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Student Number: U1249372

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**How does brand image influence purchase intention of the consumers
in the UK clothing sector?**

A dissertation submitted in partial fulfillment of the requirements of the Royal Docks
Business School, University of East London for the degree of **MBA International
Business**

[May 2014]

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Abstract

Brand image is considered to be of the most important marketing management areas of this decade. This research explores the relations between brand image and its components on purchase intention – which is another important area related to consumer behaviour. According to Solomon et al. (2006) quite a limited number of studies have researched the connection between brand image and purchase intention even though conceptual and theoretical literature exists but not empirical. Therefore, this study implying that the given scarcity in empirical research is focusing on brand image's influence on purchase intention of the consumers in the UK clothing industry.

In order to empirically test the influence of brand image and its three components – functional image, symbolic image, and experiential image – quantitative research method is used along with self-administrated survey questionnaires in the UK city. The collected data is presented in a tabular and graphical form for data analysis. Moreover, hypothesis testing is also conducted using SPSS software in order to analyse the significance of the components of brand image to purchase intention which showed that all the three components are positively significant to purchase intention.

Based on the analysis, conclusions and recommendations are made that can help the marketers enhance their marketing strategies in the direction of the consumers' perception about brands based on its usage, symbolism, and experience.

1.0 CHAPTER 1 – INTRODUCTION

1.1 Introduction

Clothing that was once a necessity is now a fashion symbol. According to Fennis and Pruyn (2006), clothing today signifies the status, taste and personal image of an individual helping create the overall identity of that individual. Individuals from all walks of life, regardless of the gender, region, country and cultural backgrounds, have one thing in common – they all shop for clothing. However, the difference is seen when academics and researchers consider the buying process for individuals in the clothing sector. This difference is based on the choices available in the clothing industry for the customers.

According to Solomon et al. (2006), the division of clothing sector is based on many aspects two of which are price and brand name. Today, according to Fennis and Pruyn (2006), customers focus on what type and brand of clothes they wear instead of the price because of the societal construct that is taking place across the globe. Therefore, in this research, brand image will be focused upon to analyse the extent to which brand image influences the customer's purchase decision. In order to narrow down the scope of the research, only the UK clothing sector will be analysed based on which findings will be generalised across different clothing sectors.

1.2 Literature Review

According to O’Cass (2000), brand is the name of any company or product of that company which every customer stores in his mind consciously or subconsciously, using it differentiates between other names. Moreover, it is elaborated by Carruthers (2004) that this brand name poses as a quality and reliability guarantor to the customers based on which customers might purchase the products from that brand. In recent times, customers have an array of choice of brands – from low priced products to high priced products – which can cause a dilemma for the customers which brand to choose. In such a situation, according to Alvarez and Casielles (2005), customers base their purchase intention on two most item factors – price and brand name/image.

Brand image plays a pivotal role in the clothing purchase because it influences the preferences of the consumers as well as their purchase intentions in order to mould their willingness to even pay a premium price for a certain brand. For instance, Levi’s jeans has the ability to command high prices in various Asian and European countries including UK, illustrates this notion. This is because, according to Parker et al. (1986), people base their choices on the image that is portrayed by the brand which many clothing companies in UK do not understand – the stronger the brand image, the more positive its influence is on consumer’s purchase intention and vice versa.

1.2.1 UK clothing Industry

UK is a European country with according to the records of Ficher et al. (2010), has a population of approximately 60 million. The GDP growth is seen as a stable one instead of an aggressive because of its mature economic structure with business sector contributing almost 30% to the total GDP (Ficher et al. 2010). However, despite the increase in other sectors, the manufacturing that consists of the clothing sector is seeing a sign of decrease given the recent recession which shows that the customers' preference for clothing brands may have decreased given their spending rate (Ficher et al. 2010). According to Solomon et al. (2006), similar to other economies, the UK clothing sector has started to manufacture and outsource its products to other developing countries that can provide low and skilled labour costs. This is seen as an impediment in the development of the clothing industry.

However, according to Fennis et al. (2006), even though the manufacturing sector has been set up in other countries, some aspects such as brand development are concentrated in the country. This is because of the product life cycle which depends on the customer demand and competitive rivalry need to be based on the estimates of the country itself (Fennis et al., 2006). The brand retailers focus on creating a product that sets them apart from other clothing brands in the market. This has resulted in an overwhelming amount of clothing brands in the market consisting of family-owned businesses, large and small scale chain stores, and independent stores (Ficher et al., 2010).

Thus, brand name has emerged as one of the most important factors for retailers to attract customers.

1.3 Rationale of the Research

According to a research by Jones et al. (2004), it is seen that British people are more keen toward spending than saving as evident from the two-third respondents while the one-third suggest otherwise. This research can possibly explain that brand image does influence purchase intention regarding clothes. An important research in this area was conducted by Parker et al. (1986) who empirically presented that brand image is based on certain components such as functional, symbolic, and experiential, that influence the over image of the brand and the purchase intention. Over the years, many different researches have taken place on this research and have evolved the basic concepts in brand associations, loyalty, quality, and so on.

According to Solomon et al. (2006), quite a small number of research has examined the connection between consumer purchase intention and brand image but have remained theoretical and conceptual rather than been empirical. This has resulted in a scarcity of empirical studies on the subject. According to Saeed et al. (2013), this is because many researchers, marketers, and clothing brands, have lost the actual essence of brand and have formed their own concepts around brand image and the influence it has on various decision making models.

This research will therefore, try to establish that fundamental concepts of brand image and its influence on the most basic part of consumer decision making – purchase intention. By doing so, the researcher hopes to provide conclusive empirical evidence that brand image and its basic components influence the purchase intention in a positive way and based on this, provide recommendations to the marketers for focusing better on brand image marketing.

1.4 Aim and Objectives

1.4.1 Aim of the Study

The aim of this research is to understand the influence of brand image on the customers' purchase intention in the clothing sector. The viability of understanding how brand image influences work will help in evaluating the consumers' purchase intention as well as the marketing opportunities in the UK clothing sector.

1.4.2 Objectives of the Study

Following are objectives of this study:

- To understand purchase intention of the consumers as part of the consumer decision making process
- To explore the concept of brand image and its components
- To understand the relation between brand image and purchase intention
- To understand the influence of brand image on purchase intention

- To provide recommendations for brand image marketing in the world of clothing in UK sector.

1.5 Research Question

The following research questions will be addressed:

1. What role does brand image play in the clothing sector?
2. What is effect of brand image on the purchase intention of customers in the clothing sector?
3. To what extent do customers purchase a clothing item based on its brand image?
4. What are the future marketing strategies that clothing brands can use to promote their products to the UK market?

1.6 Research Methodology

Given the aims and objectives of the research to understand the influence of brand image on the customer purchasing behaviour, in which the beliefs, attitudes and opinions of the customers will be addressed, quantitative research method will be more suitable in order to understand the responses of the customers. One reason for selecting this approach is the research topic itself. Since the critical evaluation of the brand image and its influence can be delivered in a real-life context, this approach has provides the best possible methods to do so. The use of qualitative research method has not been considered because of the time limits as creating focus groups, interviews and the time for response gathering and analysis may take much longer than the time allowed. Based on the advantages of

quantitative research method, primary and secondary data methods will consist of questionnaires, journals, books, publications, articles and other published source of work. The research questions will be answered by comparing the information gathered against statistical tests based on which findings, conclusions and recommendations will be given.

According to Saunders et al. (2003), the use of quantitative method can help in producing quantifiable data that is not only reliable but can also be generalised to the larger population. Such an advantage can provide the research with generalisability, reliability and objectivity standards. Moreover, using this method, sample selection becomes easy as the research participants can be selected the many available methods of sample determination such as random sampling in an unbiased manner (Saunders et al., 2003). In addition, quantitative research method allows the researcher to use questionnaires for gathering the views of the participants and test the relationship between the variables of the research (Saunders et al., 2003).

1.7 Dissertation Structure

Upon completion of this research, the research will be presented in the form of a dissertation. The use of dissertation to present the findings can allow future researchers to use the information to further their research in the area of brand image and its influence on consumer behaviour in the clothing industry. The dissertation will be organised chapter wise details of which are given below.

Chapter 1: Introduction

This chapter provides an overview of the research that is the purpose of the research, its aim and objectives, background on the topic and the research method to be used.

Chapter 2: Literature Review

This chapter provides detailed critical review of the literature on the topic of brand image and its effects on consumer behaviour with a focus on clothing market in UK. The review will present scholarly literature from academic journals, magazines, market analysis reports, books, and online databases.

Chapter 3: Research Methodology

This chapter explains the research method and design used to carry out this research. Moreover, data sampling and analysis techniques are also elaborated.

Chapter 4: Data analysis

This chapter will provide the analysis of the data collected through the survey questionnaire. Descriptive statistics along with graphical comparisons of the data will be analysed and interpreted.

Chapter 5: Conclusion and Recommendation

The final chapter of the research summarizes the conclusions and provides recommendation for future researches on the topic.

2.0 CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction

Consumer decision making is one of the most important topics of debate in almost all aspects of academics – marketing, psychology, social, and economics. According to Kotler and Armstrong (2008), it is an activity in which individuals purchase, consume, and dispose products and services. This activity has given rise to proliferation of brands that are not only selling their products and services based on consumer behaviour literature but also marketing them. The choice criteria for clothing is based on intrinsic (attributes inherent to the product), and extrinsic (attributes related to the product but do not make up the physical product) values that are combined with the consumers' desired benefits and costs that can help sway the consumer's purchase decision when comparing with alternative choices (Binninger, 2008). According to Kotler and Armstrong (2008), intrinsic product attributes cannot be changed unless the physical characteristics of the product is changed, while extrinsic product attributes can be changed as they are moulded by the manufacturer such as marketing the product. The marketers can influence the purchase decision by moulding the extrinsic product attributes to match the choice criteria of the consumers for clothing purchase. Since marketers can influence the extrinsic product attributes, it has long been regarded as important debate in branding from consumer behaviour perspective. Over the years, many academicians and

researchers have linked consumer decision making and its facets to various marketing aspects such as advertising, brand building, brand equity, and so on. However, in this study, the focus will be on two aspects to understand the fast-changing consumer decision making – consumer purchase intention, and brand image. In order to narrow down the focus of the study, these two aspects will be discussed in relation to the clothing sector particularly of UK.

2.2 Consumer Decision Making

According to Kotler and Armstrong (2008), consumer behaviour allows to the researchers to understand how the consumers make their decisions to purchase a product in resources available to them such as time, effort and money. Khor (2010) further provides a holistic view of consumer behaviour as an activity in which individuals choose, purchase, use, and dispose the products and experiences. An integral part of the consumer behaviour is the consumer decision making process and the factors that act upon it as influencers. However, it is argued by Malik et al. (2013) that although consumers go through a certain series of steps or processes to before making the final choice to purchase a product, this decision making is different for all consumers. During this decision making process, the consumer forms an intention to purchase the most favourable brand as it is believed by the consumer that it will bring him/her value as compared to other alternatives. Therefore, this step in the process is considered as one of the key decision making points from consumer perspective where a

consumer might base his/her decision both on the subjective and objective notion about a brand. Given this importance, this research will focus on purchase intention in regards to brand.

2.3 Purchase Intention

Over the years, different definitions of purchase intention have been given by researchers and academicians. According to Halim and Hameed (2005), purchase intention is considered as patrons who propose to purchase a product or service in future through repetitive purchases. Fandos and Flavin (2006) explain purchase intention as a behaviour that is projected by the consumers in a short-term for repetitive purchase or service. For instance, if a consumer has purchased a product from Nike previously might decide to buy from the same store when he/she visits the market again. In other words, it can be said that purchase intention is a disguised interest of a consumer to buy the product again if he/she makes a next trip to the store. However, this interest is not a simple behaviour depicted by a consumer.

According to Engel et al. (1995), purchase intention is a multi-step process where the consumer first collects the information about brand desired by him/her and evaluating it against the attributes of that brand and other competitors. It is based on this evaluation that the consumer will start to think about making a purchase decision when shopping for a certain product (Engel et al., 1995). The previous of knowledge of the consumer about a product of a certain brand comes

in play during this process as the experience of the consumer with that brand takes precedence over the attributes of other brands if initially the attributes satisfied the consumer. According to the process of purchase intention, Keller (2001) divided purchase intention in three parts - unplanned purchase, partially planned purchase, and fully planned purchase. Unplanned purchase is explained as consumer makes the decision about a brand purchase when entering a store which can be referred to impulsive purchase (Keller, 2001). Partially planned purchase means that a consumer will decide on purchasing from a product category and specification before actually making the purchase and will later decide to shop for it (Keller, 2001). Finally, Keller (2001) explains fully planned purchase as the decision already taken by the consumer about purchasing a particular brand or product before entering the shop. This led Chen and Chang (2010) to explain purchase intention in relation to four consumer behaviours that include undoubted plan to purchase a product or service, unequivocal thinking to purchase a product or service, purchase a specific product absolutely, and contemplating to purchase the product in the future. These explanations show that in a nutshell, purchase intention allows the evaluation of the consumer's possibility to purchase a product or service if the influencing factors on it are known.

2.3.1 Factors influencing purchase intention

According to Zeithamal (1988), if the purchase intention is higher, the willingness to purchase the same product will be more. This is because purchase intention was determined by perceived value and profits by

Zeithamal (1988). Moreover, it is also empirically researched by Halim and Hameed (2005) that the consumers' perceived value about the brand will influence their purchase decision showing that if the perceived value is higher, the purchase intention will be higher. Chi, Yeh and Yang (2009) in their research found that perceived quality has a mediating affect with perceived value and purchase intention. This is because, as argued by Chi, Yeh and Yang (2009), if a product or service is associated with a well-known brand name, it increases the chance of consumers viewing it of high quality and therefore associating with high value altogether which can increase their purchase intention. Besides these factors, according to Chen and Change (2010), purchase intention is also seen to be positively inclined toward brand image, product knowledge, product quality, product attributes, product involvement, and brand loyalty. However, for keeping in line with the scope of this research, only brand image will be discussed as part of overall branding.

2.4 Concept of Brand

Since the conceptualisation of marketing as discipline, branding has always remained a part of the topic as it allows to differentiate between goods or services of one producer and another. Brand is defined by Chi, Yeh, and Huang (2008) as a promise of the producer to deliver various bundles of attributes that will allow the consumers a level of satisfaction and loyalty. These attributes can either be real i.e. can be physically valued; or unreal i.e. can be made up of emotional

values, rationalities, and be invisible (Bian and Moutinho, 2011). All these attributes of a brand are pictured by the producer or a company in the form of an image to the consumer which is called brand image.

2.5 Brand Image

Brand image over the past decade has been discussed as an important part of consumer behaviour because the brand and product choices of the consumer are based on their evaluation of that brand or product's brand image. Kotler (2008) explained brand image as a feeling, both negative and positive toward a brand when a consumer is asked to recall their memories of that brand abruptly. Arslan and Altuna (2010) defined brand image to be the perception or feeling of a consumer that is associated with the offerings, and attributes including usage situation, brand value, user profiles, experiences of that brand. Bian and Moutinho (2011) explained brand image in relation to marketing that it is a statement given by the marketers to the target market in order to capture their purchase intentions of the branding product. Moreover, Lee, Lee and Wu (2011) defined brand image as the reflection of beliefs of consumers that they hold about a particular brand using the memorised qualities and values that differentiate it from other competitors. For instance, Wu and Lo (2009) reports that Marks and Spencer, for decades had a brand image of being able to clothe sophisticatedly and elegantly even when the competitors entering the same arena such as Mango, consumers viewed the brand image of both differently and therefore were able to differentiate. As a result,

brand image has seen to have power over the attitudes and habits of the consumers which can be translated in a positive purchase intention, loyalty to brand, and purchase of other complementing products of the same brand (Khor, 2010).

It is said by Hsieh, Pan, and Setiono (2004), a favourable brand image allows the consumers to identify the needs that the said brand can satisfy as well as differentiate it from the competitors, increasing the chances that the consumer might purchase from that brand. As such, if a company or a brand can hold a constant favourable image of its products or services in the minds of the consumer, they may be able to perform better in the market with repetitive purchases, thus increasing their market share and performance (Park et al. 1986). Moreover, this notion has led to many researches and empirical findings confirming that favourable brand image will lead to increase purchases (Keller, 2001; Tam, 2007; Shwu-Lng and Chen-Lien, 2009; Lin, 2013). However, before getting in the effects of brand image, it is important to analyse the components of brand image in order to fully understand the effects it might have on purchase intention and other independent variables.

2.6 Components of Brand Image

Given the significance of brand image in the marketing world, it is important to discern the concept and details of brand image as to what is known and what should be done ahead. Although this task might not seem to be complicated, it has become so, given the lack of

consensus involving the components that create brand image and its management (Keller, 1998). As it has been already noted that brand image is seen as an attitude or behaviour that a consumer holds about a brand beyond its physical attributes (Tseng and Tsai, 2011) allowing to assume that a brand image has components that consist of extrinsic as well as intrinsic factors (Lee, Lee, and Wu, 2011).

Kamins and Marks (1991) presented that since brand image is an attitude toward a brand, this brand attitude is one of the components of brand image that affect purchase intention of the consumers toward that brand's products. Some studies of Kotler (1997) and Keller (2001) point out that brand image is a perception of the consumers about the brand which creates brand association in the memories of the consumer and thus creating a link between the consumer and the brand image. Lin (2009) presented that since the overall perception of the consumers about the brand is based on the recognition of that brand product through their memory meaning information combined with the experience of the product - it can be considered as a component of brand image. Peng (2010) combining both the notions of Kamins and Marks (1991) and Lin (2009) said that brand image is a sum of brand attitude and perception created by the consumer based on the characteristics of the product in their memory.

The most interesting study was done by Park et al. (1986) where initially he distributed the intrinsic and extrinsic attributes of brand image in three components that can reflect the later terminologies of

association, value, and quality toward a brand presented afore by Kotler (1997), Keller (2001), Lin (2009), and Peng (2010). These are:

1. Functionality

These present the actual and tangible profits or value of the products that are focused on solving a consumer's need as it was a solution presented for consumer's basic demand.

2. Symbolism

This presents an added value of the product that stresses upon the product been able to satisfy the internal demands of the consumer such as role orientation, enhancement of self-value, self-identity, social integration, and so on.

3. Experientiality

This presents the perception held by the consumer of the product or service that has satisfied the consumer demands of diversity, perceived pleasure, or perceived stimulation for that product brand.

Keller (1993) further discussed these components of brand image to include that functional image of brand presents the intrinsic advantage of the product consumption and it mostly related to the product attributes. On the other hand, symbolic image and experiential image refer to the extrinsic advantage of the product consumption where needs such as personal expression and social approval are highlighted representing the non-product attributes (Keller, 1993).

These components are further explained as whole influencing purchase intention.

2.7 Brand Image's Influence on Purchase Intention

Brand image is considered to be one of the most important aspects that influences purchase intention. According to Zeithamal (1988), it impels a consumer to create a perceived value and quality toward a brand by creating an image of quality and reliability, a guarantor to the consumers based on which they might purchase the product(s) from that brand. During the purchase intention process, it helps the consumer to decide which brand is a better option to suit their needs and based on an image, consumers are forced to make their purchase intentions in favour of that brand (Keller, 1993). According to Fandos and Flavin (2006), brand image is constructive way for any brand to market their products and increase their sales.

Chi, Yeh and Huang (2008) in their study of brand image's influence on purchase intention of the consumers, developed a questionnaire with six parts having a total of 53 questions to verify that brand image is positively significant to purchase intention. In addition, Wu and Lo (2009), through their study explained that the consumers place value on a brand by associating it with different aspects such as personal identification, guarantee, status, and social activities which are seen to have a positive relation with consumer decision making for buying clothes. Lin et al. (n.d) in their study also proved empirically that purchase intention is significant and has a positive relationship when

compared to purchase intention of the consumers. Eze, Tan, and Yeo (n.d) collected data on Chinese students aged between 20 and 25 years and found that brand image positively influences the relationship with consumer purchase intention.

As a result of these studies, it can be said that a good brand image can allow a brand to create a long-term relationship with the consumer through their products. When this favourable impact of brand image on consumer purchase intention is elaborated, it can be seen that the brand has the ability to moderate the effects of prices on the beliefs of the consumer related to the attitude and purchase intention of the product brand (Arslan and Altuna, 2010). This allows the researchers to know that when brand image has a favourable position, any moderating variables cannot significantly affect the consumer's purchase intention.

This creation allows the consumer to relate to three components of brand image – functionality, symbolism, experiential as explained above. As the relation will be higher, so will the purchase intention (Tseng and Tsai, 2011). Wu and Wu (n.d), studied these components of brand image and found that they have a considerable effect on the purchase intention of the consumer. According to study of Wu and Wu (n.d), respondents aging between 18 and 40 years were selected in three countries – Japan, Taiwan, and Europe – where these components of brand image were analysed through data and confirmed having a positive effect on purchase intention.

Functionality component of brand image can create an intention of purchase in a consumer because it physically shows the attributes of the brand product to which consumers can relate to physically by looking at the prices, quality, and compare it to other products (Binninger, 2008). Symbolic brand image, according to Lin and Hong (2009) can stimulate the emotional side of the consumer instead of the rational ones and bring out either positive or negative effects of the brand image on purchase intention. A study on the experiential component of brand image showed that when consumers can relate to a product as providing perceived pleasure or other intrinsic qualities of a product such as a low income consumer perceiving pleasure in owning a brand that shows high value for the price paid, it can increase purchase intention of such consumers (Tseng and Tsai, 2011).

These studies show that a favourable brand image amongst the consumers can increase their purchase intention making the former a key factor of influence. After perceiving the functional, symbolic, and experiential components of the product, brand image can play a vital role in the consumer's next purchase decision (Hsueh and Lee, 2008). However, it should also be noted, that a favourable brand image is created by consumers' perspective and their experience with a brand. If brand image is unfavourable it can lead to negative purchase intention also (Tseng and Tsai, 2011).

Such studies point out that it is important to identify the measures of brand image in order to correctly evaluate the influence of it on consumer purchase intention.

2.8 Measuring Brand Image in relation to Purchase Intention

According to Kotler and Armstrong (2008), as there is no definite definition of brand image, in the same capacity, there is no standardisation in measuring brand image particularly in relation to purchase intention. Over the decades, researchers and academicians have used several tools and methods to gain insight in the components of brand images so as to measure its significance to purchase intention. However, every researcher has chosen his/her own brand image components and measured them against his/her own method (Khor, 2010). This has given rise to a wide range of brand image components that have been measured, the manner in which different sets of data have been collected, coded, and analysed for the results (Nepalia, 2011) because of the diversity of perspective with which brand image has been viewed and assessed.

Individual dimensions of brand image have been measured by Wu and Lo (2009), while researchers including Lin (2009) and Chen and Chang (2010) have measured brand image with a single measure in respect of purchase intention. Moreover, brand image has been measured in insolation (Engel et al. 1995); in comparison to its competitors (Chi, Yeh, and Huang, 2008); in comparison to consumers (Lin and Hong, 2009); in relation to individuals' self-image, social image, ideal image

(Tseng and Tsai, 2011); as a function of brand association and attitude (Bian and Moutinho, 2011); as different attributes of brand (Eze et al. n.d); and so on. Based on the studies and researches discussed above, the effects of brand image on purchase intention is very limited as only certain aspects or dimensions of brand image and purchase intention are discussed.

This shows that researchers, although may not agree on the most appropriate method for brand image measurement in relation to purchase intention, there is trend that is moving toward assessing the phenomenon based on its components such as symbolism, functional, and experiential (Lin, 2013). As a result, this thesis will also focus on these components and derive measurements in the capacity of the components to assess the significance of brand image in relation to purchase intentions based on the questionnaire and measures taken by Wu and Wu (n.d) in their study.

Based on the above studies and the influence of brand image on consumer purchase intention, this research study proposes the following hypothesis:

2.8.1 Hypothesis

H₀: There is a positive relationship between functional image components and purchase intention.

H₁: There is a positive relationship between symbolic image components and purchase intention.

H₂: There is a positive relationship between experiential image components and purchase intention.

H₃: There is a positive relationship between brand image components and purchase intention.

2.9 Conclusion

This chapter discussed the main research and theories in respect of consumer decision making and branding with focus on purchase intention and brand image. Branding is an important aspect of any company who build their entire image around it. This brand image can derive a consumer not only purchase the product or service but to become loyal to that brand. Now-a-days, it is seen that consumers are more aware and informative of the products or services they purchase, which leads us to assume that many factors influence the purchase intention of the consumer for purchase including brand image. This theoretical background provides as the importance of brand image and its link with consumer purchase intention to purchase clothes in UK market based on which hypothesis have been formed for further research and study.

3.0 CHAPTER 3 – METHODOLOGY

3.1 Introduction

The research methodology that is utilised in the research study is vital as it offers a particular guideline for successfully achieving the goals of the research being carried out. The goal of this study is determining the links existing between the purchase decision of the consumers and the brand image of any clothing brand. 100 people will be surveyed in the clothing market of the UK who has been using various brands regularly. This would help us infer the factors that lead to the clothing items being purchased on a regular basis and therefore the role played by brand image. The research methods being utilised will be analysed in this section for carrying out the results and conclusion of the study via various sources.

3.2 Research Philosophy

This is considered to be a philosophy that involves a whole procedure of knowledge construction and development by researchers (Saunders et al, 2006). The selection is carried out on the basis of the research questions. Saunders et al (2006) believes that this can further be classified into Positivism, Interpretive, and Realism.

3.2.1 Positivism and Interpretive

Positivism philosophy is considered to be the belief that is held by a large number of scientists in this decade which explains how a reality is existent that is different from the personal points of view of the

researcher. According to the positivism philosophy, research is seen to be the method for finding the truth and understand the world in order to predict and control the variables in it (Saunders et al. 2006). In other words, according to Creswell (2008), positivism assumes a truth which is established using methodological observation that is proved using repeatable methodologies. On the other hand, interpretive philosophy focuses on human sciences that also involve various assumptions regarding the type of knowledge and the reality that is existent (Saunders et al., 2006).

According to Creswell (2008), positivism philosophy is based on the assumption of a real object that is backed by scientific theories and data, whereas, interpretive philosophy is based on the assumption of relativity of data that is derived through realities based on subjective characters. Positivism and interpretive philosophies are said by objective and subjective, and quantitative and qualitative respectively. Based on these characteristics, positivism philosophy better suits the needs of the research undertaken.

3.2.1.1 Rationale for using Positivism Philosophy

Positivism philosophy is specified to certain variables that are predetermined (Creswell, 2005). A study should start with having certain specified questions and the intention of a generation of answers that are statistically significant (Creswell, 2008). Edmunson and McManus (2007) found out that this type of philosophy starts with the testing of particular hypotheses alongside having a representative

and random selection of the participants. The reason for using the philosophy is ensuring reliability, objectivity, and generalisability. It will also be concerning the selection procedure of the research participants that is an unbiased and random manner via standardised questionnaires which seek to simply test the relationship that is prevalent between the two variables. Moreover, the results of the research can therefore also be replicated by anyone who uses the same procedure.

3.3 Research Approach

Saunders et al. (2006) believes that research approaches can be classified into an Inductive Approach or a Deductive Approach. Creswell (2008) also believed that it is important to establish and define the research approach right at the start of the research for preventing any kind of ambiguity for the researcher or research design. This in turn would be directly in line with the objectives and aims of the research question that have been selected as they help in their successful accomplishment alongside defining the vital issues of the ongoing research. A brief discussion of both the approaches has been presented below:

3.3.1 Inductive approach

While using this approach, a theory is derived considering the data analysis. Saunders et al. (2006) believes that this manner helps the researcher initially, collecting the figures, facts, data, and then analysing it. Using these as a basis, a theory can then be established

by the researcher that deems relevant. However, following such a process tends to be rather exhaustive and time consuming. Thus, this research approach cannot be utilised for the research at hand.

3.3.2 Deductive Approach

The basis for this approach is theories and logic where they are elaborated, subsequently analysed, and then tested by the researchers. Put simply, on basis of the theory, hypotheses are created by the researcher that is subsequently tested (Saunders et al, 2006). A critical discussion of the theories takes place alongside an analysis of the facts for achieving the goals of the research. Basically, this approach begins from general topics and then moves on to specific areas. This can also be called a top-down approach.

The study would start with basic information regarding brand image, its effects on brand equity, consumer behaviour and so on. Using this as a base, the research questions are then formulated which are answered by using the data from the questionnaires. Therefore it is being used as a confirmation for the original theory. Since this is in accordance with the objectives of the current research, this method will be adopted.

3.3.2.1 Rationale for choosing deductive approach

The basis of this research is the deductive approach where the brand image and its effects are analysed and criticised for their influence on customers' purchase intentions. Therefore, the literature also revolves

around brand image activities, purchase behaviour of customers, and the clothing brand markets that are operating in the UK market. The questionnaires will also be excessively utilised for gathering the opinions of clothing brand users in the UK area and then subsequently be analysed in light of the literature review.

3.4 Research Method and Strategy

For the research to be completed properly, a plan is made which is known as research strategy. Exploratory, cross sectional, qualitative, experimental and quantitative methods can be used (Saunders et al; 2006). In order to have a clear idea about the data needed it is necessary to know what method will be used to gain the data (Trochim & Donnelly, 2006). Primary data or the more important data for the research can be gained quantitatively as stated by Sale, Brazil and Lohfeld (2002). To discover how brand image influence buyers to buy clothing brands can be discovered in detail through this research method.

The data can be analysed properly as well as conclusion can be reached in a British setting if the research is conducted using the quantitative approach (Castro & Co, 2007). A research which is conducted in this way has an accurate quantitative approach and the literature review provides great descriptive insight (Castro & Co, 2007). A study where a sample size is required from the population to study a certain trend can make use of this method as this will also give them the opportunity to know their quantitative response (Creswell,

2008). The main purpose of the research is to gain results from which proper recommendations can be given, this can be done using the quantitative approach as the results are more accurate (Creswell, 2008). Research on the brand image in the UK can be studied well by using just one research method too but it might not be very reliable due to the chosen sample size.

3.4.1 Rationale for not using Other Approaches to Research strategies

The action, qualitative and experiment research approach were not followed. The other strategies of research require a lot of time and need a detailed analysis of the subject. The main goal of the research is to respond to “What” and quantitative research strategy is adequate (Saunders et al. 2006).

3.4.2 Rationale for using Quantitative method

Quantitative investigative studies are confined to precise, pre-determined variables (Creswell, 2008). Creswell (2008) has pointed out, that a research should start with questions which are evidently defined which aim to produce statistically significant answers. Quantitative study starts with the testing of a one or greater than that which are precise, theoretical hypotheses with representative and random selection of research contributors (Edmundson and McManus. 2007). By adopting the quantitative approach for this research enables reliability, generalisability and objectivity. This approach will cover the method of the selection of the research participants, who are selected in a random and unbiased manner by adopting a standardised

questionnaire which tests the relationships amongst the research variables. The outcomes of using this technique can be copied by any individual who carries out research in the given topic.

The benefit of adopting quantitative approach is that it creates reliable and quantifiable information which can be generalised in the greater context. With such benefits there are also certain drawbacks. Adopting the quantitative approach allows the de-contextualisation of human behaviour which eliminates the event from the best setting, making the effects of the variable to be ignored (Edmunson and McManus. 2007)

3.5 Sampling Procedures

The sampling frame taken for the current research, are the customers who purchase branded clothes. The sampling method adopted is non-probability sampling through which the favoured approach is the mixture of quota sampling and convenience sampling technique. Proctor (2000) mentioned that in quota sampling methods, participants are chosen by the researchers intentionally to ensure equal distribution when comparing while in convenience sampling, those participants that can be easily accommodated are chosen. In this study, the buying behaviours for clothes of 100 British residents are going to be explored. Out of 100, 50 will be men and 50 will be women in order to generalise the findings to both sexes.

3.6 Data collection Techniques

For effective research designs, relevant data techniques are required. Two methods are used for the gathering and collection of data, and have been briefly mentioned below

3.6.1 Primary Data

This will comprise of questionnaires being filled by customers of clothing brands in the British market.

3.6.2 Secondary Data

As the topic that has been selected can be considered as a rather new phenomenon considering its links with luxurious brands, a lot of the research will be focusing on already available information in databases such as JStor, Emerald, and EBSCOHost Business Source Premier. Furthermore, to spread the results to more updated literature, articles, books and WebPages. Owing to the background of the subject, the blogs based on social media have contributed crucially to the study, as to give opinions or, otherwise, to provide sources of access to important and useful data.

3.7 Questionnaire Designing

The questions of the survey are seen to be as more helpful and reliable to be used to research upon as every responding individual replies with similar feedback to the similar questions to bring about a collections of answers which can be relied upon easily (Fink, 2008). The reason for choosing the questionnaire is that, according to Behling and Law (2006), they are less costly to design, formal commitments

are not needed to be established, the people responding don't have to worry about what they say as their answers are kept anonymous.

For this research, a questionnaire, being closed-ended and of quantitative nature was designed for the people to answer. Questions, of closed ended nature and with multiple choices as answers were included along with questions based upon the Like Scale with 5 points and this all was kept within 3 pages so that the questionnaire remained specific and concise. The language used was kept easy to understand and all the choices were included in the given options. The displayed contents were properly tested before and were checked by several university colleagues. The recommendations they gave and the changes they made were applied before the survey was finally conducted.

3.7.1 Rationale for using closed-ended questionnaire

Questionnaires of close-ended nature were distributed in person to accomplish the research. Reason being for doing this was to direct the answers to be limited and restricted to the point, also:

- To obtain exact and relevant answers to make the answer statistics more reliable and relevant
- As the questionnaire was distributed electronically, the respondents could not answer the questions dispassionately.
- It seemed to take lesser time as compared to the questionnaire being open-ended.

3.7.2 Distribution strategy

The person doing the research gave out the questionnaires to the people outside different brand cloth stores and asked the customers to fill it out.

3.8 Data Analysis Method

The analysis done of the statistical data shall include the recording of the resulting statistics in table form along with it being analysed descriptively (Fink, 2008). The study records the data obtained from the respondents in table form, by the help of questionnaires and explains the data tabulated. It is suitable that the elaboration of similar answers are analysed descriptively using similar method and style (Fink, 2008), and then transforming the unprocessed data to essential data to make decisions and forming proposals (Waller, 2008). The design of the study is aimed to record the samples representing the data and interpret the whole population. The technique undertaken is based upon the combination of data collected from the participants. This blueprint made of the questionnaires shall be very potentially able to attain the goals aimed towards in which the contributors shall be the real users of the brands.

3.9 Reliability

The quality of data that any research collects can be measured in terms of reliability as stated by Behling and Law (2006). Reliability is basically used to assess the level of resemblance between the data collected from the respondents and the literature review provided

within any given research and to evaluate the usefulness of the collected data within the study. It is vital for the respondents who are answering the questionnaire to be aware of the importance that their responses carry within the research. Therefore, they will be made aware of the value to the data provided by them through social network communication, both verbal as well as non-verbal.

3.10 Validity

Trochim and Donnelly (2006) define validity as testing the accuracy of any given hypothesis that is provided within a research. The data that is collected in form of questionnaires is thus, assessed and examined in order to evaluate their relevance to the research objectives.

3.11 Ethical considerations

As the behaviour of the respondents in line with the study is evaluated through primary research in form of questionnaires, it is vital to keep ethical considerations in focus. The sources for the collection of secondary data are valid and reliable and the target market selected is free of all biases on part of the researcher. All respondents were made aware of the basic purpose of the research, their answers are used with their complete consent and their personal information is not disclosed in order to maintain their anonymity. The aim of carrying out this research was educational purposes only and will not be misused in any way by the researcher.

4.0 CHAPTER 4 – FINDINGS AND ANALYSIS

4.1 Introduction

In this chapter, the data analysis for the questionnaire presented to the British consumers of various clothing brands has been presented. The analysis of each question will be presented along with graphical interpretation in the first section. Moreover, SPSS analysis including correlation analysis as well as hypothesis testing will also be presented in order to arrive at a more conclusive result of the data gathered through questionnaire.

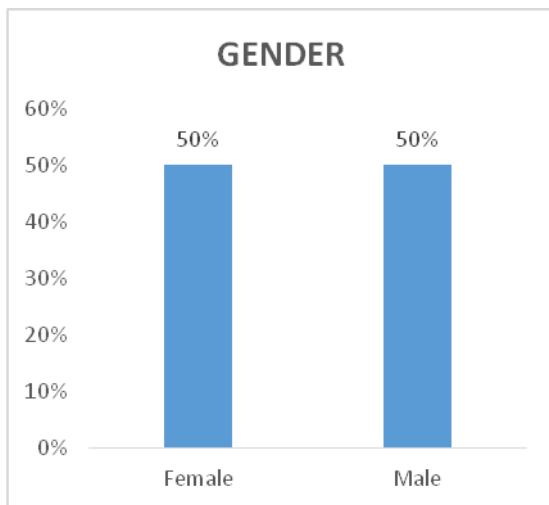
Every respondent was asked to base their responses on their preferred brand which the majority of the respondents named to be Zara, H&M, Debenhams, Republic, Dune, Warehouse, French Connection, Koodos, Browns, Next, Primark, Karren Millen, and many others.

4.2 Graphical Data Analysis and Findings

Following sections present the analysis and graphical representation of the questionnaire question by question.

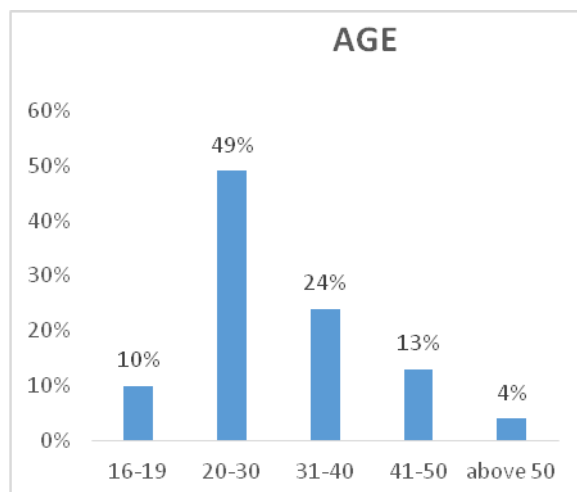
4.2.1 Demographics

Gender



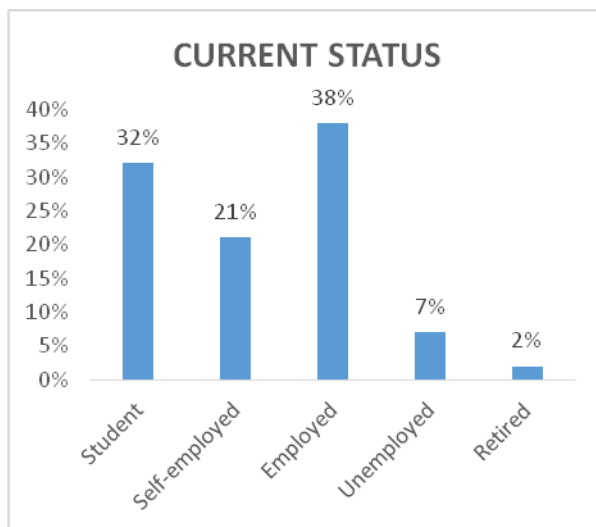
There were total 100 respondents out of which 50% were female and 50% male. According to Saunders et al. (2006), the equal number of representation of both male and female genders avoids any bias opinions in the results which is considered to be important for the researcher.

Age



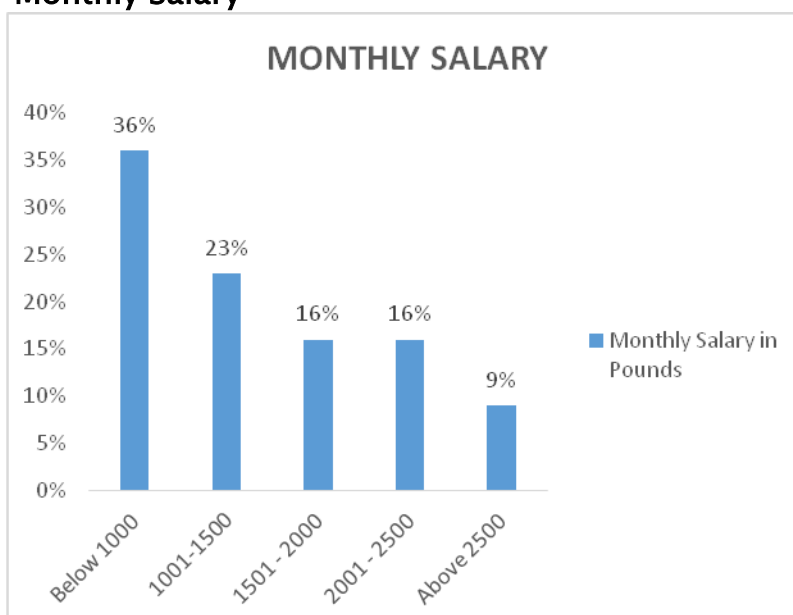
Out of total, 49% of the respondents were between the ages of 20 and 30 years while 24% were in the bracket of 31 to 40 years. This shows that respondents between the ages of 20 and 40 years are more interested in buying clothing brands. The marketers can use this information to target its consumers in that category.

Current Status



Out of all the respondents 38% of them were employed while 32% were students doing part-time student jobs. 21% of the respondents were self-employed meaning that they were operating their own business.

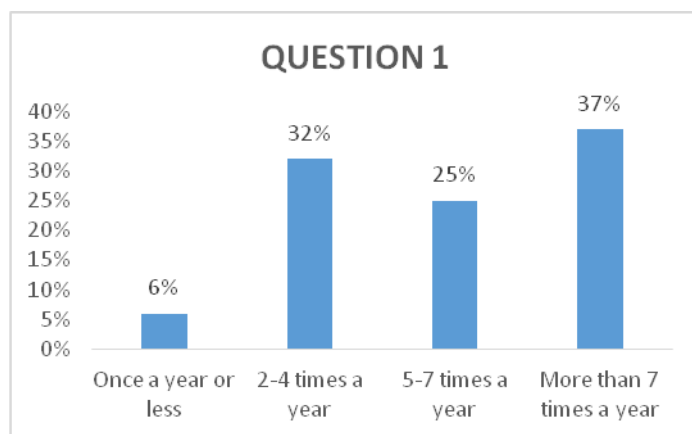
Monthly Salary



The previous graph shows that 36% of the respondents had earnings below 1000 pounds while 23% earned between 1001 and 1500 pounds in a month. This shows that although the income levels are not high, consumers are still interested in purchasing clothing brands.

4.2.2 General shopping information

1. How often do you buy clothes?

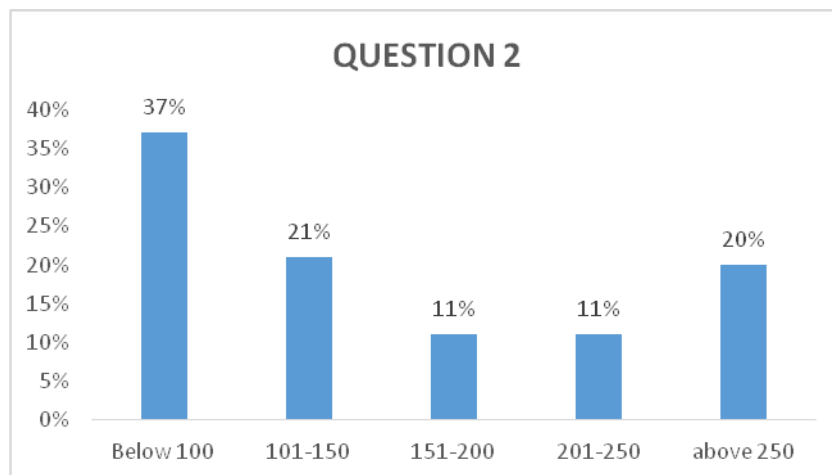


Interpretation: According to the responses, 37% of the respondents have bought the clothing brands more than seven times a year. In comparison, 32% of the respondents have bought the brands only 2 to 4 times a year while 25% bought the clothing brands 5–7 times a year. The remaining 6% had shopped for clothing brands once in the year. This shows that many people are inclined toward buying brands more than 7 times a year.

Analysis: The analysis of this question shows that the majority of respondents prefer to buy clothes more than 7 times a year which can be used to understand the culture of UK consumers in purchasing habits. The frequency of clothing purchase point out the increasing popularity of clothes purchase particularly brands among the people.

This fuel the clothing industry with information based on which they can formulate and implement their marketing strategies to attract and retain customers.

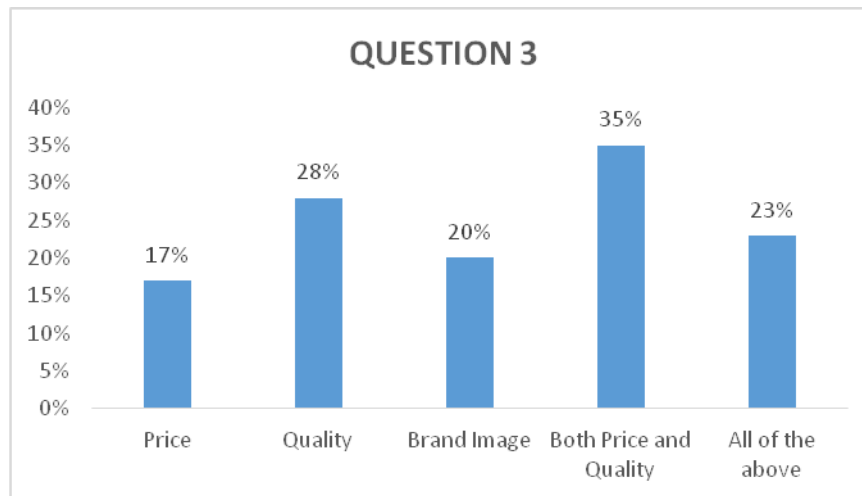
2. How much do you spend on clothes (pounds) in a month?



Interpretation: According to the responses, 37% of the respondents spend less than 100 pounds in a month. In comparison, 21% of the respondents spend 101 to 150 pounds a month on clothes while 20% spend more than 250 pounds monthly. The remaining 11% have a tendency to spend 151 to 200 pounds and 201 to 250 pounds monthly respectively.

Analysis: This shows that many people spend an average of 10% to 15% of their monthly salaries on clothes. Marketers can use this information to set their prices accordingly in order to attract the customers to their clothing brands but without compromising the quality as this will help in setting a brand image for the consumers about that clothing brand and influencing repeated purchase as pointed out by Arslan and Altuna (2010) in their research.

3. What is the most important attribute that you consider when making a clothing purchase decision?

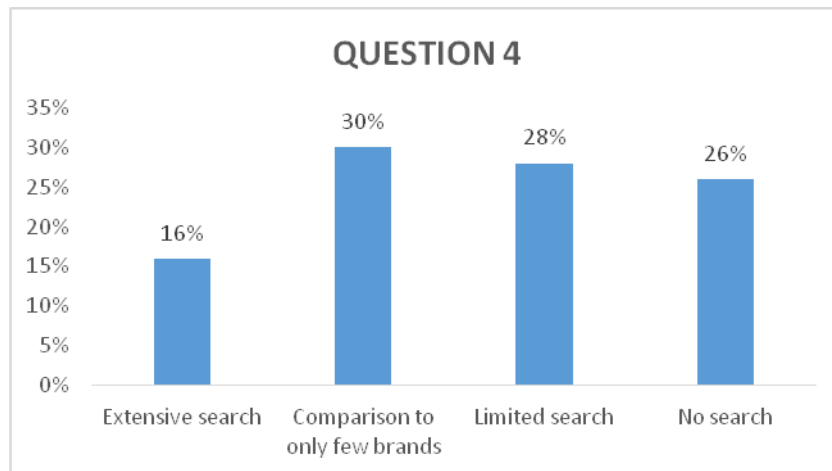


Interpretation: According to the responses, 35% of the respondents consider price and quality to be the most important attributes when they decide on purchasing a clothing product from a certain brand. In comparison, 28% of the respondents consider quality to be the most important attribute while only 20% consider purchasing a product based on the brand image. However, 23% of the respondents consider that price quality and brand image play an equal part in the purchase decision for clothes.

Analysis: This shows that many people are inclined toward buying brands based on their promise of quality and price as compared to the people who consider brand image also to be a part of this decision making. This question helps to understand purchase intention of the consumers as part of the consumer decision making process which is the first objective of the research. Moreover, if a company or a brand can hold a constant favourable image of its products or services based

on its price and quality in the minds of the consumer, they may be able to perform better in the market with repetitive purchases, thus increasing their market share and performance (Park et al. 1986).

4. To what extent do you search for information before making a clothing purchase decision?

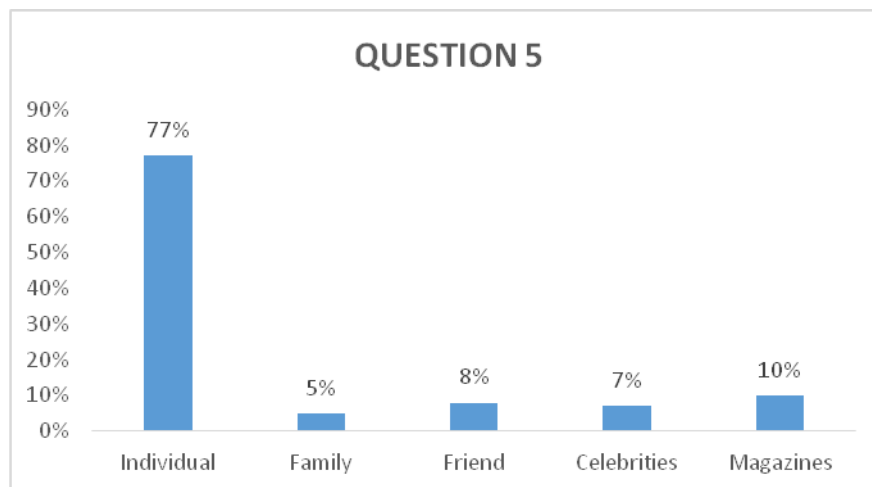


Interpretation: According to the responses, only 30% of the respondents have bought the clothing brands after comparing only few brands. In comparison, 28% of the respondents have bought the brands after doing a limited search which means comparing only 2 or 3 brands against their preferred choice. On the other hand, 26% have performed no search when deciding on purchasing a clothing product from their preferred brand.

Analysis: One of the steps in consumer decision making is search for information about clothes as reported by Tam (2007). This will help the researcher in understanding the consumers' behaviour toward purchase intention when selecting a clothing brand thus also helping in achieving the first research objective along with aforementioned

response. According to the responses, it is seen that majority of the people conduct a basic survey of the available products and brands in the market and based on which they select various attributes that aide in their purchase intention toward a certain brand.

5. When deciding on what clothes to buy, on what basis do you make it?



Interpretation: According to the responses, majority of the respondents, i.e. 77% people replied that they base their purchase decisions on their own which means that they are not influenced by any members of the family, friends, magazines or celebrities.

Analysis: According to Chen Lien (2009), purchase intention as part of consumer decision making is influenced by many factors with few been related to societal and individual influences. The responses to this question indicate that purchase intention is heavily influenced by individual's own choice and preference which can be based on many factors such as one that is explored in this research – brand image. This question also helps in answering the first research objective

which is to understand purchase intention of the consumers as part of the consumer decision making process.

4.2.3 Experiences with clothing brand

Based on the study by Park et al. (1986), this part of the questionnaire was based on three components of brand image – functional, symbolic, and experiential. The reason for doing so was to understand if these components of brand image can affect the purchase intention of the consumers. A few characteristics of these three components were selected to assess each components overall effect on brand image and purchase intention.

In order to assess this, every respondent was asked to identify their choice of brand and rate the following statements against it.

Functional Image of Clothing Brand

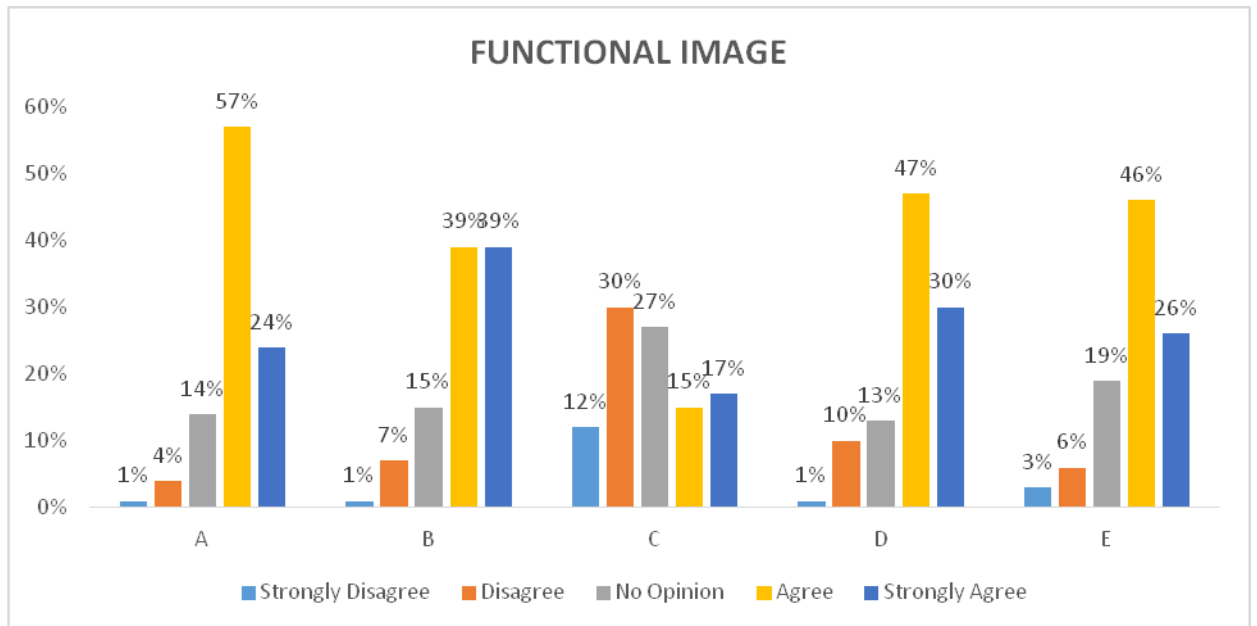
A = I approve of this brand's performance.

B = I can count on the products of this brand always working well.

C = I can't find such good quality in any other brand.

D = The products of this brand are reliable.

E = This brand products fit me as made just for my body size and shape



Interpretation

A = According to the respondents, 57% agree that they are happy with the performance of their chosen brand while 24% strongly agree to it. This shows that the brands of the respondents are performing up to the par with the expectations of the consumers based on which their purchase intention is influenced by its performance.

B = A total of 78% respondents agree (39% agree and 39% strongly agree) that the clothing products offered by their choice of brand work really well without given any problems. This shows that the products of such a brand can cultivate a promise within the consumers' mind for any repeated purchase if they intend to make.

C = The remarks on this statement were mixed with 30% respondents saying that they believe there might be other brands that can provide a better or high quality products than their choice of brands. In comparison 27% of the respondents had no opinion on the matter.

This is congruence with the information search that since not many respondents search for information on other brands, they end up purchasing from the same brand but are aware that other brands might be providing comparatively better products.

D = Reliability is another factor that can influence the purchase intention of the consumers. 47% of the respondents agree and 30% strongly agree that their brands provide reliable products. This shows that reliability adds to the positive impact of brand image and thus increases the purchase intention of the consumers toward that particular brand.

E = A total of 72% i.e. 46% agree and 26% strongly agree, that the clothing products of their preferred brand are viewed as perfect fit for their bodies. This statement analysis shows that the functional image of brand can lead to repeated purchases of the products of that brand and can also influence the intention of the consumers when actually making a purchase.

Analysis:

The respondents implied that the tangible aspects of the brand allow them to invest the money in products as it promises quality for the price. According to Binninger (2003), Functionality component of brand image can create an intention of purchase in a consumer because it physically shows the attributes of the brand product to which consumers can relate to physically by looking at the prices, quality, and compare it to other products. This is perceived by the

researcher as consumers' functional image of the brand that has a direct impact on their next purchase intention.

Symbolic Image of Clothing Brand

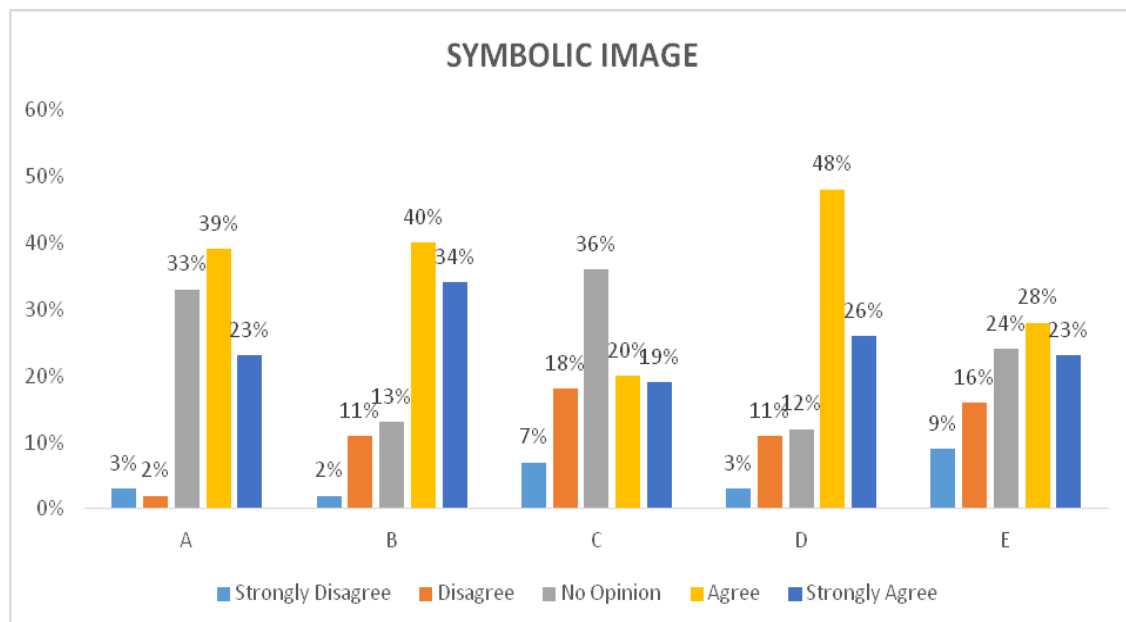
A = This brand accentuates my good points.

B = People give positive comments when I wear this brand.

C = This brand enriches my life.

D = This brand reflects a certain life style.

E = This brand reflects the social status that I hope to have.



Interpretation

A = According to the respondents, 39% agree and 23% strongly that their choice of brand products highlights their best points in body which is seen as a symbol of good fit clothes. On contrast, 33% of the respondents had no opinion in this regard while only 5% disagreed with the statement. This shows that the brands are viewed as symbols

of good fitting clothes by the people which might interest them in repeated purchase.

B = People always feel good when they are commented upon by their families, friends, peers, and societal members. This symbolic feeling is compared with clothing brands and the purchase intention in which a total of 74% respondents received positive comments when they wore clothes of their selected brands while only 13%'s reply was negative.

C = The remarks on this statement were mixed with 36% respondents saying that they neither agreed or disagreed with the statement which shows that the brands do not have a very high importance in their lifestyle that having or not having that brands' products will matter. On the contrary, 20% agreed and 19% strongly agreed that their preferred brands enrich their lives while 18% disagreed and 7% strongly disagreed to it.

D = Brands promote a certain lifestyle image through their products. This statement was meant to analyse the extent to which this image can influence the purchase intention of the consumers to buy clothes. Out of 100% respondents, a high majority of 48% agreed and 26% strongly agreed that their choice of brand allows them to reflect on the lifestyle that is promoted by the brand and thus encourages them to purchase from that brand.

E = A total of 51% i.e. 28% agree and 23% strongly agree, that the clothing products of their preferred brand reflect the social status that they wish others to see in the society. This statement analysis shows

that the symbolic image of brand can lead to repeated purchases of the products of that brand and can also influence the intention of the consumers when actually making a purchase.

Analysis:

According to a study by Choo et al. (2012), symbolic value of brands is reflected in the social and self-expressive values of the consumers. Branded clothing products are seen to deliver a high level of symbolic value or image as evident from the responses above. Users of brands are characterised as belonging to a certain social class manifesting the durability and quality of the brand thus boosting its functional image as well as symbolic image (Parker et al. 1986). The responses to the question are also in accordance with the findings of Parker et al. (1986) because consumers are considered to be always concerned about the impression that they have or make on other people in order to win their and society's approval.

Experiential Image of Clothing Brand

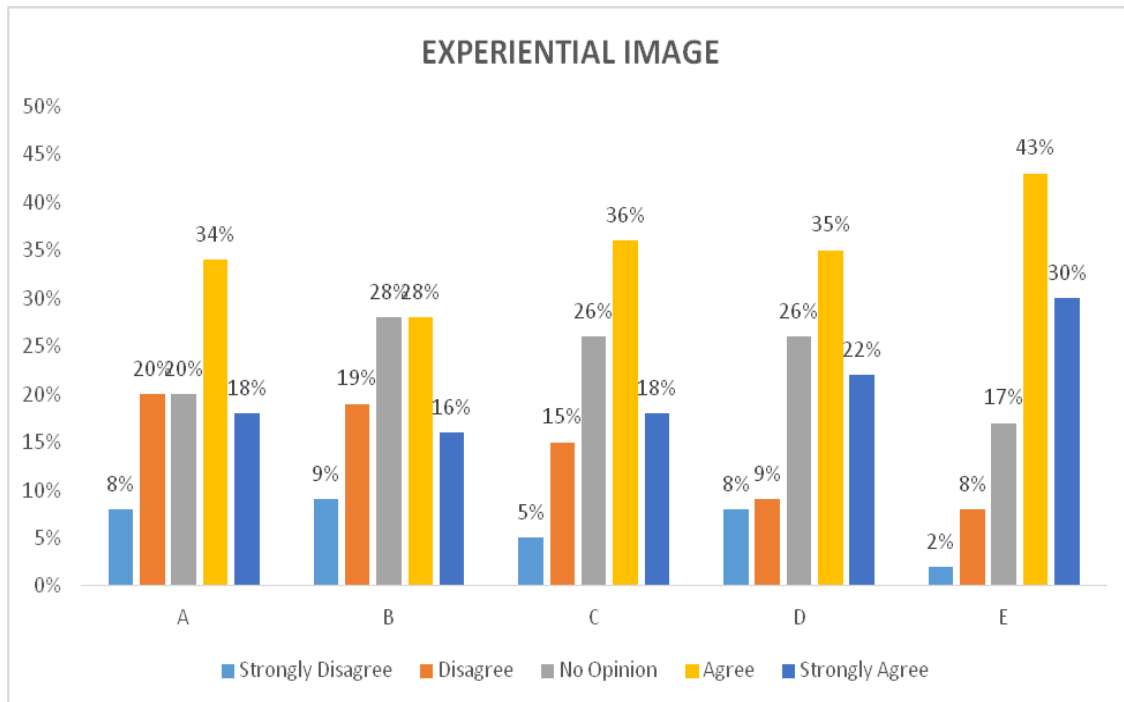
A = I feel unique when I wear this brand.

B = I feel like I have a personal connection with this brand.

C = This brand makes me feel more confident than other brands do.

D = I feel pleasure when I shop in the store of this brand.

E = I would stay with this brand.



Interpretation

A = Out of 100% respondents, 34% agree that they feel unique when they wear the clothes of their preferred brands with 18% strongly agreeing to it. In contrast, 20% respondents reported that do not agree with this while 20% did not have any opinion. This shows that the brands need to provide experience that can make the consumers feel different and stand out from the crowd. Such an experience can boost image of the brand and thus, influence purchase intention.

B = The responses on this statement were mixed with 28% having no opinion and another 28% agreeing that their choice of brand connects with them on a personal level. Moreover, 19% respondents disagreed with this statement. This shows that brands that can connect with consumers on a personal level enhance the experiences of the consumers shopping with that brand. This is important because,

purchase intention is mostly influenced by the feel and experiences of the consumers that they establish with a certain brand.

C = Feeling of confidence comes from two sources – internal and external. Externally, clothes can play an important part in building that confidence. This is what various brands can do as evident from 36% of the respondents agreeing and 18% strongly agreeing to this statement.

D = Store experience is another motivational factor for purchase intention. Mostly consumers shop at certain brands because of its environment and service rather than the products. This is congruent with the responses where a total of 57% of the respondents (35% agreeing and 22% strongly agreeing) reported that they feel pleasure when they shop in their choice of brands.

E = A total of 73% respondents agreed that they will stay with their preferred choice of brand. This shows that when consumers are provided with good quality clothes that show their lifestyle and make them feel unique; their purchase intention for repeated purchase is influenced as these aspects create a brand image for them in their minds.

Analysis:

According to Peng (2010), the success of any brand rests upon the relationship between the consumer and experience of the consumer while shopping during the purchase. The responses suggest a positive experience during the purchase of the brand product which allows the consumers to connect with the brand thus leading to experiential

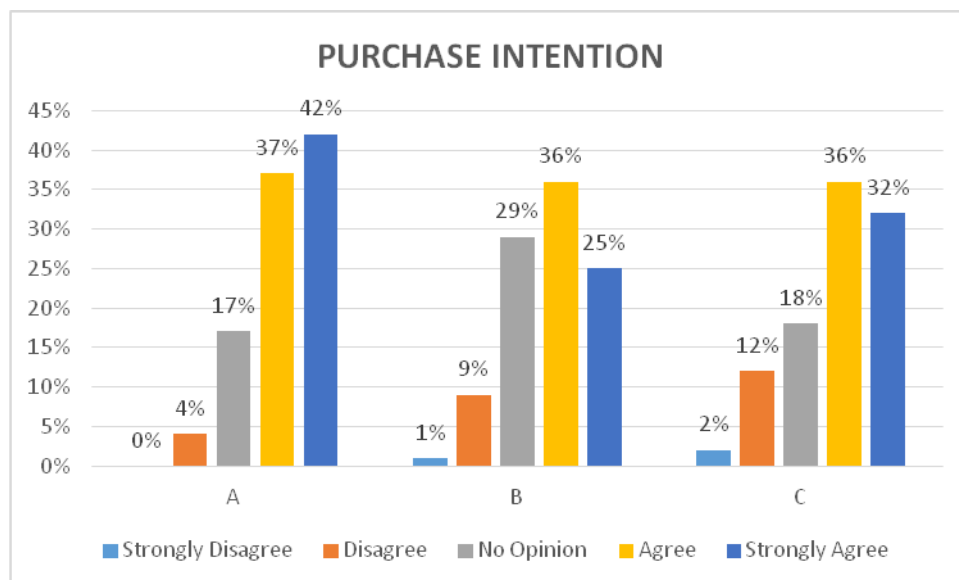
value or image creation of the brand. It is suggested based on the findings that the experience a consumer has during the purchase process, plays a vital role in the influencing the next purchase intention of that consumer. These findings are in congruence with the findings of Parker et al. (1986) who found that experiential as a component of brand image can influence purchase intention of the consumers.

Purchase Intention

A = I think brands that can fulfil their promises are worth buying

B = I think brands that enhance lifestyle are worth buying

C = I think brands that give pleasure are worth buying



Interpretation:

A = According to the respondents, 42% strongly agreed while 37% agreed that if brands can, through their products, fulfil the promise of performance, reliability and experience as depicted through image then they can be bought which shows that such an image that

promises high functionality can influence the purchase intention of the consumer.

B = A total of 61% respondents agree (36% agree and 25% strongly agree) that the clothing brands that portray an image of enhancing lifestyle of the consumers through their products and also live up to that image, should be bought. However, 29% preferred not to give any opinion on the matter. This shows that image as a symbolism plays an important role in majority of the consumers' purchase intention when considering purchasing branded clothes.

C = According to the respondents, 36% agreed while 32% strongly agreed that if brands can, through their products, offer consumers the best feeling of uniqueness and pleasure, it can play a vital role in influencing the purchase intention. On the contrary, 18% respondents did not have any opinion while 12% disagreed with the statement.

4.3 Hypothesis and Correlation Testing

In this section, the independent variables will be tested against dependent variables to analyse whether the hypothesis created in chapter 2 based on the literature review is significant or not in view of the questionnaire findings. The independent variables are components of brand image i.e. functional image, symbolic image, and experiential image; while dependent variable is purchase intention. The following comparisons are made:

4.3.1 Comparison between functional image and purchase intention

H₀: There is no significant difference between mean scores of functional image & purchase intention

The mean scores difference of functional image & purchase intention was calculated based on which the aforementioned null hypothesis was tested using t-test. The summary of the test is presented below:

	N	Mean	SD	t-test for Equality of Means ($\alpha = 0.05$)		
				t	d.f	Sig
Functional Image	100	18.7800	3.78081	15.916	99	0.000
Purchase Intention	100	11.7600	2.30993			

The above table shows that the t-value was found significant because it is less than level of significance 0.05 for the sample. As a result, the null hypothesis is rejected and the alternative hypothesis stating that there is significant difference between mean scores of functional image and purchase intention is accepted. This proves that the original hypothesis that there is a positive relation between functional image and purchase intention.

Research Hypothesis H₀: There is a positive relationship between functional image components and purchase intention

The values of Pearson correlation for the five points of functional image against the three points of purchase intention are given below:

			I think brands that can fulfill their promises are worth buying	I think brands that enhance lifestyle are worth buying	I think brands that give pleasure are worth buying	Total
1	I approve of this brand's performance.	Pearson Correlation Sig. (2-tailed) N	-0.101 0.316 100	0.036 0.722 100	0.045 0.654 100	0.553 0.000 100
2	I can count on the products of this brand always working well.	Pearson Correlation Sig. (2-tailed) N	-0.064 0.525 100	-0.025 0.808 100	0.031 0.761 100	0.529 0.000 100
3	I can't find such good quality in any other brand.	Pearson Correlation Sig. (2-tailed) N	0.067 0.509 100	0.035 0.731 100	0.029 0.776 100	0.550 0.000 100
4	The products of this brand are reliable.	Pearson Correlation Sig. (2-tailed) N	0.002 0.981 100	0.014 0.893 100	0.098 0.334 100	0.629 0.000 100
5	This brand products fit me as made just for my body size and shape.	Pearson Correlation Sig. (2-tailed) N	-0.117 0.247 100	-0.070 0.491 100	0.027 0.792 100	0.447 0.000 100

When the Pearson correlation are compared against each points, it can be seen that majority of the points have values above 0 which shows that functional image is positively correlated to purchase intention.

The values less than 0 or negative show that the points presented to the respondents against their purchase intention do not hold true as they do not place much emphasis on those functional image points. However, when the total Pearson coefficients are compared for both the variables; values greater than 0 are obtained. Therefore, the following hypothesis is accepted.

4.3.2 Comparisons between symbolic image and purchase intention

H₀: There is no significant difference between mean scores of symbolic image & purchase intention

The mean scores difference of functional image & purchase intention was calculated based on which the aforementioned null hypothesis was tested using t-test. The summary of the test is presented below:

	N	Mean	SD	t-test for Equality of Means ($\alpha = 0.05$)		
				t	d.f	Sig
symbolic image components	100	18.1900	4.12603	13.522	99	0.000
Purchase Intention	100	11.7600	2.30993			

The above table shows that the t-value was found significant because it is less than level of significance 0.05 for the sample. As a result, the null hypothesis is rejected and the alternative hypothesis stating that there is significant difference between mean scores of symbolic image and purchase intention is accepted. This proves that the original

hypothesis that there is a positive relation between symbolic image and purchase intention.

Research Hypothesis H₁: There is a positive relationship between symbolic image components and purchase intention

The values of Pearson correlation for the five points of symbolic image against the three points of purchase intention are given below:

			I think brands that can fulfill their promises are worth buying	I think brands that enhance lifestyle are worth buying	I think brands that give pleasure are worth buying	Total
1	This brand accentuates my good points.	Pearson Correlation Sig. (2-tailed) N	-0.141 0.162 100	0.003 0.978 100	0.034 0.739 100	0.560 0.000 100
2	People give positive comments when I wear this brand.	Pearson Correlation Sig. (2-tailed) N	-0.122 0.226 100	-0.017 0.863 100	0.098 0.332 100	0.442 0.000 100
3	This brand enriches my life.	Pearson Correlation Sig. (2-tailed) N	-0.075 0.457 100	-0.138 0.170 100	-0.015 0.883 100	0.555 0.000 100
4	This brand reflects a certain life style.	Pearson Correlation Sig. (2-tailed) N	-0.047 0.642 100	-0.073 0.470 100	0.176 0.080 100	0.581 0.000 100
5	This brand reflects the social status that I hope to have.	Pearson Correlation Sig. (2-tailed) N	0.058 0.563 100	-0.042 0.681 100	0.093 0.356 100	0.559 0.000 100

When the Pearson correlation are compared against each points, it can be seen that majority of the points have values above 0 which shows that symbolic image is positively correlated to purchase intention. The values less than 0 or negative show that the points presented to the respondents against their purchase intention do not hold true as they do not place much emphasis on those symbolic image points. However, when the total Pearson coefficients are compared for both the variables; values greater than 0 are obtained. Therefore, the following hypothesis is accepted.

4.3.3 Comparisons between experiential image and purchase intention

H₀: There is no significant difference between mean scores of experiential image & purchase intention

The mean scores difference of experiential image & purchase intention was calculated based on which the aforementioned null hypothesis was tested using t-test. The summary of the test is presented below:

	N	Mean	SD	t-test for Equality of Means ($\alpha = 0.05$)		
				t	d.f	Sig
Experiential Image Components	100	17.4900	4.40957	16.051	99	0.000
Purchase Intention	100	11.7600	2.30993			

The above table shows that the t-value was found significant because it is less than level of significance 0.05 for the sample. As a result, the null hypothesis is rejected and the alternative hypothesis stating that there is significant difference between mean scores of experiential image and purchase intention is accepted. This proves that the original hypothesis that there is a positive relation between experiential image and purchase intention.

Research Hypothesis H₂: There is a positive relationship between experiential image components and purchase intention

The values of Pearson correlation for the five points of experiential image against the three points of purchase intention are given below:

			I think brands that can fulfill their promises are worth buying	I think brands that enhance lifestyle are worth buying	I think brands that give pleasure are worth buying	Total
1	I feel unique when I wear this brand.	Pearson Correlation Sig. (2-tailed) N	0.099 0.325 100	0.279 0.005 100	0.236 0.018 100	0.215 0.031 100
2	I feel like I have a personal connection with this brand.	Pearson Correlation Sig. (2-tailed) N	0.308 0.002 100	0.495 0.000 100	0.494 0.000 100	0.515 0.000 100
3	This brand makes me feel more confident than other brands do.	Pearson Correlation Sig. (2-tailed) N	0.257 0.010 100	0.423 0.000 100	0.295 0.003 100	0.416 0.000 100
4	I feel pleasure when I shop in the store of this brand.	Pearson Correlation Sig. (2-tailed) N	0.414 0.000 100	0.505 0.000 100	0.442 0.000 100	0.546 0.000 100
5	I would stay with this brand.	Pearson Correlation Sig. (2-tailed) N	0.475 0.000 100	0.400 0.000 100	0.379 0.000 100	0.467 0.000 100

When the Pearson correlation are compared against each points, it can be seen that majority of the points have values above 0 which shows that experiential image is positively correlated to purchase intention. However, when the total Pearson coefficients are compared for both the variables; values greater than 0 are obtained. Therefore, the following hypothesis is accepted.

4.3.4 Comparisons between Brand Image Components and Purchase Intention

H₀: There is no significant difference between mean scores of brand image components & purchase intention

The mean scores difference of brand image components & purchase intention was calculated based on which the aforementioned null hypothesis was tested using t-test. The summary of the test is presented below:

		N	Mean	SD	t-test for Equality of Means ($\alpha = 0.05$)		
					t	d.f	Sig
Brand Image Components		100	54.4600	8.29070	54.181	99	0.000
Purchase Intention		100	11.7600	2.30993			

The above table shows that the t-value was found significant because it is less than level of significance 0.05 for the sample. As a result, the null hypothesis is rejected and the alternative hypothesis stating that there is significant difference between mean scores of brand image components and purchase intention is accepted. This proves that the original hypothesis that there is a positive relation between brand image and purchase intention.

4.4 Discussion

The hypothesis and correlation test suggest that there is a relation between brand image components and purchase and this relation is positive thus, allowing the research to answer the research question of what are the effects of brand image on the purchase intention on the consumers. Moreover, the results of the questionnaire combined with the literature review on the topic are able to fulfil the research objectives of understanding the relation and influence between brand image and purchase intention.

According to the findings, it is perceived by the researcher that consumers pay most attention to the price and quality of the product based on which they form an image of the brand. The reason for this is because consumers are able to relate to the physical attributes of a product more easily compared to the other extrinsic attributes as reported by Tseng and Tsai (2011). The consumers then, based on the quality create a symbolic value of that product which helps them create or retain a status in the society. This is important because according to Wu and Wu (n.d), quality is considered to be equivalent with high prices and status, and therefore is seen as a symbolic value for personal or social identity. When quality and status is involved, experience with the product also plays an important part in creating an overall perception of the brand.

It is suggested by the findings that experience of the consumer with the brand can either create or destroy an interest for future purchases as the consumer creates a positive or negative impression of the brand

during the purchase. This impression about the brand is created based on three components which were tested to be significantly influential against purchase intention namely functionality of the brand, symbolism of the brand, and experientiality with the brand. Such an influence helps create a long-term relationship between the brand and the consumer, as studied by Hsueh and Lee (2008).

This combined knowledge can prove to be a one of the greatest marketing opportunity for the clothing brands to influence the purchase intention of the consumers. Using the three components of brand image – functional, symbolic, and experiential, or in today's marketing terms value, associations, and experience – any marketer can mould its brand image and influence the potential consumers' purchase intention based on which this hypothesis is accepted.

4.6 Conclusion

This chapter provided a conclusive empirical interpretation, and descriptive analysis and discussion of the variables involved in this research. Through the survey questionnaire and literature review it was analysed that brand image influences the purchase intention of a consumer in clothing sector in a positive manner. In order to establish this, purchase intention was measured against three components of brand image – functional, symbolic and experiential which present how the consumer views a brand and is influenced by it during repeat purchase process.

5.0 CHAPTER 5 – RECOMMENDATIONS

5.1 Recommendations

This research study has intended to gain an insight in the clothing brands in UK. Through this study, previous investigations on the topic were discussed extending the framework to the components described by Parker et al. (1986) of brand image and their influence on purchase intention. It is suggested by Wu and Wu (n.d), that an exploratory and confirmatory research structure is required on brand image. For this reason, this research explored the brand image components from the perspective of consumers' purchase intention.

This study provides and highlights the importance of brand attributes and resources for the practitioners because on these bases perception and images about the brands are created by the consumers which influence their next purchase intention. It is suggested through this study that brand owners need to provide the consumers with unique experience and quality products during their purchasing process so that when they intent on purchasing a similar product again, they might be able to recognise the brand out of the competition.

It is revealed in the research that brands emphasise more on the functional aspects of the products by highlighting the practical uses of the product such as wearing a formal coat or shirt to work to maintain a dress code. Therefore, it is recommended that brands supply consumers with premium quality and design products that serve the functional value.

Secondly, this research also pointed out that consumers who perceive symbolic value for the brands are considered to have a positive experience with brands, but this according to Chen – Lien (2009), is diminishing which suggests that consumer behaviour consumption is changing over time as people now focus on the functional aspects and experience of the brand. Therefore, further studies need to be conducted to capture the changing consumer behaviour.

Moreover, it is suggested through this research that in order to attract potential consumers and retain the existing market, brand marketers need to be prudent about the concept of consumer dealing which can satisfy their expectations and provide a positive experience. This experience involves creating an atmosphere of confidence and mutual benefit which both the brand and consumer can reap benefit from – financial benefits for the brand, satisfaction for the consumers. This will increase their overall experiential value and affect the brand image in a positive way influencing the consumer's next purchase intention.

The present study shows that brand image's influence on purchase intention is important as it can create a value for brand in the consumer's mind. Researchers and academicians are constantly researching into brand image and its influence on the consumer decision making process as evident from the findings in the literature review. This research will provide them with the most basic means to measure the influence of brand image on one part of decision making process – purchase intention, where researchers lack much consensus.

Since this research is built on the research of Park et al. (1986), it is able to show that the findings presented then are still valid in today's era and that researchers will benefit from analysing and understanding them instead of evolving to more advanced definitions of brand image components and their influence. They can therefore, provide better and unanimous findings benefiting everyone.

5.2 Further research Scope

Although there are different implications of this research as well as limitations, this research is open to many improvements to further the research in this direction which can provide more empirical representative findings when brand development and marketing is concerned. Some of the recommendations are as follows:

- A more reliable method of sampling needs to be used with a larger sample size in which time and money are not considered as constraints.
- Other research methods can also be used such as qualitative method to provide findings with different perspectives.
- This research can be mirrored in other cities or countries and comparisons can be made amongst consumers to find any significant influence of brand image on purchase intention

6.0 CHAPTER 6 – CONCLUSION

6.1 Conclusion

Based on the research findings and analysis, this section draws conclusions on the discussions providing insights in the components of brand image and its influence on the purchase intention of the consumers and further investigations on the topic.

The current study has tried to contribute literature and empirical evidence to the brand image studies from consumers' purchase intention perspective. For this reason, the initial work by Park et al. (1986) was formed as basis for the research based on which three important components of brand image were selected and examined against purchase intention. The findings indicate that brands need to create a platform for themselves that offers a complete package to the consumers in terms of functionality of the product, symbolism of the brand, and overall experience with the product and brand. As a result, purchase intention of the consumers can be influenced for next purchase.

In light of previous literature conducted on the subject, this research study has intended to evaluate the brand image's influence on purchase intention in clothing sector. The key results are highlighted as follows:

Brand image in the clothing sector is seen an exclusive design that portrays reliability, quality, and surety of its products as well as value added services that the consumers might receive. According to Parker

et al. (1986), brand image is basically devised of three components – functional image, symbolic image, and experiential image which being independent variables can influence this research's dependent variable – purchase intention. Consumers are said to have a set of beliefs about the product in terms of its usability, style, durability, and so on that can develop unique aspects in a society. These cognitive factors after the consumers' concept about a brand and reflect in their purchase intention of that brand. In UK, the respondents reported that brands and its image positively influence the purchase intentions when choosing to buy clothes. It was also observed that respondents favour brands over other categories of clothes because of its quality and other aspects. This shows that brand image does have a hand to play in consumer decision making process which needs to be taken into account by the marketers of the brand when developing and marketing their brands and products. These results along with the literature review are able to substantiate the findings when compared with the research objectives as well as the questions regarding the relationship between brand image and purchase intention.

The first research question that what role does brand image play in the clothing sector has been answered through the literature review and questionnaire analysis that it plays an important role when clothes are considered as consumers tend to rely on the image of the brand to purchase the products. The second research question that what is the effect of brand image on purchase intention of the consumers has been answered through the questionnaire analysis reflecting a positive

relationship between the two variables. The third question that to what extent do consumers purchase a clothing item based on its brand image is also answered using the literature review that the components of brand image – functional, symbolic and experiential – influence the consumers to the extent that they rely on these aspects to make their purchase decisions.

While the findings are related specifically to the clothing industry, it is believed that the underlying concepts can have implications for all consumer businesses based on brands.

6.2 Limitations of the research

A few limitations were observed during the course of the research which affected the overall accuracy of the analysis and findings. These were observed in the sampling method, interpretation, and time.

First, since a mixture of quota sampling and convenience sampling technique was used, minor sampling errors might not have been taken into account such as sampling size given the population, biasness of the researcher in selecting respondents, and so on. Second, in terms of interpretation, generalised results were obtained given the limitation of the data that was obtained through non-random sampling which might have been interpreted by the researcher with biasness. However, most of the results obtained were significant to the literature review and variables. Last, in terms of time, since questionnaire survey was chosen as the data collection method, the number of samples reached was limited given the time limit of 3

months to complete the research. More samples could have been gathered if more time is allocated to provide a conclusive result of the general population.

Word Count: 14,218

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8.0 APPENDIX

8.1 Regression Analysis

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999(a)	.997	.997	.51295

- a) Predictors: (Constant), I think brands that give pleasure are worth buying, This brand enriches my life., This brand makes me feel more confident than other brands do., This brand products fit me as made just for my body size and shape., I think brands that can fulfill their promises are worth buying, People give positive comments when I wear this brand., I feel unique when I wear this brand., I would stay with this brand., This brand reflects the social status that I hope to have., I think brands that enhance lifestyle are worth buying, The products of this brand are reliable., This brand accentuates my good points., I feel pleasure when I shop in the store of this brand., This brand reflects a certain life style., I can't find such good quality in any other brand., I can count on the products of this brand always working well., I feel like I have a personal connection with this brand.

- b) Dependent Variable: sum

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8495.584	17	499.740	1899.300	.000(a)
	Residual	21.576	82	.263		
	Total	8517.160	99			

- a) Predictors: (Constant), I think brands that give pleasure are worth buying, This brand enriches my life., This brand makes me feel more confident than other brands do., This brand products fit me as made just for my body size and shape., I think brands that can fulfill their promises are worth buying,

People give positive comments when I wear this brand., I feel unique when I wear this brand., I would stay with this brand., This brand reflects the social status that I hope to have., I think brands that enhance lifestyle are worth buying, The products of this brand are reliable., This brand accentuates my good points., I feel pleasure when I shop in the store of this brand., This brand reflects a certain life style., I can't find such good quality in any other brand., I can count on the products of this brand always working well., I feel like I have a personal connection with this brand.

b) Dependent Variable: sum

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	.920	.485		1.898	.061
	I can count on the products of this brand always working well.	1.381	.089	.142	15.532	.000
	I can't find such good quality in any other brand.	.961	.064	.132	14.910	.000
	The products of this brand are reliable.	1.139	.082	.117	13.819	.000
	This brand products fit me as made just for my body size and shape.	.969	.074	.102	13.052	.000
	This brand accentuates my good points.	1.310	.080	.131	16.298	.000
	People give positive comments when I wear this brand.	.948	.074	.107	12.840	.000
	This brand enriches my life.	1.040	.073	.131	14.178	.000
	This brand reflects a certain life style.	1.053	.077	.118	13.691	.000
	This brand reflects the social status that I hope to have.	.979	.059	.132	16.528	.000
	I feel unique when I wear this brand.	.988	.063	.130	15.722	.000

I feel like I have a personal connection with this brand.	.963	.078	.124	12.400	.000
This brand makes me feel more confident than other brands do.	1.021	.065	.122	15.633	.000
I feel pleasure when I shop in the store of this brand.	1.026	.068	.129	15.086	.000
I would stay with this brand.	.960	.075	.102	12.733	.000
I think brands that can fulfill their promises are worth buying	.969	.077	.089	12.524	.000
I think brands that enhance lifestyle are worth buying	1.076	.076	.112	14.239	.000
I think brands that give pleasure are worth buying	.994	.066	.115	14.970	.000

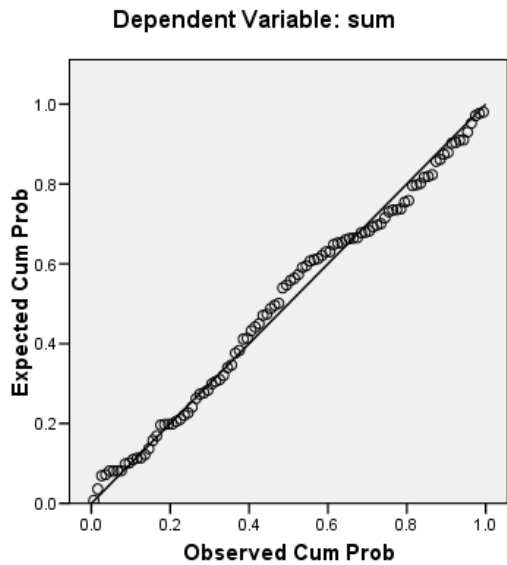
a) Dependent Variable: sum

Residuals Statistics (a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	41.9777	84.9248	66.2200	9.26358	100
Residual	-1.25083	1.05341	.00000	.46684	100
Std. Predicted Value	-2.617	2.019	.000	1.000	100
Std. Residual	-2.439	2.054	.000	.910	100

a) Dependent Variable: sum

Normal P-P Plot of Regression Standardized Residual



8.2 Hypothesis Testing

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	functionality	18.7800	100	3.78081	.37808
	Purchase intention	11.7600	100	2.30993	.23099
Pair 2	symbolic	18.1900	100	4.12603	.41260
	Purchase intention	11.7600	100	2.30993	.23099
Pair 3	experience	17.4900	100	4.40957	.44096
	Purchase intention	11.7600	100	2.30993	.23099
Pair 4	Average brand image	18.1535	100	2.76334	.27633
	Purchase intention	11.7600	100	2.30993	.23099
Pair 5	Brand image	54.4600	100	8.29070	.82907
	Purchase intention	11.7600	100	2.30993	.23099

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Functionality & purchase intention	100	.010	.921
Pair 2	Symbolic & purchase intention	100	-.013	.896
Pair 3	Experience & purchase intention	100	.591	.000
Pair 4	Average brand image & purchase intention	100	.312	.002
Pair 5	Brand image & purchase intention	100	.312	.002

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	functionality - Purchase_intention	7.02000	4.41068	.44107	6.14482	7.89518	15.916	99	.000
Pair 2	symbolic - Purchase_intention	6.43000	4.75512	.47551	5.48648	7.37352	13.522	99	.000
Pair 3	experience - Purchase_intention	5.73000	3.56995	.35700	5.02164	6.43836	16.051	99	.000
Pair 4	average_brand_image - Purchase_intention	6.39350	2.99774	.29977	5.79868	6.98832	21.328	99	.000
Pair 5	Brand_image - Purchase_intention	42.70000	7.88106	.78811	41.13623	44.26377	54.181	99	.000

8.3 Correlation Analysis

	Pearson Correlation Sig. (2-tailed)	I can count on the products of this brand always working well.	I can't find such good quality in any other brand.	The products of this brand are reliable.	This brand fits me in made just for my body size and shape.	This brand accents my good points.	People give positive comments when I wear this brand.	This brand enriches my life.	This brand reflects a certain life style.	This brand reflects the social status that I hope to have.	I feel unique when I wear this brand.	I feel like I have a personal connection with this brand.	This brand makes me feel more confident than other brands do.	I feel pleasure when I shop in the store of this brand.	I think brands that can fulfill their promises are worth buying.	I think brands that enhance lifestyle are worth buying.	I think brands that give pleasure are worth buying.	Total
1	1.000	0.729 N=100	0.367 N=100	0.627 N=100	0.461 N=100	0.650 N=100	0.507 N=100	0.438 N=100	0.426 N=100	0.276 N=100	-0.205 N=100	-0.051 N=100	0.049 N=100	0.626 N=100	-0.101 N=100	0.036 N=100	0.045 N=100	0.533 N=100
2	0.729 N=100	1.000	0.344 N=100	0.668 N=100	0.477 N=100	0.529 N=100	0.610 N=100	0.445 N=100	0.451 N=100	0.288 N=100	-0.261 N=100	-0.111 N=100	-0.025 N=100	0.626 N=100	-0.064 N=100	-0.024 N=100	0.031 N=100	0.529 N=100
3	0.367 N=100	0.344 N=100	1.000	0.444 N=100	0.383 N=100	0.472 N=100	0.292 N=100	0.671 N=100	0.420 N=100	0.466 N=100	-0.278 N=100	-0.109 N=100	0.087 N=100	0.626 N=100	0.087 N=100	0.035 N=100	0.029 N=100	0.550 N=100
4	0.627 N=100	0.668 N=100	0.444 N=100	1.000	0.455 N=100	0.493 N=100	0.500 N=100	0.459 N=100	0.488 N=100	0.325 N=100	-0.094 N=100	0.032 N=100	0.107 N=100	0.626 N=100	0.002 N=100	0.014 N=100	0.060 N=100	0.629 N=100
5	0.477 N=100	0.610 N=100	0.671 N=100	0.455 N=100	1.000	0.493 N=100	0.500 N=100	0.459 N=100	0.488 N=100	0.325 N=100	-0.094 N=100	0.032 N=100	0.107 N=100	0.626 N=100	0.002 N=100	0.014 N=100	0.060 N=100	0.629 N=100
6	0.650 N=100	0.507 N=100	0.500 N=100	0.493 N=100	0.459 N=100	1.000	0.610 N=100	0.445 N=100	0.451 N=100	0.288 N=100	-0.261 N=100	-0.111 N=100	0.087 N=100	0.626 N=100	0.087 N=100	0.035 N=100	0.029 N=100	0.550 N=100
7	0.438 N=100	0.610 N=100	0.292 N=100	0.493 N=100	0.459 N=100	0.500 N=100	1.000	0.459 N=100	0.488 N=100	0.325 N=100	-0.094 N=100	0.032 N=100	0.107 N=100	0.626 N=100	0.002 N=100	0.014 N=100	0.060 N=100	0.629 N=100
8	0.426 N=100	0.445 N=100	0.420 N=100	0.488 N=100	0.488 N=100	0.459 N=100	0.459 N=100	1.000	0.488 N=100	0.325 N=100	-0.094 N=100	0.032 N=100	0.107 N=100	0.626 N=100	0.002 N=100	0.014 N=100	0.060 N=100	0.629 N=100
9	0.472 N=100	0.493 N=100	0.383 N=100	0.455 N=100	0.455 N=100	0.493 N=100	0.500 N=100	0.459 N=100	0.488 N=100	0.325 N=100	-0.094 N=100	0.032 N=100	0.107 N=100	0.626 N=100	0.002 N=100	0.014 N=100	0.060 N=100	0.629 N=100
10	0.276 N=100	0.288 N=100	0.466 N=100	0.325 N=100	0.466 N=100	0.325 N=100	0.493 N=100	0.459 N=100	0.488 N=100	0.325 N=100	-0.094 N=100	0.032 N=100	0.107 N=100	0.626 N=100	0.002 N=100	0.014 N=100	0.060 N=100	0.629 N=100
11	0.205 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100	0.087 N=100
12	0.049 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100
13	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100
14	0.049 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100
15	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100
16	0.049 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100
17	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100	0.626 N=100
18	0.049 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100	0.025 N=100
19	0.533 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100	0.550 N=100	0.529 N=100