BEYOND LABELS: HOW BRAND EQUITY INFLUENCES LOYALTY AND CONSUMER CHOICES IN FASHION

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ABSTRACT

This study examines, using customer fulfillment that how brand equity affects consumer loyalty and purchase intentions for fashion brands. Based on survey data from 252 urban fashion customers, the inspection is adopted a quantitative study approach that examine the association allying the brand equity, brand loyalty, perceived quality, and purchase intention. According from the study, brand equity, which in turn fosters loyalty and purchase intentions, positively correlates with perceived quality and consumer happiness. Additionally, the study demonstrates the significance of both functional and emotional satisfaction factors in influencing customer behavior within the fashion business The analysis of variance results also indicates that the constructs under investigation are significantly related; more importantly, a correlation and regression analysis of the results show that Research also shows that brand equity has a direct impact on clients' satisfaction and their purchase decision. The finding offers practical implication that can help fashion brands to enhance quality, trust, and customer experiences in order to create long-term customer loyalty, and ultimately, increase market success. Some suggestions are also illustrated by increasing product quality, customer interaction, and leveraging digital marketing to build Brand database and long-term consumer relationships.

Keywords: *Customer loyalty, purchase intension, brand equity, consumer satisfaction, Perceived quality, customer loyalty, brand awareness.*

INTRODUCTION

The globally operating fashion business is renowned for being extremely dynamic, changing often due to advancements in technology, shifting customer demands and preferences, and heightened brand competition. In this dynamic environment, companies must identify the key drivers of consumer behavior that can influence their market share and profitability. Among the most critical factors influencing consumer purchasing decisions are brand equity, customer loyalty, and purchase intentions. Although it integrates the value of the brand with the product,

brand equity is essential for improving buyer attitudes and perceptions. It includes consumer impression, implied acceptance, and brand affinity in addition to the level of brand awareness. (G Rahmawan, 2023) . Strong brand equity can lead to higher customer loyalty, which in turn influences purchase intentions (TS Dhewi, 2023). In recent years, scholars have emphasized the importance of Satisfaction acts as a bridge, enhancing the impact of brand equity on loyalty and buyer intent (H Treiblmaier, 2023) . Satisfaction occurs when a brand meets or exceeds

consumer expectations, fostering trust and a commitment to repurchase, thus impacting overall brand loyalty (U Suhud, 2022). However, while the general relationships between brand equity, customer loyalty, and purchase intention have been explored in various sectors, limited research has focused on the fashion industry, which operates under unique conditions of style trends, emotional appeal, and experiential consumption.

The **fashion industry** is inherently emotional and highly brand-sensitive, where perceptions of quality and brand reputation influence those decisions made by customers are the powerful component of brand association is perceived quality, which is often referred to as customer assessment of a product's degree of excellence or superiority. Consumer pleasure, brand equity, and significant advantages have all been confirmed. Fashion consumers often make decisions based on the perceived status, prestige, and quality associated with specific brands, making it crucial for fashion companies to invest in building strong brand equity. (G Rahmawan, 2023) This research aims to examine specifically, this study investigates how brand loyalty, brand equity, and perceived quality influence purchase intention, and how customer satisfaction moderates this relationship. By addressing these gaps, this study will contribute valuable insights into how fashion brands can leverage brand equity to enhance customer loyalty and drive purchasing behavior.

It is crystal clear that there is a complex interplay between these variables, which fashion oriented brands should better understand if they want to maximize their marketing communication efforts and hence increase the attention of their target consumers. In line with this, this research will present an empirical analysis of key brand equity dimensions that brand managers in the fashion industry can investigate and target in order to increase influence on consumers' buying behavior and specific long-term consumer loyalty among the fashion consumers.

1.1 Background of the Study

A very vibrant area of the economy, the fashion business which offers a wide range of distinctive goods to consumers, who then purchase these goods depending on a number of considerations such as changing trends, cultural influences, personal preferences, and, most importantly,

brand perception. Among these factors, brand equity has become a key concept in understanding consumer decision-making a very vibrant area of the economy, the fashion business which offers a wide range of distinctive goods to consumers, who then purchase these goods depending on a number of considerations. (A Kanwar, 2022). A well-established brand with strong equity often has a competitive advantage, as it can command premium prices, create emotional connections with consumers, and foster repeat business.

Fear of risk among purchaser's demands that they be prepared to use a certain brand when they are stronger or have the chance to buy a comparable brand. (E Rosillo-Díaz, 2024). In the fashion industry, loyalty often manifests as repeat purchases, brand advocacy, and word-of-mouth marketing. When a brand successfully creates loyalty, it reduces consumer price sensitivity, enhances customer retention, and increases the likelihood of future purchases, thus positively influencing purchase intentions. Perceived superiority is another important element that affects the reputation of a brand. Perceived worth, according to (U Suhud, 2022). Includes the consumer's assessment of a product's overall quality or superiority over other comparable items on the market. When seen from a values perspective, a product's perceived quality encompasses more than just its outward appearance. In the context of fashion, perceived quality often goes beyond the tangible aspects of a product and encompasses attributes such as design, fit, and craftsmanship. Consumers often associate high-quality products with prestigious brands, which strengthens brand equity and drives loyalty. Despite the evident links between brand equity, brand loyalty, and purchase intentions, the mediating role of customer satisfaction remains an under-explored area, particularly in the fashion industry. Customer satisfaction, defined as the degree to which a product or service meets or exceeds a consumer's expectations, acts as a bridge between brand equity and consumer behavior (G Rahmawan, 2023). Fulfillment of the buys will develop emotional ties with them, engage in repurchase behaviors, and recommend the brand to others. As such, customer satisfaction is often considered a crucial mediating variable in understanding how brand equity influences brand loyalty and purchase intentions (A Torres, 2022). The fashion industry presents unique

challenges and opportunities for brands looking to leverage brand equity. Unlike other industries, fashion purchases are driven not only by functional Considerations but also by emotional and symbolic factors. Consumers often choose brands based on factors such as lifestyle alignment, social identity, and personal expression. Thus, building brand equity in the fashion industry requires a deep understanding of consumer emotions and perceptions. In this context, customer satisfaction becomes even more critical, as it is the result of both tangible (quality, fit) and intangible (brand image, style) factors.The competition for customers' brand loyalty has also been more intense than it was previously because of the worldwide Web's increasing accessibility, which allows consumers to engage directly with an assortment of businesses.

Given these dynamics, it is essential for fashion brands to understand how brand equity, brand loyalty, perceived quality, and customer satisfaction collectively impact purchase intentions. This study aims to fill this gap in the literature by examining the interrelationships between these variables and their effect on consumer behavior in the fashion sector. (J Araújo, 2023) By focusing on how customer satisfaction mediates the relationship between brand equity and purchase intention, this research will contribute to a deeper understanding of consumer decision-making processes and provide actionable insights for brand managers in the fashion industry.

1.2 Research problem:

The highly competitive fashion industry, forbearing the characteristics which drive consumer behavior has been crucial for dealing in business to enhance their market positioning. Brand equity plays a significant role in shaping consumer perceptions and their subsequent purchasing decisions. (J Araújo, 2023) It is underexplored that the research has been seeks which evaluates the exploration of the equity related branding (OL González-Mansilla, 2023) By exploring how brand loyalty, perceived quality, and brand equity influence purchase intention through customer satisfaction, there is a gap is still remain here in the previous studies which gives the exploration in the decision making of the behavior of the consumer in tht specific industry is inter-connected effects by factors this research aims to provide insights that can help

fashion brands develop more effective strategies to build stronger consumer relationships and enhance their sales performance (L Sanny, 2022).

1.3 Research questions:

1 How does brand equity regulate and affect consumer loyalty in the fashion industry?
2 Does customer satisfaction significantly enhance the strength of the relationship between perceived quality and brand loyalty in the fashion industry?
3 What are the long-term effects of brand equity on consumer loyalty and repeat purchase behavior in the fashion industry?
4 How do cultural differences affect consumer perceptions of brand equity and its impact on brand loyalty in the fashion market?

1.4 Research Objectives:

The primary objectives of this study are to explore and understand the relationships between As a result, the current study has two goals: Examining brand equity, commitment to the brand, perceived superiority, customer fulfilment, and purchase intentions in the fashion industry is the first goal. The following are the study's particular goals:

- **To examine the impact of brand equity on consumer loyalty** in the fashion industry, with a focus on how different dimensions of brand equity (e.g., brand image, awareness, and associations) influence consumer loyalty behaviors such as repeat purchases and brand advocacy.

- **To analyze the role of perceived quality in shaping brand equity** and its subsequent effect on consumer loyalty, investigating which aspects of perceived quality (e.g., design, material, craftsmanship) are most influential in building brand equity in the fashion sector.

- **To evaluate the relationship between brand loyalty and purchase intentions**, and examine how customer satisfaction strengthens or weakens this relationship in the context of fashion consumer behavior.

- **To identify the key drivers of purchase intention** in the fashion industry, with particular emphasis on how brand equity, customer satisfaction, and perceived quality affect

consumers' decision-making process in purchasing fashion products.

• **To explore the demographic factors** (such as age, gender, income) that influence the strength of the relationships between the all IV and DV within the fashion industry.

1.5 Scope of the Study:
The inspection will focus on the **fashion industry**, particularly examining the association with be, bl, pq, cs, and pi. The scope of the study is defined by the following parameters:

Geographically
The research will primarily target consumers in urban areas with access to both physical and online fashion retailers. Given the global nature of the fashion industry, the study will take into account both local and international consumers, but will focus on regions where fashion consumption patterns are significant, such as Asia.

1. **Consumer'sFocus:**
The study will focus on the attitudes and behaviors of **fashion consumers** who purchase products such as clothing, footwear, and accessories. The target audience consists of a wide range of consumers, from those with low-middle-class to those with high-incomes who has the higher level of buying power.

2. **BrandFocus:**
The research will consider well-established fashion brands with a significant presence in the market. It will analyze consumer perceptions of these brands in period of brand equity, quality, and customer satisfaction. The study will not focus on niche or emerging brands, but will emphasize major players in the industry that have strong brand equity.

1.6 Limitations of the Study
There are a number of restrictions to take into account, even if the goal of this study is to offer insightful information about the connections among brand equity, brand loyalty, perceived quality, client fulfilment, and purchase intentions in the apparel sector:

1. **Geographic Limitations:** The study focuses primarily on urban consumers in regions like North America, Europe, and parts of Asia. While this geographic scope allows for a broad understanding of consumer behavior in developed markets, the findings may not fully represent consumers in developing countries or rural areas where fashion consumption patterns and brand perceptions may differ.

2. **Sample Size and Demographics:** The study's sample may not fully capture the diversity of the global consumer base, especially in terms of demographics such as age, income, and lifestyle. Although the study aims to include a representative sample of fashion consumers, there may be variations in responses based on specific demographic groups. The findings may therefore not account for niche segments such as luxury consumers, eco-conscious buyers, or those with unique cultural preferences, which could influence their perceptions of brand equity and satisfaction.

3. **Self-Reported Data:** This research relies on collected through surveys and questionnaires, which may be subject to biases such as social desirability, recall bias, or response tendencies. Consumers may not always provide completely accurate or truthful responses regarding their brand perceptions, satisfaction levels, or purchase intentions. These biases may impact the validity and reliability of the data, although efforts will be made to design unbiased and clear questions.

4. **Focus on Established Brands:** This study primarily examines well-established brands in the fashion industry with significant market presence. While this focus allows for a comprehensive understanding of consumer behavior in relation to major brands, it may overlook the experiences and behaviors of consumers interacting with emerging or niche fashion brands. The influence of brand equity on consumer loyalty and purchase intention may differ for new or smaller brands that have not yet built a strong brand reputation.

5. **Exclusion of External Influences:** The study focuses on internal brand-related factors such as brand equity, perceived quality, and customer satisfaction. However, external factors such as economic conditions, fashion trends, social media influence, and macroeconomic factors (e.g., economic downturns) may also affect

consumer loyalty and purchase intentions. While these external influences are acknowledged, they are not directly addressed in this study, which may limit the comprehensiveness of the findings.

6. **Limitations in Measuring Customer Satisfaction:** Customer satisfaction is a complex and subjective construct that may vary from person to person, depending on individual expectations, experiences, and perceptions. The study will measure satisfaction through standardized questionnaires, but this approach may not fully capture the nuanced and multifaceted nature of consumer satisfaction. Additionally, the study will not distinguish between different types of satisfaction (e.g., product satisfaction vs. service satisfaction), which may vary in their influence on brand loyalty and purchase intentions.

7. **Survey Methodology Limitations:** While surveys are a common and effective method for data collection, they have limitations in terms of depth and context. Surveys may not provide the rich, qualitative insights that interviews or focus groups could offer, which means the study may not fully capture the reasons behind consumer behaviors or perceptions. Additionally, online surveys may limit participation from certain demographic groups who are less active or comfortable with digital platforms.

8. **Focus on Fashion Products:** The study specifically examines consumer behavior related to fashion products, such as clothing, footwear, and accessories. However, consumer behavior in the fashion industry is highly dynamic and influenced by a range of factors, including trends, cultural shifts, and seasonal changes. The study may not account for short-term shifts in consumer behavior that could be triggered by specific events or seasonal trends.

1.7. Assumptions of the study: In conducting this research, several assumptions are made to provide a foundation for the study and ensure that it remains focused and manageable. These assumptions include:

1.8 Definition of Keywords
The following key terms are defined based on their relevance to the research The following key terms are defined according to their relevance to the study's findings in order to assure uniformity and clarity in the research investigated.

1. **Brand Equity:**
Brand equity refers to the value that a brand adds to a product based on consumers' perceptions, associations, attitudes, and experiences with the brand. It encompasses elements such as brand awareness, brand image, consumer loyalty, and perceived quality. A brand with strong equity is generally associated with higher consumer trust and willingness to pay a premium for its products (Aaker, 1991; Keller, 2001).

2. **Brand Loyalty:** Brand loyalty is the degree to which a consumer consistently prefers one brand over others and demonstrates a commitment to repurchase or recommend that brand to others. Loyal customers tend to exhibit repeated purchasing behavior, resistance to switching to competitors, and advocacy for the brand (Dick & Basu, 1994).

3. **Perceived Quality:** Perceived quality refers to the consumer's overall judgment about the excellence or superiority of a product relative to competing products, based on attributes like durability, design, functionality, and material. In the fashion industry, perceived quality often extends beyond tangible attributes to include factors such as fit, comfort, and the brand's reputation (Zeithaml, 1988).

4. **Customer Satisfaction:** Customer satisfaction is defined as the extent to which a product or service meets or exceeds consumer expectations. In this study, customer satisfaction reflects the consumer's emotional response to their overall experience with a fashion brand, including factors like product quality, customer service, and the shopping experience (Oliver, 1999).

Purchase Intention:
The easiest way to define purchase intention is as the probability that a customer will make a future purchase of a certain good or service. Although it can happen even in the absence of a real purchase, this is seen to be a close approximation of actual purchasing behavior (Ajzen, 1991). Brand association, perceived quality, perceived delight,

and perceived brand commitment are some of the characteristics that influence intent to buy.

Fashion Industry:
The development, marketing, and design of clothing, accessories, shoes, and other textile products are all part of the fashion business. In particular, the sector is very susceptible to shifts in cultural norms, trends, and consumption preferences as well as shifts in the seasonality of fashion trends (Pereira, 2011).

5. Brand Image:
Brand image refers to the overall perception that consumers have of a brand, formed by associations with its name, logo, and marketing. Messages, and consumer experiences. In the fashion industry, brand image is closely tied to factors like luxury, prestige, lifestyle, and status (Keller, 2003).

Brand Associations:
The qualities, features and behaviours that consumers tend to identify with a brand are known as brand associations. According to Aaker (1991), they may be divided into two categories: soft components, which are intangible aspects of a brand like personality and reputation, and hard components, which are the concrete characteristics of a brand like product attributes and packaging glance.

6. Brand Awareness:
Brand awareness refers to the extent to which consumers are able to recognize or recall a brand when given the opportunity. In the context of fashion, higher brand awareness often correlates with increased trust and consumer loyalty, as customers are more likely to choose brands they are familiar with (Keller, 2001).

These definitions clarify the key concepts that drive your study and ensure a common understanding of terms among readers. The assumptions provide a context for the research methodology, highlighting the underlying premises that guide the study. Let me know if you need further elaboration on any of these points.

2. LITERATURE REVIEW:
A literature review's main goal is to examine and comprehensively clarify the essential sources in the subject of specialized exploration. The fundamental goal of posing questions and discussing the study is to give a general overview of the appropriate body of knowledge. Posing inquiries with regard to apotheosis and updating them up to date with cutting-edge theories, conceptions, hypotheses, and methods, as well as predictions for the future the project description has been reinforced by the incorporation of citations from numerous of academic sources. According to the in the context of this business where they learn how to study and mark the benchmark in the relevant domain and meadow, (SK Khan, 2021) This chapter will thus start with a quick description of the impact of these tactics on how to make people subservient, reliable. and faithful and demonstrate its relevance on industry, describe the goal of the connection that CS has with the closest and mark able impression by means of integration with PI.Ajzen (1991) developed the Theory of Planned Behavior (TPB), which serves as the theoretical foundation for this study on how brand equity affects Pakistani Generation Z consumers' loyalty and purchasing patterns. TPB asserts that behavioral intention and behavior are recognized to be determined by attitudes, subjective norms, perceived behavior control over act, and intention. This study uses TPB to investigate how consumers are impacted by brand equity, which is measured by perceived quality, trust, and brand associations. Perceived control or perceived behavioral control are examples of considered self-organized variables that are connected to Perceived social pressure, which considers social pressures like friend and cultural recommendations, perceived power, which considers a consumer's ability to buy these brands, and perceived control, also known as perceived behavioral control, are all considered self-organized factors. Using these elements, the study aims to identify the psychological elements affecting the loyalty and buy propensity of the Generation Z group, which makes up a sizeable portion of Pakistan's e-commerce market. (W Ozuem, 2021) Favorable opinions of high-equity brands, perceived social pressure, which considers peer and cultural recommendations, and perceived power, which considers a consumer's capacity to buy these goods. The study predicts that brand equity will increase positive attitudes toward the brand, align with cultural norms and beliefs, and eliminate obstacles to brand purchases, increasing customer loyalty and brand preference.

The TPB's broad framework allows for a thorough analysis of these links while accounting for the demographic and cultural traits of the Generation Z population under study in developing nations like Pakistan. Brand equity is a key factor in building strong consumer relationships, particularly in competitive industries like fashion. Aaker (1991) define (W Ozuem, 2021) s brand equity as a set of brand assets that positively influence consumer perceptions and behaviors. Strong brand equity leads to heightened brand loyalty, where consumers repeatedly choose the brand over others, driven by emotional attachment, trust, and perceived value. Keller (2001) highlights that brand awareness and brand associations are integral to brand equity, helping consumers recognize and relate to the brand, thus fostering loyalty.

Perceived quality is a crucial element of brand equity, especially in the fashion industry, where product attributes like design, craftsmanship, and materials heavily influence consumer preferences. (AA Aufa, 2023) Suggests that perceived quality is a significant determinant of consumer loyalty, as it shapes consumers' overall brand perception. High perceived quality enhances brand reputation, which strengthens brand equity and further drives customer loyalty. In fashion, where consumers often associate product quality with status, perceived quality is a key driver of purchase intentions (BT Khoa - Journal of Asian Finance, 2020).

Purchase intention, which refers to the likelihood of a consumer purchasing a product, is influenced by several factors, including brand equity, customer satisfaction, and perceived quality. According to , purchase intentions are strong predictors of actual behavior. In the fashion market, where emotional and social factors play a large role, purchase intention is not only determined by the functional aspects of the product but also by the consumer's attachment to the brand. Strong brand equity, coupled with high satisfaction and perceived quality, significantly increases consumers' purchase intentions (PA Pinto, 2021) The literature highlights the interconnectedness of brand equity, brand loyalty, perceived quality, customer satisfaction, and purchase intentions. In the fashion industry, these factors work together to enhance consumer engagement, with customer satisfaction serving as a critical mediator. Understanding how brand equity influences consumer behavior and purchase intentions is essential for brands aiming to strengthen their market position and drive long-term success. (P Cuesta-Valiño, 2022)

2.2 conceptual model:
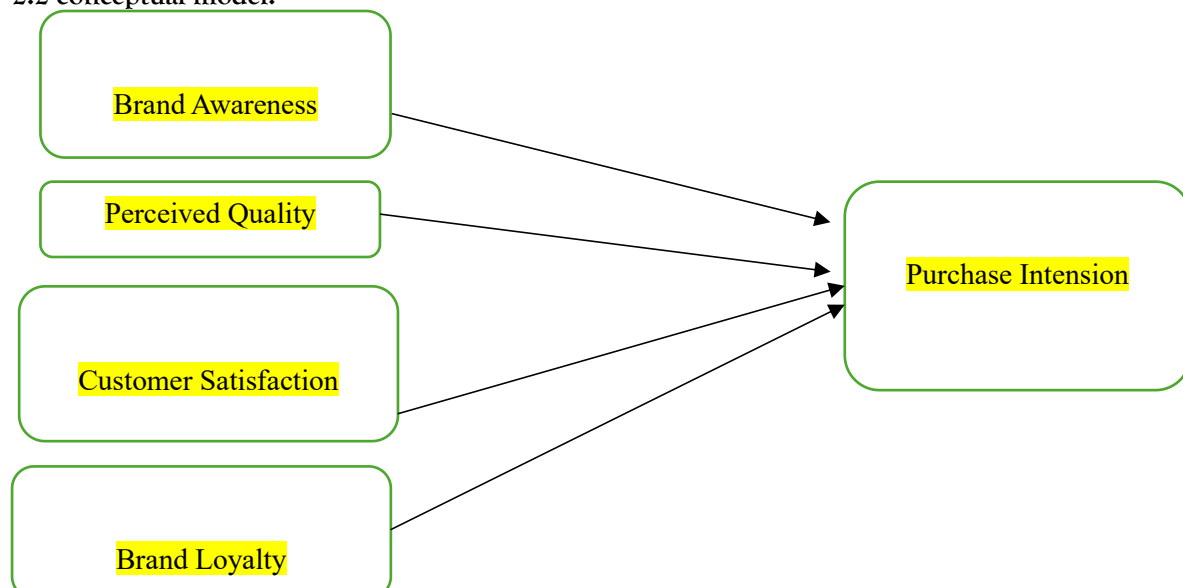
3. Research Methodology
3.1 Research Design

The suggested investigation framework explains the method of inquiry and process that will be used to figure out the link between brand equity and customer loyalty as well as purchasing behavior in the fashion industry. This section describes the study's research methodology, data gathering strategy, and analytic techniques This study uses a quantitative research approach since

it tests hypotheses and establishes correlations between different variables. Four key traits are brand equity, perceived quality, customer happiness, brand loyalty, and purchase intentions. Quantitative communication research is especially well-suited for accurately measuring these aspects. The study's goal is to calculate the extent to which brand equity affects customer loyalty and

The research follows **a descriptive-correlational approach.** It aims to describe the relationships between brand equity, brand loyalty, perceived quality, customer satisfaction, and purchase intentions, as well as to identify how these variables interact with one another. By using correlational analysis, the study will test the strength and direction of the relationships between these constructs.

- **Population**

The target population for the study is defined, describing the group of consumers from which data will be collected. The population represents the broader group of individuals who fit the criteria for the study and whose behaviors, attitudes, and perceptions are being examined. The target population for this study consists of **fashion consumers** who actively purchase clothing, footwear, accessories, or other fashion-related products. The focus is on consumers who engage with well-established fashion brands—brands with strong brand equity and market presence, particularly in urban markets

The target population can be described by the following characteristics:

- **Age:** The study will target adults aged 18 to 45 years, as this group is the primary consumer segment for fashion brands and represents a wide range of consumers, from younger trend setters to more mature buyers who value quality and brand reputation.

- **Gender:** Both male and female consumers will be included, as the fashion industry serves diverse gender markets, and the study aims to capture a broad perspective on brand equity, loyalty, and purchase intentions across genders.

- **Geographic Location:** The study will focus on urban consumers, particularly in regions where fashion brands have a significant market

presence, mers are likely to be familiar with and actively engage with well-known fashion brands.

- **Income Level:** The study will include consumers across various income levels, with a focus on middle to high-income groups who have purchasing power and are more likely to engage with branded fashion products. However, consumers from a variety of income brackets will be included to offer a holistic view of fashion consumption.

- **Shopping Behavior:** Consumers who have purchased fashion items (clothing, shoes, accessories) from major brands within the past 6 months will be included in the study. This ensures that participants are recent buyers who are familiar with the brand selection and are able to provide relevant insights about brand equity, loyalty, and purchase intentions.

3.3. Sample Size

The demographic population this study will focus on is centered on industry. We were working on a probability-sampling test to get the best conclusion, and in order to do that, we provided each participant a chance based on his or her perception, qualities, and behavioral changes. . The simple random sample techniques was using there which saves the time and serve properly with the definite results from the several organization of the target audience and create a online survey which was convenient to all who were participated for it.from the productions we got (450) participants are the consumers who purchase branded fashion products in urban markets.

3.4. Sampling Technique

The partially periodic method of reaching the members of the sampling population is referred to as the sampling procedure. The study will employ the probability sampling approach, which selects the sample by simple random sampling, to increase the sample's validity.

The Likert scale approach was used to create the questionnaire, which was used as a data collection and analysis tool. In order to obtain prompt answers, the participant posed a closed-ended question using a Likert scale. Utilizing the above-mentioned data collection process, we have described in the following parts how to best gather results as the result of various constructions used

for this study. Additionally, responding to these kind of questions facilitates comprehension of the provided statistical data. Stated differently, we will possess the necessary knowledge for it and may even be the information source. The survey which we carried out are based on the close-ended questions around 20 questions of IV (independent variables) and appending 5 Questions of DV (dependent variable) which construct the lump sum of 25th total amount of the questions these interrogative embrace the celebrity enhancement and implement it on the working criteria in the mind of consumers. Responded of the online survey were all those who are working in the textile industry and they know all their circumstances of their fields. To fill the survey and take the outcomes we have taken three (3) to four (4) weeks.

3.5. Variables
Independent Variables:
1. **Brand Equity:**
o **Definition**: Brand equity refers to the value that a brand adds to a product, based on consumer perceptions, associations, and experiences. It includes elements such as **brand awareness**, **brand image**, **brand associations**, and **perceived quality**.

o **Role in the Study**: Brand equity is considered one of the primary independent variables in this study. It is hypothesized to influence consumer loyalty and purchase intentions. A brand with high equity is more likely to foster customer loyalty and encourage repeat purchases due to its strong market presence and positive consumer perceptions.

2. **Brand Loyalty:**
o **Definition**: Brand loyalty refers to the consumer's consistent preference for one brand over competing brands, reflected in repeat purchases and advocacy.

o **Role in the Study**: Brand loyalty is an independent variable because it is expected to influence the dependent variable, purchase intention. Consumers who are loyal to a brand are more likely to intend to purchase from that brand in the future.

3. **Perceived Quality:**
o **Definition**: Perceived quality is the consumer's judgment about the overall excellence or superiority of a product, relative to alternatives. In the fashion industry, this may include attributes like design, fabric, durability, and brand reputation.

o **Role in the Study**: Perceived quality is another key independent variable that influences brand equity and customer satisfaction. High perceived quality strengthens brand equity, boosts customer satisfaction, and drives consumer loyalty.

4. **Customer Satisfaction:** Customer satisfaction is the consumer's overall emotional response to their experience with a product or brand. It is the degree to which a product or service meets or exceeds consumer expectations.

o **Role in the Study**: Customer satisfaction is hypothesized to mediate the relationship between brand equity and purchase intention. Specifically, brand equity is expected to influence satisfaction, and satisfaction, in turn, is expected to enhance consumer loyalty and purchase intentions.

Dependent Variable:
5. **Purchase Intention:**
o **Definition**: Purchase intention refers to the likelihood or willingness of a consumer to buy a product from a specific brand in the future. It is a measure of how likely a consumer is to make a purchase based on their perceptions of the brand, product quality, and satisfaction.

o **Role in the Study**: Purchase intention is the dependent variable in this study. It is influenced by the independent variables (brand equity, perceived quality, brand loyalty) and the mediating variable (customer satisfaction). The study aims to explore how these factors collectively impact a consumer's intention to buy fashion products.

3.6 Hypothesis:

H1	Brand awareness has a significant positive effect on purchase intention.
H2	Perceived quality significantly influences purchase intention.
H3	Customer satisfaction shows the positive relationship purchase intention.
H4	Brand loyalty positively influences purchase intention.

3.7 Plan of Analysis:

1. Descriptive Statistics

Descriptive statistics will be the first step in analyzing the data. This will provide an overview of the sample characteristics, including demographic variables such as age, gender, income level, and shopping behavior. It will also summarize the key variables in the study.

2. Correlation Analysis

Prior to doing further studies, the survey instrument's reliability will be assessed by employing Cronbach's Alpha in the current study. For each construct this test will evaluate the survey's observed items' dependability. Any Cronbach's Alpha score above 0.70 will be declared acceptable, indicating that each scale's elements appropriately capture the concept that is being evaluated.Correlation analysis will help identify whether significant linear relationships exist between the variables and how strongly these variables are related to each other.

4. Multiple Regression Analysis

Multiple regression analysis will be used to examine the direct and indirect effects of the independent variables (brand equity, perceived quality, and brand loyalty) on the dependent variable (purchase intention). The regression models will test the hypotheses about how these variables predict purchase intentions and assess their relative importance.

5. Analysis of Variance (ANOVA)

To examine whether there are significant differences in brand equity, perceived quality, customer satisfaction, and purchase intentions across different demographic groups (e.g., age, income, gender), **Analysis of Variance (ANOVA)** will be used. ANOVA will help determine if these variables vary significantly across categories of demographic groups, which can provide insights into how these factors influence consumer behavior in the fashion industry.

3.8 Software Used

The analysis will be carried out using SPSS statistical software program, which has provide the necessary tools for data manipulation, statistical testing, and hypothesis testing.

4.1 Results and findings:

Here, we deploy a number of approaches to expose the profiles of the respondents, including their names, ages, genders, and departments, places of employment, and firms where they are employed in the same industry. Their e-mail address, educational history, and credentials are all listed there. Around 274 individuals have been participated which had done MBA, most of having equallincy to M-PHILL, and practicing in the same field as we are investigating.

4.2 Demographics:

GENDER:
    Male: 118
    Female : 133

AGE:
    22 - 30
    31 – 40
    Above -40

EDUCATION:

    Undergraduate:52

Graduates:103	
Postgraduates:52	

No strict guidelines or gender discrimination have been implemented in this area to get demographic statistics.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

Reliability Statistics

Cronbach's Alpha	N of Items
.741	5

Reliability Statistics

Cronbach's Alpha	N of Items
.817	5

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

Reliability Statistics

Cronbach's Alpha	N of Items
.777	5

Performing the reliability test on the statistical software programmers for the social sciences (SPSS), we have found that all of our constructs have high scores of 0.7 or above, indicating that all of our questions are reliable.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BA1	250	1	5	2.28	1.209
BA2	250	1	5	2.16	1.247
BA3	250	1	5	1.94	1.101
BA4	250	1	5	1.93	1.113
BA5	250	1	5	2.20	1.208
PQ1	250	1	5	1.86	1.084
PQ2	250	1	5	2.14	1.198
PQ3	250	1	5	2.36	1.241
PQ4	250	1	5	2.47	1.280
PQ5	250	1	5	2.72	1.334
CS1	250	1	5	2.34	1.222
CS2	250	1	5	2.31	1.241
CS3	250	1	5	2.11	1.186
CS4	250	1	5	2.29	1.245

CS5	250	1	5	2.34	1.246
BL1	250	1	5	2.28	1.207
BL2	250	1	5	2.05	1.174
BL3	250	1	5	2.16	1.177
BL4	250	1	5	2.18	1.212
BL5	250	1	5	2.03	1.112
PI1	250	1	5	2.27	1.214
PI2	250	1	5	2.20	1.233
PI3	250	1	5	2.16	1.193
PI4	250	1	5	2.40	1.273
PI5	250	1	5	2.12	1.194
Valid N (listwise)	250				

Descriptive statistics of 250 respondents on specific variables which correspond to different survey constructs—are therefore considered in the table. In order to minimize and maximize, all of the variables use the same sample size (N=250), which also makes the range from 1 to 5. This indicates that the average answer varies by item, with the mean for the items ranging from 1.93 (BA4) to 2.77 (PQ4). It was mentioned that all of the responses were moderately varied by the standard deviation values, which ranged from 1.010 to 1.334.

Correlations

		Brand Awareness	Percieved_Quality	Customer Satisfaction	Brand loyalty	Purchase Intension
Brand Awareness	Pearson Correlation	1	.658**	.651**	.695**	.642**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	250	250	250	250	250
Percieved_Quality	Pearson Correlation	.658**	1	.754**	.648**	.680**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	250	250	250	250	250
Customer Satisfaction	Pearson Correlation	.651**	.754**	1	.719**	.685**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	250	250	250	250	250
Brand loyalty	Pearson Correlation	.695**	.648**	.719**	1	.750**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	250	250	250	250	250
Purchase Intension	Pearson Correlation	.642**	.680**	.685**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	250	250	250	250	250

The table is used to present a correlation matrix that shows how strong and significant the relationships of a number of constructs are in a given study. All the relationships are positive with high significance levels giving confidence that there are meaningful associations between the constructs. For this category, the largest correlation is found between two closely related constructs which is further indicative of a strongly positive effect. Also, several constructs have moderate to high level of relationship where they may all affect or relate to overall outcome. Consequently, these findings illustrated the significance of such interconnections in analyzing consumers' selected behaviors and decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799ᵃ	.639	.633	.53792

The main concepts of regression analysis and the overall predictive power and efficiency of the independent variables on the dependent variable are provided in the table. The findings show a

strong correlation between the predictors and the outcome, which is also reflected in the R Square value, which shows that the predictors account for a comparatively high percentage of the variation. In this instance, an adjusted R Square value is calculated to ascertain the model's true explanatory power because there aren't many predictors. The standard error of the estimate quantifies the likelihood that the expected totals would differ from the observed ones.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.465	4	31.366	108.401	.000^b
	Residual	70.892	245	.289		
	Total	196.357	249			

The table provides ANOVA analysis of a regression model with the outcome measure of variance decomposed into regression and residuals components. The sum of squares refers to the total variability together with part of it accountable to the regression model. The degrees of freedom (df are distributed between the predictors and the residuals, equaling the number of predictors and the number of observations.

The mean square values are stands for average deviation in case of regression and residual respectively. When F-value is high then it has better or significantly better than zero model for predictor for the community. The value of Sig. at .000 signifies an acceptable level of significance, meaning that the whole set of predictors have a joint influence on the outcome variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.267	.103		2.583	.010
	Brand_Awareness	.104	.059	.102	1.751	.081
	Percieved_Quality	.240	.064	.233	3.732	.000
	Customer_Satisfaction	.126	.063	.132	1.989	.048
	Brand_loyalty	.424	.060	.433	7.043	.000

The table shows the estimates of a regression equation, which means the extent to which the predictors given are associated with the outcome. It comprises unstandardized coefficients (B) that show the change in the outcome variable for a one unit shift on the predictor variable The table also gives standard errors that assess the variability of coefficient estimates. The standardized coefficients (Beta) enable a reader to make another comparison of the influence of a predictor. The t-values and the accompanying significance levels or Sig. levels show if any predictor contributes to the model or not. Lower p-values of the predictors mean statistical significance which in this context means the predictors have a true effect on the result. It is a value of the outcome that was predicted when all of the predictor variables are set to zero.

4.3 Assessment summary of Hypothesis:

Variable	Sig	Empirical Conclusion
Brand Awareness	0.081	Not Accepted
Perceived Quality	0.000	Accepted
Customer Satisfaction	0.048	Accepted
Brand Loyalty	0.000	Accepted

Discussion:

The research investigation uncovers a number of noteworthy data on consumer behavior trends in the fashion sector. This supports the idea that brand-related criteria, including as quality, degree of brand identification, and fulfillment from the purchasing experience, continue to perform a significant role in customers' decision-making. According to the study, buyers are more likely to make repeat purchases when they have a favorable opinion toward the brand and the personality and quality of the goods they are purchasing.

The classification of customer satisfaction as one of the factors relevant to the relationship between brand image and consumer purchase intention is one intriguing study finding. Customers become devoted patrons not just because they are pleased with the product but also because they trust the brand, which is crucial in the fiercely competitive fashion business. These findings also show that consumers are willing to pay more for goods that

give a high-quality overall experience as well as high-quality brands, materials, and designs The results, however, indicate that while brand awareness helps businesses establish their brand in the marketplace, they also highlight the need for more than just brand recognition to develop purchase intentions because of the high prevalence of organized forcing factors that require businesses that provide high-quality services to deliver high-quality brands and provide customers with positive experiences. Realizing that consumers expect considerable and psychological advantages from the clothing they buy, it is clear that beauty does not drive sales in the apparel sector.

The study's other major discovery is the strong positive association between customers' loyalty and their perception of product fulfillment. Customers not only continue to buy more, but they also refer the brand to other customers, which is a special tactic to ward off rivals. In order to establish enduring ties with their target market, clothing manufacturers must now make a concerted effort to invest in quality and consumer approaches. The research showed that a significant amount of the diversity in purchasing behavior can be explained by the suggested model of perceived product excellence and customer happiness, and the statistical findings confirmed the requirements. As a consequence, the verified findings provide strong evidence in favor of the ideas that customer trust and affective interconnection are key components of fashion niches' commodities.

The results specificity is further supported by the demographic analysis, which showed that buyer behavior is consistent across the majority of groups. This is relevant because it proves that young consumers have the same expectations for products as their older counterparts, that gender is irrelevant, and that their purchasing decisions are influenced by factors such as satisfaction with customers, product quality, and customer experience. Given the degree of competition and the emotional component of fashion consumption, only businesses that can capitalize on these expectations stand a chance of building a loyal customer base.

CONCLUSION:

It succeeds in mapping the complex interplays and processes underlying consumption in the highly saturated context of fashion, and provides steer with attendant implications for enchanting more lookers into buyers and making them loyal. Based on the research study outcomes, the results of the research study indicate that one of the key elements driving a customer's recurring buying habit is creating a great customer experience. Customers who are completely happy with a brand on a physical and psychological level are more likely to stick with it, which promotes sustainable company growth.

Additionally, the findings demonstrate that while visibility and recognition are important factors, they are inadequate on their own. A business must consistently provide high-quality products and services that complement the lifestyle of its customers if it hopes to be successful. Building trust and dependability via continuous delivery is essential to creating enduring interactions with customers. As consequently, the analysis also distinguishes and emphasizes the necessity of meeting a variety of demands, including emotional, aesthetic, and utilitarian ones. Only those that can successfully combine quality, style, and consumer satisfaction will likely be able to acquire a sizable market and eventually increase the percentage of the market over time in this fiercely competitive and fashion-conscious business. These demographic results support the preceding overall conclusions and extend them to virtually all consumer segments. It is evident that the core needs of buyers regardless their age or gender are to gain value, reliability and satisfaction. Thus, companies that have better results in those aspects are capable of developing a loyal customer base as well as beating competitors. With all factors considered, this study shows that firms hoping to maintain their success in the fashion industry must offer value propositions that will give consumers an engaging and satisfying experience. By providing dependable additional value to consumers and fostering customer pleasure, they may increase market identity, foster client loyalty, and ultimately achieve success over the long run.

Recommendations:

Brands must concentrate on techniques that boost client loyalty and generate characteristics that would inspire customers to buy more of that product since the fashion industry is under tremendous pressure to change quickly. One of

the main learning management requirements for building brand equity is to satisfy the functional and affective demands of service users. To ensure a lengthy existence in a competitive environment, it is also imperative to understand the objectives of your consumers and offer them consistent value that attracts to a larger audience. The following practical suggestions have been set made in light of the research's findings:

• **Enhance Product Quality:** Focus on quality by improving form, material, and finishing to meet buyer needs and create enabling perception.

• **Improve Customer Experience**: Offer excellent customer service both online and in-store to remove obstacles and guarantee a positive shopping experience.

• **Strengthen Emotional Engagement**: Develop marketing campaigns that can evoke strong feelings in customers by aligning a company's actions with their desires and beliefs.

• **Establish Loyalty Programs:** Make use of the loyalty concept, give coupons to current customers, and offer limited availability to make sure they are compelled to buy your products repeatedly.

• **Leverage Consumer Insights:** Collect primary data from the purchasers and repeat the procedure frequently to stay on top of any potential changes with the clients.

• **Expand Digital Presence:** By concentrating more on Internet marketing, social media activity, and endorsements from influential people, there is a chance to raise brand awareness while utilizing the company's strengths.

• **Encourage Consistency Across Channels:** To build confidence in market place and various distribution channels, maintain consistency in your product's design, messaging, and quality.

• **Encourage Community Involvement:** Share product details on user-generated content and consumer reviews to elevate the brand's reputation.

• **Conduct Longitudinal Studies:** Evaluate sustainability initiatives by analyzing their consequences in terms of consumers' behavior and business performance in order to generate more comprehensive understanding of their efficiency. As it will be seen these recommendations help the stakeholders to foster sustainable consumption and promote environmental conservation as well.

• **In the future,** utilizing these IV AND DVs would help people in bringing their relationships the ideal and beneficial orientation.
• Increasing the sample size will make it quicker to get the required and acceptable statistics.
• To reach the ultimate goal, it is necessary to highlight the correct info to provide with individuals related to the topic.

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