apparel consumption. Similar to other emerging economies, this result may be meaningful and consistent for an emerging economy like Pakistan.

Perceived risk of product, finance and quality have been studied since 1970s in understanding consumer behavior (Liljander, 2009). The study findings indicated that perceived risk by Customers in apparel retailing is still a prevailing issue. Risk perception of Customers has been found to be related with store image and purchase intentions of customers. Risk is associated with store image and with purchase intention of customers. Considering the shift toward online shopping is not increased in our country because the risk associated with online purchasing. Mediating effect of store image on the relationship between risk perception and purchase intention was another finding of the study consistent with literature (e.g., Liljander et al, 2009). Many creative ways and attributes used by store retailers to maintain store image help decrease risks involved in shopping. Store image may act as a risk reducer. The relationship between brand image, price consciousness and purchase intention was found to be mediated by store image. This finding implies price fairness and pricing policy improves store image and then purchase intention.

9 MANAGERIAL IMPLICATIONS

For the managerial implications, this research can be useful for the emerging industry of apparel in Pakistan. The apparel stores who are precisely dealing with national brands can be gauge the effect and impact of improving their quality of service and building and maintaining the image of store more positive in the minds of the customers can result of making purchase intention regarding national brands of Apparel clothing. It can be helpful for flourishing the business of apparel stores which are dealing mainly with apparel clothing. The result of this research study shows that brand perception influence the image of store positively. Moreover, brand perception also influenced by the purchase intention of customers. So, the managers of any apparel outlet keep this in notice in terms to enhance their national brands image. As the research shows that image of store mediates the relationship between brand perception and purchase intention of customers towards National brands but the point of for consideration for managers are there can be other factors along with store image which can also play crucial role in terms to building stronger intentions of National brands. This research can be useful for the new entrants in the Apparel industry as well as the people who are already in this business can be better un-

derstand the tools and variables which can be directly related to the success of any business of Apparel brands. Recommending managerial implications as a result of this research study are as follows.

- Good quality of Apparel brands can influence the purchase intention of customer.

- Pleasant decoration of the store also has the impact on the image of store.

- Staff of the store can enhance the interaction between the staff and customers by aggressively introducing the National brands of apparel in the store to the customers. The store managers can arrange exclusive shelves space for the convenience of the product selection of apparel brands.

- The manager can reduce customer wait time in order to give them convenience for their overall shopping experience and making the image of store positive.

- Findings of this study suggest that marketing managers can influence intentions of purchase by offering the Apparel products in the price worthy of value.

- Improve the service environment quality by installing terminals to allow Customers to get information about National Brands of Apparel as well as music, layouts.

10 LIMITATIONS

The findings of this research are dependent upon a few limitations along with future research directions are given, which are as follows: The sample was geographically limited. Data collected in other areas may produce different results. Participants were limited and dependability on purchase intention as an information aid may differ depending on their area of study. The instrument was limited to a quantitative method. Implications which drawn from such subjects in Faisalabad may not be completely generalizable this may be a limitation but also a good segmentation for the analysis because this group represent relatively young apparel Customers having bachelor's degree and living mostly in city. Participants had time constraints. Since the survey was asked to be completed and to be returned immediately, the time pressure of the short time. The research was industry specific. And it was only con-

duct with respect to apparel store. Convenient sampling was used which was cross-sectional research design and only one-time response can take due to this the change in responses was not tapped.

11   FUTURE RESEARCH SCOPE

Findings reveal the conclusions for reactionaries and marketing managers to consider price consciousness, brand image and store image in their strategies in order to build repetitive purchase intention of Customers for sustainable competition. In the study, Price consciousness, brand image and perceived risk has been analyzed. For further research, other considerations such as price sales campaigns and promotions can be included in the model. Brand image dimension was measured in terms of quality and effective satisfaction with brands. Other dimensions of brand perception like brand awareness or brand equity can be analyzed in future research. For store image perception, the findings of the study suggest building good relationship with the customer and service quality provided by the employees in the store will increase purchase intention whereby problem-solving and guiding role of store employees is crucial in apparel retailing. The results obtained in the research may provide some cues of marketing communication for the intended target segments another research suggestion might be analyzing shopping and purchase behavior according to gender differences. Also, in further research, consumer loyalty may be included in the research model.

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