

From Recognition to Purchase: Understanding the Role of Brand Awareness in Driving Consumer Behavior in Pakistan

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ABSTARCT

Brand awareness is said to be the prime ladder in generating differential positive image about the brand that can trigger consumer purchase intentions in Textile and clothing industry. The textile and clothing sector is expanding in a rapid pace; the youngsters seem to be the engine of change, accounting for around 32% of Pakistan population. The current study aims to assess the relationship between brand awareness and consumer purchase intentions with the role of brand image as a moderating variable in the textile and clothing sector of Pakistan. A structured questionnaire that was adapted from previous studies were distributed through emails and personally administered techniques among target group of customers by employing simple random sampling in universities, colleges, and sub-campus affiliated colleges in Dera Ismail Khan, Peshawar, and Malakand divisions. 320 survey instruments were processed through SPSS and AMOS 23 version. The findings revealed significantly positive relationship between brand awareness and consumer purchase intentions; that supports the first hypothesis of the study. The role of brand image as moderator divulged significant connection that indicates the moderation interaction effects of brand image between brand awareness and consumer purchase intentions. Therefore, the findings support the second hypothesis of the study that revealed that the brand image moderates the relationship between brand awareness and consumer purchase intentions. The findings of the study can assist corporate brand managers in devising their marketing communications that can generates maximum level of brand awareness. Potential researchers can incorporate the ladder-up augmented benefits in the existing model in glaring its impact on consumer purchase intentions. Future research can take other industries in assessing the impact of brand awareness on consumers purchase intentions in diverse socio-cultural settings.

Keywords: Brand awareness. Brand image. Consumer purchase intentions. Textile industry

INTRODUCTION:

Strong brands have the capacity to impart differential image on the cognitive perceptual thought processes of consumer (Zhou, Yuen, & Ye, 2022). Powerful brand image improves distinctiveness and influences consumer purchase decisions (Tasci, 2020). Branding has been widely acknowledged in emerging Asian markets. Much concerns has been devoted to the study of brand equity (Akbar, Mordhah, Kausar Takrim, Rafiq, & Tauqeer, 2023; Akbar, Yousafzai, & Akbar, 2023; Jethava & Kumar, 2022) and it has been glared by previous researchers from multiple perspectives (Akbar, Zeb, & Ahmad, 2017; I. R. Neelam Akbar Marwat, Dr. Jawad Hussain, Dr. Asma Perveen, 2022; Verma, 2021). According to the study conducted by Rojas-Lamorena, Del Barrio-García, and Alcántara-Pilar (2022) Brand image depicts the marketing effects idiosyncratically attached to the brand. There are two underlying stimuli for investigating the brand equity model and its impact of purchase intentions of consumers (Ebrahim, 2020); the first stimulus is based on financial motivations that is employed to determine the accounting value of specific brand (Pina & Dias, 2021); financial motivations describes the evaluation of brand assets in the balance sheet for mergers and takeover reasons in potential future (Fasha, Robi, & Windasari, 2022). The second

reason for examining brand equity phenomenon relies on strategic based motivations for improving the overall marketing productivity (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020).

As stated by Kumar and Ramana (2019) in an intense global competition, firms try to figure out the strategic concerns that can elevate their efficiencies on marketing expenditures. In the preceding context, brand managers should plan a thorough considerations to deeply indulged into examining consumer behaviour in order to make better decisions about their target population in positioning their valuable offerings (Algharabat et al., 2020). Brand image refers to the type of positive associations that resides in consumer memory (Shariq, 2018). As reported by Pina and Dias (2021) Brand image explains how the brand identities serve their functions. However, brand awareness helps consumers in recognition and memorising the brands during the purchase decision process (Datta, Ailawadi, & Van Heerde, 2017). Brand awareness is denoted by brand recall and brand recognition (Keller & Brexendorf, 2019); as narrated by Keller (2020) brand awareness depicts the rating of the specific brand in consumer's mind when they are exposed to number of alternatives in a choice set. Brand recognition is the consumers' confirmation of previous exposure and acquaintance when some cues are presented about the brands (Stukalina & Pavlyuk, 2021). Thus, brand recall refers to the consumer's ability to retrieve the information about specific product class (Ghafari, Ranjbarian, & Fathi, 2017).

Brand awareness plays key role in consumer purchase intentions for several reasons. Firstly, it is worthy that consumers think of specific brand among the host of available rivalry brands in a particular product family (Stocchi, Ludwichowska, Fuller, & Gregoric, 2021). In addition, elevating brand awareness increases the likelihood that the brand will be considered a part of choice set. Secondly, brand recognition and recall has profound effects on the purchase decisions of final product that helps in strengthening the brand associations in the minds of consumers (Ishaq & Di Maria, 2020). The main of the current research is to examine the impact of brand awareness on consumer purchase intentions; with moderating role of brand image between brand awareness and consumer purchase intentions in the textile industry of Pakistan. The current research has employed the brand resonance model developed by Keller (1993); the constructs that lies at the bottom of the pyramid were extracted from the brand resonance model namely; brand awareness that is composed of brand recognition and brand recall. The brand pyramid and its successive stages depends upon the successful accomplishment of the preceding stage (Anselmsson, Burt, & Tunca, 2017). The bottom of the ladder denotes the brand awareness (recognition and recall); it is associated with the power of brand node or traces in the minds of consumers; which reflects the consumer's ability to identify the brand under diverse circumstances (Duman, Ozbal, & Duerod, 2018). Extensive research has been done on the brand resonance model with reference to brand recall and recognition. However, rare studies have been conducted in textile and clothing apparel brands of Pakistan. Therefore, to fill this gap; an attempt has been in current research to examine the impact of brand awareness on consumer purchase intentions with the role of brand image as moderating variable in the textile and clothing apparel brands in Pakistan.

In Pakistan, there is significant rivalry in textile and apparel brands enterprises (Abbas, Hsieh, Techato, & Taweekun, 2020). Moreover, it has become critical for the owners of the designer-fashioned clothing apparels to employ branding tactics that can leverage their firms brand image for the long term (Hayat, Hussain, & Lohano, 2020). The textile and clothing sector is expanding in a rapid pace; the youngsters seem to be the engine of change, accounting for around 32% of Pakistan population. Some of the top earning textile platforms have entered in the garment sector in recent years. The textile markets have capitalised on market opportunities by launching individual brands, lawns, designer-fashion and luxurious brands (I. R. Neelam Akbar Marwat, Zia Uddin, Muhammad Bilal, 2021). Moreover, Pakistan cultural heritage is embarked by inventive ideas that are globally competitive in nature (Marwat & Ahmad, 2022; Zeb, Akbar, & Ahmad, 2016). There are around forty premium and sophisticated fashioned brands in the hinterland that have opened up their franchise operated businesses in advanced countries; with yearly sales in billions of dollars

(Rehman & Al-Ghazali, 2022). In the realm of intense competitive pressures; businesses are striving hard to position their offerings in creative and inventive ways (Marwat, Ahmad, & Yousafzai, 2022). The textile and clothing brands appeal to the youngsters. In Pakistan, textile industry is marked as the symbol of vigour and vitality. In the same view (Neelam Akbar, 2023); youngsters are brand conscious as they believe they will revel to be more funky, stylish, beautiful, and trendy in selection of clothing fashioned brands (I. R. Neelam Akbar Marwat, Dr. Jawad Hussain, Dr. Asma Perveen, 2022). In the light of preceding debate; it is assessed that brand awareness assists in developing favourable brand image in textile sector that aids in developing competitive advantage over rivalry firms (Machi, Nemavhidi, Chuchu, Nyagadza, & de Villiers, 2022).

2. LITERATURE REVIEW

2.1 BRAND AWARENESS, BRAND IMAGE, AND CONSUMER PURCHASE INTENTIONS

Brand awareness refers to the primitive stage of brand knowledge; that involves merely an identifying the basic information about specific brand or framework that has been built on particular data. According to Azzari and Pelissari (2021), brand awareness revolves around the capacity of consumer to instantly identify the brand in diverse scenarios that impart significant impact on their purchase decisions. Rationale bounded decision is marked with knowing the brand in detail. Moreover, the strategic brand managers tries to position their brands that can work for the long term survival of their brand image (Febriyantoro, 2020). The brand equity model developed by Keller (1993) highlighted the significance of consumers' perceptual cognitive mechanism in evaluating the brands characteristics which play key role in final selection of products. As reported by N. Hien, Phuong, Tran, and Thang (2020) Consumers identify high quality with the brand that meets their inner wants, hence brand awareness and consumer purchase intents are linked. Market value is established by consumers' degree of brand knowledge about the features, enhanced advantages, and associated qualities of a certain brand that have the potential to propel the brand to the top of the market ladder (Siddiqui et al., 2021). Delighted consumers' exhibits greater tendency to acquire products that has heightened level of brand awareness (Sivaram, Munawar, & Ali, 2019). In light of preceding arguments it is assessed that exponential rise in the level of brand awareness constructs favourable word of mouth which results in consumers' eagerness to pay premium prices for the brands they love (Dabbous & Barakat, 2020).

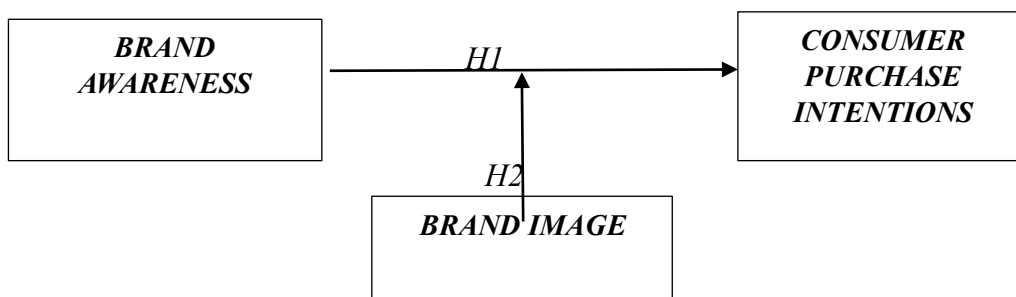
Extensive research has been conducted on brand awareness, brand image, brand recall, brand recognition, and consumer purchase intentions (Azzari & Pelissari, 2021; Febrian & Vinahapsari, 2020; Poturak & Softic, 2019) in developing countries with reference to diverse socio-cultural settings. Yet. Emerging economies lacks strategic research-based approaches that could link the brand image to the level of consumers' awareness and purchase intentions in the textile and clothing sector. Brand awareness comprised of two brand identification elements namely; brand recall and brand recognition (Krisnawan & Jatra, 2021). The diverse situational factors are categorized as stimulus-response, memory based, and mixed approaches. The stimulus-response is based on physical presence of brands' attributes while memory-based stimulus relies on recalling or retrieving information from memory by providing clues and hints to the respondents in contrived settings. Mixed approaches take the combination of stimulus-response and memory-based stimulus for identification of brands. Brand awareness play prime role in consumer final purchase decisions as brand familiarity escalate the consumer's tendency towards acquisition of specific brand (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018; Machi et al., 2022; Rahmi, Ilyas, Tamsah, & Munir, 2022). Acquisition of brand is closely connected to the perceptual mapping that shows considerable reliance on products with heightened level of awareness (Keller, 1999). According to the study conducted by N. N. Hien and Nhu (2022) identified positive impact of digital marketing on consumer purchase intentions with significant moderating effects of brand awareness on the relationship between digital marketing and consumer purchase intentions.

Febriyanto (2020) revealed considerable impact of social media advertising campaigns (you Tube advertising) on brand awareness and brand image. In addition, Mao et al. (2020) exhibited that brand image, brand communication, brand personality, and brand identity has significant connection with consumer purchase intentions. Furthermore, Sivaram et al. (2019) identified significantly positive relationship between brand awareness and consumer purchase intentions. Brand recognition is the feeble demonstration of brand awareness that reflects subjective emotion with brand (R. B. Kim & Chao, 2019). Brand recall characterises paramount awareness; which explains consumers prime concerns at the top of mind in the choice set (Hermanda, Sumarwan, & Tinaprillia, 2019). In addition, fabricating brand awareness means generating brand familiarity via persistent reminders and subjections to specific brands (Sanny, Arina, Maulidya, & Pertiwi, 2020). Moreover, Ali (2019) regresses positive connection between brand awareness, brand loyalty, and purchase intentions in Retail business of Indonesian market. Consumers are inclined to prefer a brand that is familiar; as it gives the feeling of ease and comfort in the form of guaranteed quality and delighted consumers reviews and ratings (Bae, Jung, Moorhouse, Suh, & Kwon, 2020). In the light of preceding research; following hypotheses are developed.

H1: brand awareness has significant and positive relationship between consumer purchase intentions

H2: brand image moderates the relationship between brand awareness and consumer purchase intentions

PROPOSED THEORITICAL FRAMWORK



METHODOLOGY

This research aims to assess the relationship between brand awareness and consumer purchase intentions with the role of brand image as moderating variable by adopting positivism, quantitative, and deductive approach. The questionnaire was adopted from the study that were found reliable and valid. Question items of brand awareness were adapted from the previous study conducted by Moura, Ferreira, de Oliveira, and da Silveira Cunha (2019) and Yoo and Donthu (2000). The items of brand image were adapted from the study conducted by H. b. Kim, Gon Kim, and An (2003). The items covering consumer purchase intentions were taken from the research carried out by Shukla (2011). The structured questionnaire was distributed via emails and personal administration in the famous branded apparel outlets to the target group of textile and branded clothing apparels; the customer database of branded clothing apparels was taken from the famous factory outlets located in District Dera Ismail Khan, Peshawar, and Malakand divisions. 360 questionnaires were distributed via simple random sampling. Out of 360 survey instruments, 320 were properly filled and returned with response rate of 88.88%. The close ended questionnaire was ranked with the response of strongly agree to strongly disagree on the continuum of brand awareness, brand image, and consumer purchase intentions. Structural equation modelling was employed for assessing the structural bonding between the constructs under study with the model fit indices via Amos 23. However, the descriptives and normality of the skewness, kurtosis, mean, standard deviation was checked through SPSS.

RESULTS**DEMOGRAPHIC VARIABLES**

The basic demographic variables of the study based upon gender constitutes 51.9% male with total frequency of 166; while female respondents represented 48.1% with frequency of 154. Age of the respondents were classified as age under 21, 21-25, 25-35, 35-45, and above 45. Majority of respondents were under 21 which constitutes 32.8% with the frequency of 105. Respondents who were in the age bracket of 21-25 presented 29.7% with total frequency of 95; 28.1% respondents with frequency of 90 presented the age bracket of 25-35. Both 35-45 and 45 above age groups revealed 4.7% with total frequencies of 15. Demographic profile on the basis of education revealed 39.4% with the frequency of 126 for bachelors two years; 28.4% respondents with frequency of 91 were either enrolled or completed their masters of BS level. MS level presented 25.6% with total frequency of 82. PhD level presented just 6.6% with total frequency of 21. As mentioned in table one of the study the income level revealed 40.6% with frequency of 130; 26.3% respondents with frequency of 84 were earning in the range of 20-40,000; the income level of 40-60,000 revealed 17.2% with total frequency of 55. The income level of 60-80,000 presented 10% with frequency of 32 and 80,000 and above revealed 5.9% with frequency of 19.

TABLE 1: DEMOGRAPHIC STATISTICS

Variables	Description	Frequency	Percentage
Gender	Male	166	51.9%
	Female	154	48.1%
	Total	320	100.0
Age	Under 21	105	32.8%
	21-25	95	29.7%
	25-35	90	28.1%
	35-45	15	4.7%
	45 and above	15	4.7%
	Total	320	100
Education level	Bachelors two years	126	39.4%
	Masters Level/BS 2y.	91	28.4%
	MS Level	82	25.6%
	PHD	21	6.6%
	Total	320	100.0
	Income level	Less than 20,000	130
20,000-40,000		84	26.3%
40,000-60,000		55	17.2%
60,000-80,000		32	10.0%
80,000 and above		19	5.9%
Total		320	100.0

RELIABILITY STATISTICS AND FACTOR LOADINGS

The Cronbach alpha values of all the constructs revealed acceptable results as presented in table 2; Cronbach alpha value of the items covering brand awareness showed 0.939; the value of brand image was ascertained as 0.891; the value of consumer purchase intentions revealed 0.922. Thus, all the values were above 0.7 as suggested by Brown (2002) for measuring internal consistencies of the variables under study. All the values of standard loadings were found above 0.50 which is considered appropriate for structural equation modelling. The Pearson correlation values of all the constructs represented strong connection between variables under study. The Pearson correlation value was ascertained as .806** between brand awareness and brand image. The Pearson correlation value of 0.826** revealed strong correlation between brand awareness and consumer purchase intentions. The strong correlation between brand image and consumer purchase intentions was ascertained as 0.851** as reported in table 3 of the study.

TABLE 2; CRONBACH ALPHA; FACTOR LOADINGS

VARIABLES	QUESTIONS	RELIABILITIES	FACTOR LOADINGS
Brand awareness	6	0.939	BAw1=0.77 BAw2=0.85 BAw3=0.90 BAw4=0.91 BAw5=0.86 BAw6=0.81
Brand image	5	0.891	BIg1=0.79 BIg2=0.84 BIg3=0.83 BIg4=0.83 BIg5=0.65
Consumer purchase intentions	5	0.922	CPIs1=0.81 CPIs2=0.85 CPIs3=0.84 CPIs4=0.86 CPIs5=0.84

TABEL 3: PEARSON CORRELATION

	CORRELATION		
	BAW	BI	CPI
BAW PC	1		
Sig. (2-tailed)			
N	320		
BI PC	.806**	1	
Sig. (2-tailed)	.000		
N	320	320	
CPI PC	0.826**	0.851**	1

Sig. (2-tailed)	.000	.000	
N	320	320	320

STRUCTURAL EQUATION MODELING

MEASUREMENT MODEL

Confirmatory factor analysis was employed in order to find the model fitness as stated in table 4 of the study. The standardized loadings of the items covering brand awareness were ascertained as 0.77, 0.85, 0.90, 0.91, 0.86, 0.81 for BA1, BA2, BA3, BA4, BA5, and BA6 respectively. The standard loadings of the questions presenting brand image were ascertained as 0.79, 0.84, 0.83, 0.83, and 0.65 for BI1, BI2, BI3, BI4, and BI5 respectively. The standard loadings of the items covering consumer purchase intentions were found as 0.81, 0.85, 0.84, 0.86, and 0.84 for CPI1, CPI2, CPI3, CPI4, and CPI5 respectively. The findings regressed adequate model fit with CMIN value =357.925, DOF = 114 with p-value 0.000, CMIN/DOF=3.140, the value of NFI was determined as 0.910; TLI value was found as 0.945, CFI=0.954, RFI=0.921, IFI= 0.954, RMSEA= 0.08, SRMR value was ascertained as 0.011.

STRUCTURED MODEL

The model fitness values of structured model were regressed CMIN =400.285, DF= 108, CMIN/DF= 455.285/118= 3.858; The value of NFI was determined as 0.924; TLI= 0.913, CFI=0.941, RFI= 0.941, IFI= 0.913, RMSEA = 0.06, RMR= 0.030. The basic aim of the study was to assess the relationship between brand awareness and consumer purchase intentions with the role of brand image as moderating variable. The findings yielded positively significant connection between brand awareness and consumer purchase intentions (as reported in table 4 and figure 2 of the study) (beta coefficient value= 0.250, critical ration =3.530, p-value= 0.000); as a consequence; the first hypothesis of the study is accepted. The direct relationship between brand awareness and consumer purchase intentions was found significant and positive. The relationship between moderator (brand image) and consumer purchase intentions is ascertained as positive and significant (beta coefficient value= 0.61, critical ration =4.946, p-value= 0.000); the interaction term values (beta coefficient value= 0.117, critical ration =3.940, p-value= 0.000) was ascertained as positive and significant. Therefore, the brand image moderates the relationship between brand awareness and consumer purchase intentions; leading to accept the second hypothesis of the study.

TABLE 4 HYPOTHESES TESTING

Variables	Standardized Estimates	β	S.E	C.R	P-Value
X(B.Awareness)	0.25	.251	.058	3.530	.000
M(Brand Image)	0.61	.673	.130	4.946	.000
XxM(BAxBI)	0.117	-.104	.023	3.940	.000

FIGURE 1 MEASUREMENT MODEL

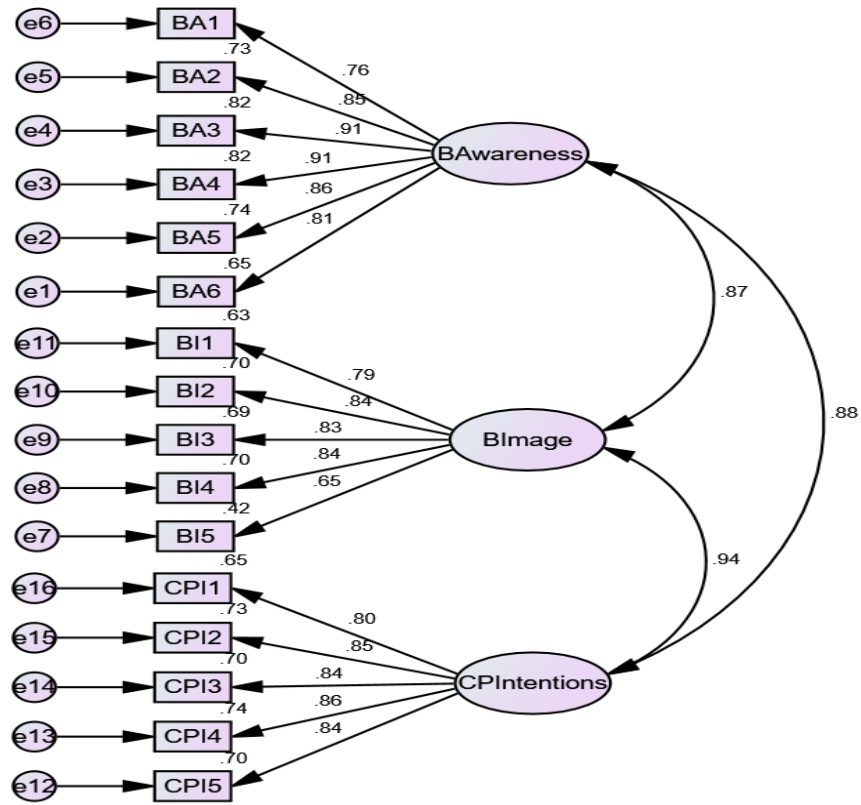
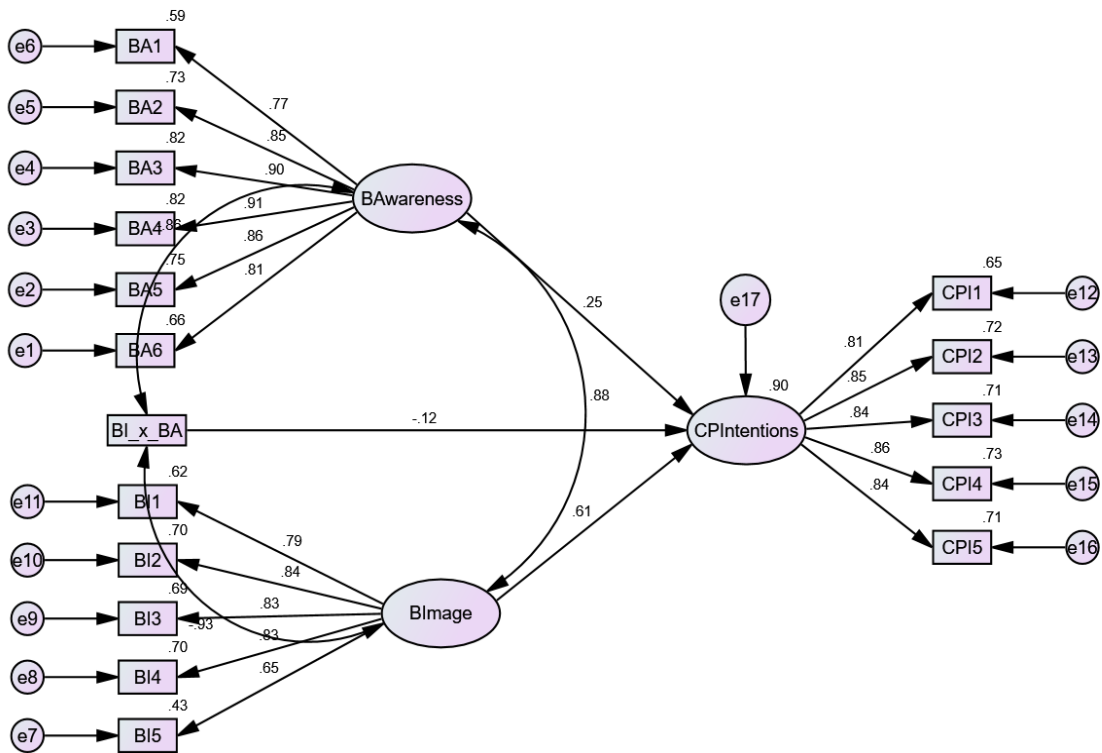


FIGURE 2 STRUCTURED MODEL



CONCLUSION

The findings revealed significantly positive structural bond between brand awareness and consumer purchase intentions which supports the first hypothesis of the study. The moderating role of brand

image is ascertained positive and significant that leads to acceptance of second hypothesis of the study. The findings of the study are in line with previous studies conducted in developed countries (Azzari & Pelissari, 2021; Siddiqui et al., 2021; Sivaram et al., 2019) which revealed the significance of brand awareness and brand image in consumer purchase intentions. The findings of the current study describe the brand awareness role in textile and clothing industry of Pakistan and its effects on consumer purchase intentions. Consumer awareness of the branded apparels imparts significant impact on the buying decisions of consumers; heightened level of consumer brand awareness exert strong impact on consumer purchase intentions. Furthermore, a well-reputed strong brand image strengthens the association between brand awareness and consumer purchase intentions. The magnitude of significance attached to brand awareness and brand image relies on consumer purchase intentions. The current research can assist brand/marketing managers in devising their marketing and advertising plans that can generate maximum level of brand awareness of their marketing offerings. Brand awareness in the minimum bottom up approach for creating favourable brand image in the minds of the target group of customers. Based upon the findings of the study is recommended for the potential researchers to incorporate augmented benefits related to brands attitudinal loyalty in the context of Pakistan socio-cultural settings. Textile and clothing apparel industry was considered for the variables under study. However, potential researchers can employ similar framework in other industrial setups.

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