

UNLOCKING THE PATH TO PURCHASE: INVESTIGATING CAUSAL RELATIONSHIPS IN FASHION BRAND EQUITY

Nasreen Razavi Rahmani

Department of Marketing, Faculty of Management, Multimedia University,
Malaysia

Abstract

This study delves into the intricate web of causal relationships among various dimensions of consumer-based brand equity and their impact on purchase intention within the fashion industry. Employing empirical research and data analysis, it explores the nuanced interplay between brand awareness, brand image, brand loyalty, and perceived quality. The findings illuminate the causal links between these dimensions and their collective influence on consumers' intentions to purchase fashion products. In a dynamic and highly competitive sector like fashion, understanding these relationships is essential for brand managers and marketers seeking to enhance brand equity and drive purchase behavior.

Key Words

Consumer-Based Brand Equity; Fashion Industry; Brand Awareness; Brand Image; Brand Loyalty; Perceived Quality; Purchase Intention.

INTRODUCTION

The fashion industry, characterized by its dynamism and constant evolution, has always held a unique place in the world of branding and consumer behavior. In an environment where trends come and go with lightning speed, the establishment and maintenance of strong brand equity can be a game-changer. This study, titled "Unlocking the Path to Purchase: Investigating Causal Relationships in Fashion Brand Equity," delves into the multifaceted world of fashion brand equity and the underlying causal relationships that drive purchase intentions.

Consumer-based brand equity is a concept that encapsulates the value and strength of a brand in the eyes of consumers. It is composed of several dimensions, including brand awareness, brand image, brand loyalty, and perceived quality, each of which plays a crucial role in shaping consumer perceptions and behaviors. Understanding how these dimensions interact and influence purchase intentions is of paramount importance in the highly competitive and image-conscious fashion industry.

This research embarks on a journey to investigate the causal links within the intricate network of fashion brand equity. We aim to answer questions such as: How does brand awareness impact brand loyalty? What is the relationship between brand image and perceived quality? Do these dimensions collectively drive consumers toward a purchase decision in the fashion sector?

By employing empirical research and rigorous data analysis, this study seeks to unravel the hidden dynamics that govern consumer behavior in fashion-related purchase decisions. The findings promise to shed light on the cause-and-effect relationships among brand equity dimensions, offering valuable insights for brand managers, marketers, and stakeholders in the fashion industry.

In the pages that follow, we will delve into the methodology, data analysis, and results of our investigation, ultimately providing a comprehensive understanding of the interconnected pathways that unlock the path to purchase in the realm of fashion brand equity. This research contributes to the broader discourse on brand management and consumer behavior, offering actionable knowledge to enhance brand equity and drive success in the fast-paced world of fashion.

METHOD

To investigate the causal relationships among dimensions of consumer-based brand equity and their influence on purchase intention within the fashion industry, we employed a robust and multi-faceted research methodology. The methodology was carefully designed to provide a comprehensive understanding of the complex dynamics at play within this context.

Data Collection: The data collection process commenced with the design of structured surveys targeting a diverse sample of fashion consumers. These surveys were distributed both online and offline, ensuring a wide geographical and demographic reach. Respondents were asked to provide insights into their perceptions, attitudes, and behaviors related to fashion brands.

Brand Equity Dimensions: The surveys focused on measuring various dimensions of consumer-based brand equity, including brand awareness, brand image, brand loyalty, and perceived quality. These dimensions were operationalized using validated scales and measurement tools widely recognized in the field of brand research.

Purchase Intention: A critical component of the survey was assessing participants' purchase intentions regarding fashion products. Respondents were asked about their likelihood of purchasing from different fashion brands based on their perceptions of brand equity dimensions.

Data Analysis: Quantitative data obtained from the surveys underwent rigorous statistical analysis. Correlation analyses, regression modeling, and structural equation modeling (SEM) were employed to examine the causal relationships between brand equity dimensions and their impact on purchase intention. These analyses allowed us to quantify the strength and direction of these relationships.

Ethical Considerations: Ethical considerations were paramount throughout the research process. All participants provided informed consent, and their privacy and anonymity were safeguarded. The research adhered to ethical guidelines and received necessary approvals from institutional review boards.

Sampling Strategy: The sampling strategy aimed to capture a representative cross-section of fashion consumers, encompassing diverse age groups, gender, income levels, and geographical locations. This approach ensured the generalizability of findings to a broader population of fashion consumers.

By employing this rigorous research methodology, we sought to uncover the intricate causal relationships within the dimensions of consumer-based brand equity and their collective impact on purchase intention within the fashion industry. This approach allowed us to provide empirical evidence that advances our understanding of how fashion consumers perceive and interact with brands, ultimately guiding brand managers and marketers in their efforts to enhance brand equity and drive purchase behavior.

RESULTS

The findings of our study on causal relationships within consumer-based brand equity and their impact on purchase intention in the fashion industry yielded valuable insights:

Brand Awareness and Purchase Intention: Our analysis revealed a statistically significant positive relationship between brand awareness and purchase intention in the fashion industry. Consumers who exhibited higher levels of brand awareness were more likely to express a stronger intention to purchase from the brand.

Brand Image and Purchase Intention: Brand image was found to have a significant positive influence on purchase intention. Consumers who held favorable perceptions of a brand's image were more inclined to express a heightened intention to purchase its products.

Brand Loyalty and Purchase Intention: Brand loyalty exhibited a robust positive correlation with purchase intention. Consumers who reported higher levels of brand loyalty were more likely to translate their loyalty into actual purchase intentions for fashion products.

Perceived Quality and Purchase Intention: Perceived quality emerged as a strong predictor of purchase intention within the fashion industry. Consumers who perceived a brand's products as higher in quality were more inclined to express an intention to purchase from that brand.

DISCUSSION

The results of our study underscore the intricate interplay between the dimensions of consumer-based brand equity and their collective influence on purchase intention within the fashion sector. These findings have significant implications for brand managers and marketers seeking to enhance their brand's appeal and drive purchase behavior.

Brand awareness, as the first dimension of brand equity, plays a foundational role in influencing purchase intention. It serves as the entry point into consumers' consideration sets, making it imperative for fashion brands to invest in strategies that bolster brand awareness.

Brand image, encompassing perceptions of a brand's identity, values, and associations, was found to be a powerful driver of purchase intention. Crafting and managing a strong and positive brand image is essential for fashion brands seeking to resonate with consumers.

Brand loyalty, reflecting the degree of attachment and commitment consumers have to a brand, was identified as a robust predictor of purchase intention. Building and nurturing brand loyalty through strategies such as loyalty programs and customer engagement initiatives can yield significant benefits.

Perceived quality, the dimension reflecting consumer perceptions of product excellence, emerged as a critical factor in purchase intention. Ensuring consistent product quality and communicating it effectively to consumers can be a key competitive advantage for fashion brands.

CONCLUSION

"Unlocking the Path to Purchase: Investigating Causal Relationships in Fashion Brand Equity" provides empirical evidence of the causal relationships among brand awareness, brand image, brand loyalty, perceived quality, and purchase intention within the fashion industry. These findings offer actionable insights for brand managers and marketers aiming to strengthen their brand equity and drive consumer purchase behavior.

In conclusion, our research emphasizes the importance of holistic brand management strategies that encompass all dimensions of consumer-based brand equity. By fostering brand awareness, shaping a positive brand image, cultivating brand loyalty, and delivering perceived quality, fashion brands can create a compelling and influential brand presence in the minds of consumers. This, in turn, is likely to translate into heightened purchase intentions and increased competitiveness in the dynamic fashion industry.

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