Impact of Brand Name on Purchase Intention: A Study on Clothing in Karachi, Pakistan

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This research revolves around those important factors which are making consumers brand conscious in Pakistan. It will also impart the significance of key factors and their impact on the purchase intention of the customers. The era is strong in the branding world. Due to continuous changing and fickle trends in the advancement of technology, many businesses have modified their products and strategies just to satisfy their customers and keep their brand alive and of high value in the market. In the current era, many people have become brand conscious and think wearing brands will make them different and unique in their social circle. If we talk about brand awareness among the people of Pakistan, then it is the outcome of brand preference. Multiple brands have emerged in Pakistan in the last decade and this makes the competition fierce among different giant clothing brands. Thus, the main problem of my research will figure out the reasons behind the increase in brand awareness among the people of Pakistan. The study will provide a legitimate analysis of the reasons behind brand awareness and magnify the understanding of the current awareness regarding brand in the Pakistani context. This research project will also have a greater significance for the Pakistani entrepreneur to establish those strategies and mechanisms which can help them to understand the behaviour of the Pakistani consumer in a more effective way.

Key words: *Market Leader, Purchase intention, Consumer's Perception, Trust, Satisfaction. Price of the Product, Advertisements*

INTRODUCTION

Overview

People express their character identification in unique ways and the most important manner is apparel. Someone's self-notion is pondered via his clothing and brand preferences and it indicates how a person would like to be. Garb is taken into consideration to be a typical device of aesthetic self-control, its miles used to beautify one's public self. The garb sector has flourished tremendously in the last few decades and as a result, many national and international brands have evolved in Pakistan. These organisations are doing their best in grabbing the largest market share in the local market and have revised and reformed their traditional tactics to cater to maximum customers and build their hegemony among their competitors. Moreover, it exemplifies that entrepreneurs make use of brands as the principal factor of differentiation to the advantage of aggressive benefit on different competition, gambling being an imperative function in the triumph of companies. The brand has a splendid significance in the purchaser's existence. The study reveals that those purchasers who are brand loyal usually trust these brands the same way as they trust their friend and close ones to minimise and diminish uncertainty and other related problems.

The era is strong in the branding world. Due to continuous changing and fickle trends in the advancement of technology, many businesses have modified their products and strategies just to satisfy their customers and keep their brand alive and of high value in the market. Being only reactive is not a choice anymore. To sustain themselves in the market place, many businesses have implied new strategies and excellent efforts by creating superior and innovative alternatives for their customers.

The competition is furious and the margin for mistakes can only be minimised by the inclusion of new innovative products. Talking about the continuously changing trends, innovation is classified as the key component in these markets. But at the same time, it has its complexities which results in high cost. Market leadership can only be achieved by way of great management skills, visionary approach, and hard work. It is a mixture of all these factors which results in the long-run success of the organisation.

Every person has a unique way of expressing his or her personality through clothing. Many people are closely following today's trends when it comes to clothing. Pakistan has a successful increasing economy and its textile industry has immensely developed in recent years. The increasing consumption of clothing and the emerging brands has made feasible foreign as well as local brands to give services to its customers.

PROBLEM STATEMENT

A major shift has been observed in our textile industry due to the changing trends and dynamics of the modern era. These trends are transforming very quickly in Pakistan. Back in the 1970 and 1980 era, there has been no such consciousness for clothing brands as they are these days. Our textile industry has seen fickle advancement in the 21st-century era. Many people have become brand conscious and think wearing brands will make them different and unique in their social circle (Baron, et al. 1986). If we talk about brand awareness among the people of Pakistan, then it is the outcome of brand preference. Multiple brands have been emerged in Pakistan in the last decade and this makes the competition fierce among different giant clothing brands. Thus, the main problem of my research will be to figure out the reasons behind the increase in brand awareness among the people of Pakistan.

BACKGROUND

The roles of store and brand names in consumers ' choice of a retail outlet was studied and it was concluded that a high-quality brand or high-quality store is sufficient to attract the customer to a retail store. (Catherine S, Vijalakshmi M, and R.Magesh 2013). Apropos of the topic, there are many reasons which make the brands 'The First Choice of the consumers'. The word 'brand' is these things. The perception of a brand is a unique identity of the product. People use different products with a label of distinctive brands such as in Pakistan the majority are associated with performance, quality, trust, and equity. So, the brand is the combination of people drink tea, but their preferences are different for choosing the products; some prefer Tapal, some prefer Lipton and some have other preferences. So is the case with clothing, people are so choosy in wearing dresses depending on their incomes as well (Bilal, G 2014). If we talk about Pakistan, so this country is also quite familiar with the brands. Pakistan, being a third world country has a successful growing economy and during recent years, the textile sector of the country has advanced tremendously.

Objectives of this Study

This research revolves around those important factors which are making consumers brand conscious in Pakistan. It will also impart the significance of key factors and their impact on the purchase intention of the customers. There are so many local and global brands present in the market. The textile industry of Pakistan is too famous and much more demanding around the globe. So, Pakistan's local brands are more famous not only in Pakistan but also in foreign markets.

Significance of this Study

The findings of the study will be beneficial for students, people related to the corporate sector, and most importantly for those young entrepreneurs who want to make their careers in the field of the textile industry. The study will provide a legitimate analysis of the reasons behind brand awareness and magnify the understanding of the current awareness regarding brand in the Pakistani context. Also, the study will provide knowledge about the perception of people regarding different brands, their quality and explains what changing trends are happening in the textile industry of Pakistan and what impact will these factors can create on the organisation's decision.

This research project will have a greater significance for Pakistani entrepreneurs to establish those strategies and mechanism which can help them to understand the behaviour of the Pakistani consumer in a more effective way.

The hypothesis of the Study

Ho1: Trust has an insignificant impact on Purchase Intention.
HA1: Trust has a significant impact on Purchase Intention.
Ho2: Satisfaction has an insignificant impact on Purchase Intention.
HA2: Satisfaction has a significant impact on Purchase Intention.

Ho3: Price has an insignificant impact on Purchase Intention.
HA3: Price has a significant impact on Purchase Intention.
Ho4: Advertisements have an insignificant impact on Purchase Intention.
HA4: Advertisements have a significant impact on Purchase Intention.

Definitions

BRAND NAME

A brand is a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Kotler, 1991, p. 442).

PURCHASE INTENTION

Consumer behaviour occurs when consumers are stimulated by external factors and come to a purchase decision based on their characteristics and decision-making process. These factors include choosing a product, brand, retailer, timing, and quantity. This means consumers' purchasing behaviour is affected by their choice of product and brand marketing exists to

deliver more value to satisfy customers as well as build a long-term and mutually profitable relationship with customers (Tu Y.T. 2012).

LITERATURE REVIEW

The sampling technique was used for Chinese college students to understand the purchase intention toward foreign brand jeans. Perceived behaviour and face-saving attitude were found during the survey (Jin and Kang 2010). Survey-based research was carried out using a simple random sampling technique to discover the influence created by private level brands on retailing dealing in garments. The study implies that people were overt to change their brand preference if similar facilities and quality of products were provided. To prove it, two retail brands in Ahmedabad City were studied and it was found that people over there were ready to switch to any of the brands if it provided the same quality and trust as their brand delivered. (Memon, 2006). Secondary research was conducted to assess the influence of brand perceptions on the customer's retail experience. This was done through various past literature journals. The customer satisfaction factor was considered a top priority found during the survey. (Kamaladevi, B., 2010). Due to the usage of the convenient sampling technique, the Indian consumers for fashion apparels regarding the global and local brand available in the apparel industry was focused upon. Clothing interest and wearing patter were based on income and brands and influenced the people to purchase the latest fashion dresses. (P. Vikkraman; and N. Sumathi, 2010). A questionnaire was developed to figure out the determinants which affect the consumer's preferences for private level brands. Social media has quickly changed the contemporary marketing approach. It has established a connection between marketers and other consumers, creating new possibilities and opportunities to increase consumer brand awareness (Dehghani, M., & Tumer, M. (2015). From the research, it was inferred that demographic factors like occupation and social class of consumers have no relation in selecting the private level brands. It also deduced from the study that brand image, sales promotion offers, design and atmosphere of the store are considered as basic characteristics which affect consumer intention of buying products for private level brands (Krishna C. V, 2011).

Store promotional activities influenced the people in the big branded shopping malls. People get attracted to promotional activities. We live in an aging society, thus, businesses need to develop a solid understanding of the older consumer (Moschis, Curasi, and Bellenger, 2004). To find out the process of in-store decisions of shoppers in a leading apparel showroom, survey-based research using a simple random sampling technique was carried out. The study also explained that there exists a strong relationship between in-store merchandise and intention to purchase apparel. Moreover, it suggested that there exists a strong relationship between in-store merchandise and intention to purchase apparel. The study was carried out by using a random sampling technique for understanding the buying behaviour of senior citizens. Consumer buying behaviour is related to the Pakistani environment and highlights the factors that highly influence consumer involvement (Zeb H., et al 2011). Senior citizens have their pattern of shopping with their mind-set. It was also found that they were very price conscious

and too adamant to switch brands. It was further found that senior citizens wanted to be privileged and have feelings of respect (such as valet parking, delivery assistance, carry-out assistance, and refund policies). They also need assistance to understand new product features. Different countries' people have also different trends to follow for their buying behaviour; a survey-based research using a convenient random sampling technique was carried out. The study revolves around the success of specialty retailers in international markets. The success is conditional upon the understanding of culturally defined values, standards, and behaviour that affect the purchase decision of consumers and their consequences of approval of services and products. It also explains the difference regarding product quality, product assortment, and quality of customer service aroused due to the customer's perception. (Hyllegard, Eckman, Descals, and Borja, 2005). A study was the mastermind for female consumers just to find out the importance of apparel store image attributes. Eight focus groups were selected to conduct qualitative research. The findings of this study indicated that two factors are characterised as the most important dimensions namely, products and clientelle. It also suggests that factors like service and physical facilities were least important. The importance of store image for apparel retailers cannot be disputed. In the highly competitive and dynamic apparel market, organisations endeavour to use all possible resources to gain a market share (Visser, Preez, and Noordwyk, 2006).

To find the impact of a wide range of variables on store brand purchases, a survey-based research was carried out using a convenient random sampling technique. It was found that familiarity, store brand loyalty, proximity, price-quality relationship, and intrinsic cues have positive effects on store brand proneness. It also explains the exploration (innovativeness and variety seeking) and extrinsic cues harm store brand attitude. (Monica Gomez and Angel Fernandez, 2009). A survey was also conducted to know the behaviour and thinking style of salesmen and shopkeepers towards consumers. Two departmental stores were selected to gauge the salesmen pattern of thinking Secondly, happiness and arousal significantly and positively influence patronage intention. Moreover, consumption emotion mediates between personnel service and patronage intention. (Min et al, 2003). The means-end chain analysis and laddering technique have been adapted for evaluating the data. Those comatose determinants of the purchasing intention have been researched by Amatulli and Guido, (2011) for fashion luxury goods. Luxury buying behaviour was constructed with cultural background, antecedents, buying process, and post-purchase consequences of luxury buying behaviour as its sub-constructs. Gender was identified as a moderating variable between antecedents of purchase and purchase behaviour. (Jain, V., Roy, S. and Ranchhod, A. 2015). A qualitative approach has been employed in collecting the data. A total of 40 in-depth interviews have been taken into account. The outcome shall be evaluated based on the behaviour and thinking patterns of the consumers. How do they perceive the brands and their promotional activities works (Husnain, M., & Toor, A. 2017)? A research was conducted in the context of retail outlets studying the consumer's perception of store windows and their shopping attitudes; the consequences of new technologies, more sophisticated management practices and the internet, TV, digital billboards and catalogues have all commonly been used in the advertising sector

(Kemal YILDIRIM, et al 2007). A questionnaire was designed based on Digital Pictures of Store Windows in which respondents rated as per their nature and perception. It was found that this seems to have a positive perception of flat windows on consumer's apropos fashion, merchandise, promotion et al. Electronic word-of-mouth corresponds to most potential areas for research in marketing in this era (Husnain, M., et al, W. 2016).

Research Methods

Methods of Data Collection

The study of finding the impact of brand awareness on purchase intention has been based on primary data. A structured questionnaire is the main tool in this study which will be used for data collection and analysis. Moreover, it is designed in such a way as to get the maximum information from the respondent. The questionnaire consisted of 12 questions; each having its importance. The questionnaire is bifurcated into two parts: part one targeting general questions regarding their choice, preference, and intention of buying branded clothes and the next part of the questionnaire comprises of those questions which will find out the impact of brand name, trust, pride, satisfaction, and advertisements on purchase intention. The behaviour- intention relation, and linking traits and attitudes to behaviour (Baron, R. M., & Kenny, D. A. 1986) were also studied.

Sampling Technique

This research has been carried out by using probability sampling as being preferable in conducting quantitative research. Selection of a random population is selected to provide equal chances of selection and getting more generalised outcomes. Randomly selected respondents have been asked to fill the survey questionnaire. The level of engagement of customers with the company's activities is measured about their degree of loyalty (Van Asperen, et al 2018).

The instrument of Data Collection

Closed-ended questionnaires have been used in this research as an instrument for recording and analysing data. The generation of the questionnaire lies in the concept of the Likert scale. To portray the outcomes of the questionnaires, SPSS software will be used to get complete and accurate results and also a simple relative percentage to show a comprehensive response.

Validity and Reliability of Study Test

A reliability quality test was executed to know the authenticity of straight out information gathered which is expected to interface as scale in regression consideration. It's representing the approximate values of Cranach's Alpha for factors and all are more noteworthy than 0.5

indicating falling in wellness criteria and it gives the reliability of data arrangement as dependent for additional assessable consideration.

Research Model Development

Theoretical Framework (*Source: Self Made*)
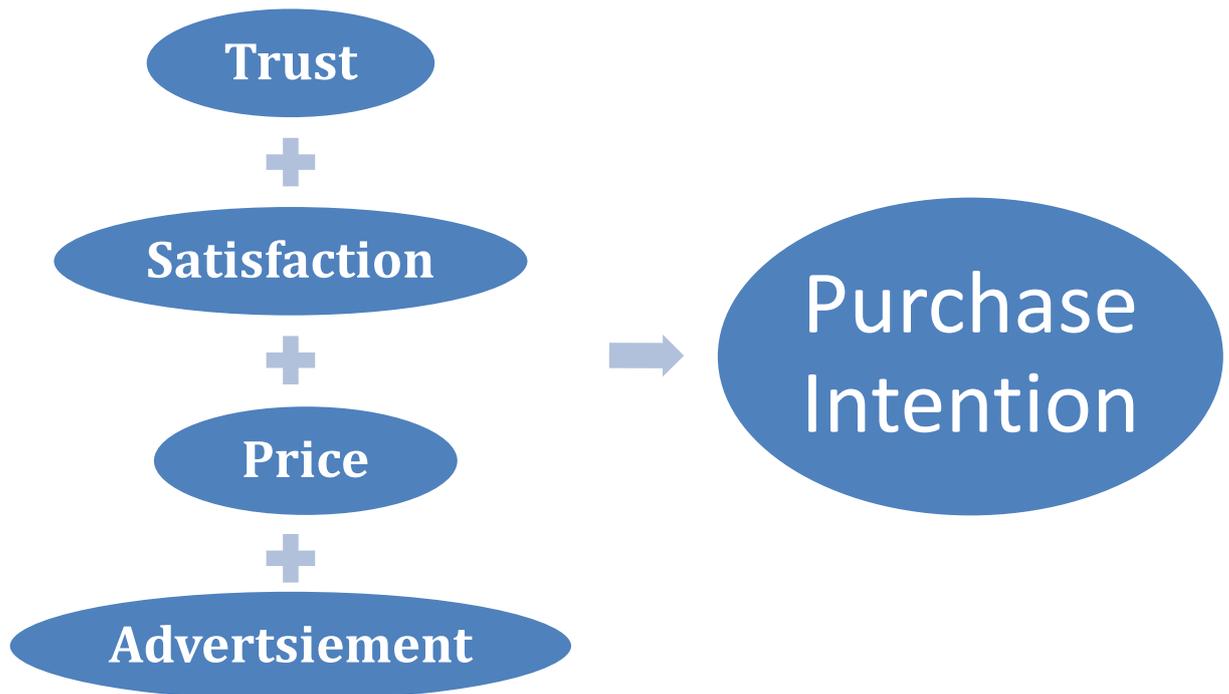
Statistical Model

Regression formula is used to find the results
$$INT = \beta_0 + \beta_1\,TR + \beta_2\,SAT + \beta_3\,PR + \beta_4\,ADV$$

Where,
PI = Purchase Intention (Dependent Variable)
β_1, β_2, β_3 and β_4 are coefficients
TR = Trust (Independent Variable)
SAT = Satisfaction (Independent Variable)
PR = Price of the Product (Independent Variable)
ADV = Advertisements (Independent Variable)

Statistical Techniques

The regression analysis has been applied as a statistical technique in finding the outcomes of this study. It will establish a stark relationship between brand name and purchase intention.

Results of the Study
Reliability and validity of Model

Interpretation of Reliability Test and ANOVA:

The reliability test is used to check the reliability of categorical data which might then be applied as scale in regression analysis.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.859	19

Table 1 demonstrates the estimation of Cronbach's Alpha (0.85) which is more than 0.5 demonstrating proper legitimisation of the dependability of the information arrangement. Along these lines, the information arrangement is solid for further measurable examination.

The responses of the survey were analysed with a T-test (one sample) utilising SPSS (19). The subsequent regression model has been applied for the statistical analysis: The integrity fit and dependability of the model may be tried using ANOVA and the estimation of Adjusted R square.

Table 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.815a	.664	.652	.40416

a. Predictors: (Constant), trust, satisfaction, price, advertisement

Table 2 demonstrates that by and large model give sensibly great clarification (estimation of adjusted R square) which is up to 66%.

Table 3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.486	5	9.297	56.919	.000b
	Residual	23.521	144	.163		
	Total	70.008	149			

a. Dependent Variable: Price intention

b. Predictors: (Constant), trust, satisfaction, price, advertisement

Table 3 demonstrates the consequence of the ANOVA test. The sig worth is under 0.05 and also F value (56.919) is moreover noteworthy demonstrating that the ANOVA test is critical

and thus the invalid theory for fairness of all methods may be dismissed. The ANOVA result implies the model fit for Regression.

Given the after-effects of the ANOVA and the Reliability test, the Regression model may be connected. We include here the Regression Model which has been created for our study:

Table 4 Coefficients

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.493	.227		2.174	.031
Trust	.449	.047	.671	9.610	.000
Satisfaction	-.067	.076	-.075	-.876	.382
Price	.150	.062	.162	2.432	.016
Advertisement	.276	.059	.307	4.662	.000

a. Dependent Variable: Price intention

Table 4 gives the consequences of the Regression Model. The model to evaluate the Performance upon the financial incentives because of endeavors of Essential factors would be as per the following: $INT = \beta_0 + \beta_1 TR + \beta_2 SAT + \beta_3 PR + \beta_4 ADV$

The mathematical statement (and the consequences of Beta coefficients in table 4) delineates positive sign which embraces the beneficial outcome of every one of the four Perspectives of Essential factors on the performance of financial incentives.

$INT = \beta_0 + \beta_1 TR + \beta_2 SAT + \beta_3 PR + \beta_4 ADV$

Hypotheses Assessment Summary:

Table 5: Hypotheses Assessment Summary

Hyp. No	Hypothesis	Beta Coefficient	Sig Value	Empirical Conclusion
1	Trust has a significant impact on Price intention	9.610	.000	Accepted
2	Satisfaction has no significant impact on Price intention	.477	.382	Rejected
3	Price has no significant impact on Price intention	2.432	.016	Rejected
4	The advertisement has a significant impact on Price intention	4.662	.000	Accepted

H1: Trust in adjusted scorecard model has a positive effect on Price intention.

The sig value (0.000) beta coefficient of Satisfaction is under 0.05 which reveals its importance.

H2: Satisfaction Perspective in adjusted scorecard model has noteworthy and no effect on Price intention

The sig value (.382) beta of Satisfaction is more than 0.05 which demonstrates that the test is noteworthy.

H3: Price Perspective in adjusted scorecard model has noteworthy and no effect on Price intention

The sig value (.016) beta of Price is more than 0.05 which demonstrates that the test is noteworthy;

H4: Advertisement in adjusted scorecard model has a positive effect on Price intention

The sig value (0.000) beta coefficient of Advertisement is under 0.05 which reveals its importance.

Summary of the Results:

The regression analysis has been applied as a statistical technique in finding the outcomes of this study. It will establish a stark relationship between brand name and purchase intention. The reliability test is used to check the reliability of categorical data which might then be applied as scale in Regression analysis.

The estimation of Cronbach's Alpha (0.85) which is more than 0.5, demonstrating proper legitimisation of the reliability of information organisation. Along these lines, the data arrangement is solid for further measurable examination. The answers of the survey were analysed with a T-test (one sample) utilizing SPSS (19).

The subsequent regression Model has been enforced for the statistical analysis: The integrity fit and dependability of Model may be tried using ANOVA and the appraisal of the Adjusted R square. Model Summary by and large gives sensibly great clarification (estimation of the adjusted R square) which is up to 66%. The consequence of the ANOVA test: The self-worth is under 0.05 and also F value (56.919) is moreover noteworthy demonstrating that the ANOVA test is critical and thus the invalid theory of fairness of all methods may be pulled away. The ANOVA result implies the model fit for Regression. Passed on the aftereffects of the ANOVA and Reliability test, the Regression model may be plugged in. We glue here the Regression Model which has been produced for our survey. The effects of the Regression Model: The model to evaluate the Performance upon the financial incentives because of endeavours of Essential factors would be as per the following:

Hypotheses Assessment Summary:

On the other hand, according to our research, it has been derived that the two observed hypotheses that are satisfaction and price have an insignificant impact on the purchase intention of university students of Karachi. It has been exposed through our findings that expected trust is an important ingredient in buying a branded cloth, so firms should work on the provision of greatest value in exchange for money.

CONCLUSION

Through this research, we have tried to analyse the trends in university going people to find the impact of the brand name on purchase intention. It has been revealed through our findings in this study that one of the most important factors which play a pivotal role in making a purchase decision is the brand name. However, the main objective behind this research is to

find out the main determinants of the brand name which influence the purchase decision of youth especially in Karachi, Pakistan.

After analysing, it has been concluded from the results that the trust and advertisement have a significant impact on purchase intention of university students of Karachi, Pakistan. Because when people trust the brand they will always be loyal to that brand as well as the firm. While on the other hand, when people get the expected value of their invested money they become more devoted to going for the particular brand again and again which also ultimately results in increased trust. Secondly, it has also been found that advertisements also have a significant impact on purchase intention; it plays its part by helping the target market to select the best available product in the market.

On the other hand, according to our research, it has been derived that the two observed variables that are satisfaction and price have an insignificant impact on the purchase intention of university going students of Karachi.

RECOMMENDATIONS

- Talking especially in the context of Karachi, marketers should emphasise more on strengthening their business relationships with their focus group. It will help them to gain and earn the trust of their target market which in turn will result in a long mutual relationship.
- The firms operating in Karachi should focus more on bringing innovation and uniqueness in their products/services. They should also work on providing these innovative products/services consistently. It will too pave their way in creating a trust factor with their target market.
- The firms should make sure that the product which they are portraying through their advertisement and promotion resemble the same content and quality while delivering to their customers. This will enable their customers to start trusting them more.
- It has been revealed through our findings that expected trust is an important factor in buying a branded cloth, hence firms should work on the provision of greatest value in exchange for money.
- The firms should ensure that they are charging that amount of product which they claim to be of best quality and reliability, as trust is an important factor in buying a product.
- Advertisements about new designs of clothes should be more pleasing and attractive as it is one of the major factors in attracting a large number of customers.
- The firms should implement the policy of constant research and development in which they search for different innovative products that distinguish them in the market and earn them a competitive edge over their competitors.
- Lastly, the final consumer who buys the clothes should be well satisfied with the product/services he/she received from the firms. Gaining a new customer is more expensive

than retaining a previous one; hence more attention should be spent on maintaining quality and trust.

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