

# Role of Image Value and Functional Value in Developing the Purchase Intentions and WOM Marketing

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## ABSTRACT

This study investigates the psychological process by which Image Value and Functional Value influence the Brand Attitude, Brand Attachment, Purchase intentions and word of mouth recommendations of the customers in the garment sector. Following three questions were hypothesized for this study: (1) Will the image value and functional value have a significant contribution in developing the brand attitude and attachment? (2) Do the brand attitude and attachment significantly affect the purchase intentions and WoM? (3) Which mediator is strongly mediating the image/function value and purchase intentions/WoM relationship? The study was conducted in the District Gujrat (Pakistan) in the branded garment sectors. The mixed method sampling approach was adopted. Data from 524 respondents were collected by using self-administrated questionnaire. The collected data was analyzed by employing SEM to assess the impact of the above mentioned factors on Purchase Intentions. The findings revealed that customers pay more attention to those brands to which they have strong attachment, loyalty, attitude and perceived quality. On the basis of findings and concluded results, Purchase Intentions can be created and reinforced through strong building of Brand Equity by focusing on highlighted antecedents of Brand Equity.

**Keywords:** Customer's value, Word of Mouth, Brand Equity, Purchase Intentions.

## 1. Introduction

Traditionally, people buy clothes to protect themselves from environmental bad conditions. But in these societies people buy clothes as a social necessity than a requirement. Fashion sector has been changing constantly. Branding in clothing sector is seen as recognition of product and differentiation from other brands in terms of basic functions and specific clothing features. Garments are specific materials that human body carries. Being wearing branded garments people transmit their own image because garments serve as a symbolic function. People use unique brands to reflect different values and features. So the products having same features perceived differently because of the values attached to the brands (Tungate, 2005).

Customers are surrounded by the brands which have become the parts of their lives. Customers feel themselves to be attached with the brands if they like the particular brand. It is of extreme importance to build relationships with customers in order to retain them. Competition in garment sector is so intense that every marketer is paying more attention towards successful marketing strategy development and implementation for survival (Moore and Fairhurst, 2013). For the purpose to retain customers, relationship building with the brand is important. Powerful brands develop strategies in order to build, retain and strengthen this attachment. Consequently, this attachment results in positive word of mouth generation (Berman and Sperling, 1994). In this modern age brands are perceived as fulfillment of social responsibility not mere the quality of products. The researcher has identified that it is vital to understand the factors which influence the people to make relationships and loyalty intentions with their favorite brands (Esh et al. 2006).

Customers are experiencing improved standards of living and lifestyles. The study examined the effect of satisfaction on brand consciousness and brand-specific variables like perceived quality, emotional value and brand loyalty (Bhardwaj, Kumar, Kim, 2010). Shah, Shahzad, Ahmed & Ahmed (2012) investigated the general consumer variables (normative influence, consumer confidence) and brand specific variable (perceived quality and emotional value). The results revealed the positive relationships between all these factors. Gender has an important role in consumer behavior. Males and females both have different ways of liking the products (Mitchell and Walsh, 2004). Consumption behavior of both men and women are different. The reason behind is that expectations, needs, wants and lifestyles of both men and women are different, which is reflected in their consumption behaviors (Akturan, 2009). Customer satisfaction and loyalty has widely accepted a vital issue for brands to be successful organization's performance (Bennett, Rundle and Thiele, 2004). On the other hand satisfaction, loyalty and brand image are important not only for the customers but also for the firms. A satisfied and loyal customer is more interested in repurchase intention and in positive word of mouth generation (Schults, 2005; Rundle and Thiele, 2004). Brand image is the customer's views about the particular brand. It's the customer's perception of brands (Aker, 1991).

Brand attitude is a "tendency to respond in a favorable or an unfavorable way to a particular brand

after advertising stimulus has been shown to the individual” (Phelps and Hoy, 1996). Brand attitude plays a very important role in determining purchase intentions of the customers (Goldsmith et al. 2000). Brand attachment is the strength of the bond connecting the brand with the self (Park, et al. 2010). To be attached to a brand means the consumer buys the same brand in a given product category almost exclusively (McQuenn, Foley and Deighto, 1993). Attachment in a sense is a human behavior. It depends upon how a brand positioned itself in the minds of the customers. Companies can position themselves on a different basis within the minds of the target audience. On that basis customers, build brand attachment. Stronger attachment results in positive word of mouth generation (Park et al. 2006).

Word of mouth (WOM) communications has a substantial influence on customer’s purchase intentions. Word of mouth can be a message about a particular brand or its products. Word of Mouth can be in the form of the views about the products' performance, perceived quality and trust (Charlett, Garland and Marr, 1995). The customer’s value is considered as an essential feature for success of firms and credible source of competitive advantage (Carpenter and Fairhurst, 2005). It has been recognized as the value which is delivered by the firms to their customers to make them loyal ones. Superior value delivery over the time keeps the customers loyal (Lin, Sher and Shin, 2005). Pakistan is a successful growing economy and has advanced textile industries which are offering their own brands in the market. Tremendous increase in use of fashion clothes and the emerging market has attracted the foreign as well as local brands to deliver products to its customers. Garment sector in Pakistan is experiencing a change due to this significant, vibrant nature which increase fashion consciousness among customers. The basic purpose of this research is to identify the factors that affect the branded clothing, adoption in Pakistan and to find the impact of these factors on buying intentions of the customers.

The study addressed the following specific objectives: (1) Will the image value and functional value have a significant contribution in developing the brand attitude and attachment? (2) Do the brand attitude and attachment significantly affect the purchase intentions and WoM? (3) Which mediator is strongly mediating the image/function value and purchase intentions/WoM relationship?

## **2. Review Of Literature**

### **2.1. Customer’s Value (Image Value and Functional value)**

Customer’s value concept has become an important factor in attracting and retaining the customers (Carpenter and Fairhurst, 2005). Customer’s value can be taken as get and give components. Get are the perceived benefits that customers obtained from the products or services and give are the perceived sacrifice that customers bear from the usage of products or services. It is a value delivered to the customers by the companies to make them loyal. Customers remain loyal only when companies continuously deliver superior quality products (Cooper and Emory, 1995). These values can be many of nature like image value, functional value, psychological values or emotional values etc or can be in monetary terms (Simova, 2006). Image can be evaluating feelings and attitudes towards the company or thoughts and meanings of a person about the company. Image can affect the company’s reputation and credibility that consequently influence brand beliefs and attitudes (Keller, 2007). Customers differentiate brands on that basis and it is a powerful tool in determining customer’s loyalty. Brands in sense helps the customers to transmit their own image and serve as a symbolic function (Ozipek, Tanyas and Dinc, 2012). It is a mental construct of a customer that is developed on the basis of few selected impressions among the number of impressions (Reynolds, 1965). Image is a set of beliefs, ideas or impressions that a person holds about something (Kotler (2003). Brand image increase the customers likelihood towards purchasing that brand (Hsieh, Pan and Setiono, 2004). Favorable brand image leads towards brand loyalty (Koo, 2003).

Two brand image benefits i.e. appearance enhancement and functional values have significant impact on loyalty intentions of the customers (Sondoh et al., 2007). Brand is an image of organization (Anwar et al., (2011) therefore, millions of dollars are being spent by the organizations to enhance their image. Brand image is helpful in building trust and loyalty. Brand attitude is an important mode of forming customer’s behavior and also a highest point of brand association (Keller, 1998). One of the integral parts of image value is perceived quality. Quality of the branded products is in a direct relationship with purchase intention and brand attitude of the customers (Chen, 2001). Image is the perceptions of public as a whole (Margulies, 1977). Brand image is beyond the functional attributes of the products and involve symbolic features of the products. People associate their feelings and expectations with the brands (Dodds et al. 1991). The value of a successful brand lies in its potential to reduce substitutability (Schulz, 2012). Functional value of the clothes can be explained as “all such types of clothing features and materials that are specifically designed and engineered to deliver a predefined performance and functionality to the user, over and above its normal functions”. The apparels which involve added values or functions that customers expect to perform are normally made from high quality materials (Gupta, 2006). Globally customers are demanding desired functional and aesthetic properties in apparels. Unless the value added features are adopted by the garments sector, it is impossible for the organizations to survive in the highly competitive market. The products with added functional attributes will be sustainable to capture new market and new customers. Due to having wide range of choices of products, only the best quality producers will

survive and prosper.

***H1: the image values will positively affect the brand attitude and brand attachment.***

***H2: the function values will positively affect the brand attitude and brand attachment.***

## 2.2. Brand Attitude

Attitude can be explained as an evaluation of an object, which can be referred to a person, a thought or a product. Attitude can be positive or negative. Positive attitudes related to brand results is the product's benefits exceed customer's expectations. Brand attitude is a pure objective assessment of a brand (Xinting, Fangyi and Xiaofen, 2013). Strong brand attitude means a strong person's judgment of the goodness or badness of a brand (Park, MacInnis, Priester, Eisingerich and Lacobucci, 2010). Customer's purchase intentions are significantly influenced by their attitudes towards the advertisement and brand recognition with positive correlation (Pasharibu, Purwatiand Jie, 2013). Brand attitude plays a very important role in determining purchase intentions (Goldsmith et al. 2000). Brand awareness has an influence on brand image. This brand image indirectly affect brand attitude and causing impacts on customer's purchase intention (Wo and Lu, 2008). Attractiveness is a more significant factor of endorsing credibility. This attractiveness enhances the customer's attitude towards advertising and this leads to the enhancement of customer's brand attitude by which customer's purchase intentions can be formed (Sallam and Wahid, 2012).

Attitudes are formed when customers have direct contact with the product or brand. The value, intention model presented by Terenggana, Henky, Supit and Utami (2013) explained that customer's trust is an important factor that significantly influence on attitude, perceived risk, perceived quality and purchase intention. Yalcin, Erdogmus and Demir (2009) conducted a research with the aim to understand which brand association create positive brand attitude and purchase intentions for fashion retailing in the minds of the target customers of generation Y. Results indicate that the number of brand associations have significant positive influence on brand attitude. These associations are convenience, value for money and experiential shopping (Verbecke and Vackier, 2005). Shah et al. (2012) conducted a research with the purpose to incorporate the core brand image, brand attitude and environmental consequences. The results revealed that only brand image and brand attitude have a direct positive impact on customer's purchase intention.

## 2.3. Brand Attachment

Although customers interact with several brands, but they build their attachment with only a few brands. In sense customers are more committed with these brands to which they are emotionally attached. Commitment shows the loyalty of the customers. Customers tend to make emotional bonds with the brands (Fournier, 1998). When customers are strongly attached to the brand, they have strong and positive attitude towards it. Brand attachment is a more advanced stage of relationship development (Park et al., 2010). Attachment is just like the relationship between parent and infant. Attachment is an emotion-laden that targets specific bond between an individual and an object (Aron and Westbay, 1996). Saeed et al. (2013) revealed that brand attachment has a moderate positive relation to the purchase intention. Increase interaction with the brand, increase attachments with the brand over the time. The customer will remain attached to the brand if the brand continuously delivers best quality and always satisfy the customers according to their needs (Berry, 2000). Trust is an important factor in the interaction between customers and brands. Brand attachment is an outcome of satisfied customers (Escg et al. 2006). When customers are satisfied and have a trust on the brand, they are more attached with the brand (Shah et al. 2011).

Brand attachment owns the marketing value because it helps the customers to choose a brand from a number of competing brands in a certain market. Brand image creates customer's brand attachment. Customers become emotionally attached with the brands when interaction between the customer and brand takes place. Affection, connection and passion are the three main constructs that build emotional attachment with the brand. When customers have a strong attachment with the brand they become loyal to the brands (Thomson, MacInnis and park, 2005). Attachment theory said that trust is vital for this bond. Trust is a security that customers recognize from the brands (Hiscock, 2001). Customers are satisfied with the brands if the performance of brands meets or exceeds their expectations (Xinting, Fangyi and Xiaofen, 2013).

Attachment is a human behavior. It depends upon how a brand positioned itself in the minds of the customers. Stronger attachment results in positive word of mouth generation and engagement in brand display (park, MacInnis and Priester, 2006). Cheong (2013) conducted a study to identify the antecedents of brand attachment and its consequences. Six consequences of brand attachment are identified i.e. commitment, sacrifice for the brand, brand advocacy, ranked secondly the competing brands, automatic recollection of the products of that brand and discontentment. All this results in having a commitment to the brand to maintain a long lasting relationship at any cost in future. Grisaffe and Nguyen (2011) suggest that companies can get a lot of financial benefit when enduring emotional connections that are developed between customers and the brands. These emotionally attached customers make repeat purchases and this induces less switching behavior of customers.

#### 2.4. Word of Mouth

WOM recommendations refer to the customers, who are willing to share their experience about the product or service used, with their friends and relatives. WOM have substantial influence on customer purchase intentions. (Keller, 2007). Most of the firms are progressively recognize that word of mouth is enormously incredible, persuasive and highly effective instrument of informal means of generating customer's communication and engagement (Nielsen, 2009). Xiaofen and Yiling (2009) founded that WOM have much influence on customer's readiness to buy garments. Anwar (2011) examined that WOM positively influence the customer's attitude. WOM is persuasive, inexpensive and effective mode of marketing products. Hence positive promotion of products leads towards positive attitude towards products. WOM can be both positive and negative. Negative WOM is more damaging than positive WOM. The findings of this research reveal that WOM, both positive/negative, have a potential to influence the customer's attitude and purchase behavior (Charlett, Garland and Marr, 1995). Brand loyalty is an important component of a firm marketing strategy. Rezvani, Hodeini and Samadzadeh (2012) investigated that WOM positively affect brand awareness, brand loyalty, perceived quality and brand association (CBBE).

Attitude affects individual's intentions which in turn influence the individual behavior. Attitude reflects the reason for performing a particular behavior (Kwek et al. 2010). Brand loyalty reinforces the positive relationship between two parties. Loyal customer's recommend others to avail that particular brand which they have used. The older the customer the more his propensity to recommend others (Rehman, Rehman and Akhtar 2012). Satisfaction, trust, service quality, perceived value and loyalty are effective factors in the formation of WOM (Yasvari, Ghassemi and Rahrov, 2012). Yasin and Shamim (2013) explored that purchase intention is significantly positively associated with brand experience, brand trust and affective commitment. Further purchase intentions significantly predict brand love and WOM. Brand love also predicts WOM.

The positive WOM surprised the negative effect and comprehensive in perusing the customer's decision making while purchase. WOM is very important in perusing the customers to act positively. Online word of mouth is very effective in influencing the purchase intentions in a positive way (Lin & Lu, 2012). WOM has a positive impact on the shift in the customer's brand purchase probability. The results show that positive WOM have more effect on customer's purchase probability than negative WOM. Interpersonal factors oversee the effect of both positive and negative WOM (Vazquez, Alvarez and Lanza, 2013).

#### 2.5. Purchase Intention

Intention is the customer's forecast of which product he or she will buy (Loudon and Bitta, 1993). The higher the customer's intention to purchase, the higher will be his/her willingness to purchase the product (Schiffman and Kanuk, 2000). Morwitz et al. (2007) defined purchase intention as a condition in which customer is pushed to purchase a product according to certain conditions. Intention has a direct relationship with individual's actions. Purchase intention is based on the theory of planned behavior which says that purchase intention can be determined consumption behavior on an individual. This in turn determined his/ her attitude (Fishbein and Ajzen, 1980). Individuals' attitudes influence their intentions to purchase a product or service. Individual attitudes can be personal preferences or other's expectations predict purchase behavior (Dodds et al. 1991). Customer's perceived quality with the brand, enhance his intention to purchase (Garretson and Clow, 1999). Further Chang and Wu (2006) explored that perceived quality and perceived value of the products positively influence the purchase intentions of the customers.

Over the time customers become emotionally attached with the companies. They evaluate the company's products and services on the basis of their feelings, emotions and external factors. Customer's feelings, evaluations and external factors determine his/ her intentions towards purchasing of products or services (Fishbein and Ajzen, 1975). The intentions of the customers determine their behavior, whether to buy the product or not (Yang, 2009). Purchase intentions specify that customers always follow their experience, likings and external factors in order to get information about the products. They also evaluate the alternatives and then take final decisions to buy or not to buy the products (Schiffman and Kanuk, 2000). Helier, Geursen, Carr and Rickard (2003) explored that purchase intention is a customer's decision to buy again from the same company under present conditions. It can be a customer's plan to buy the product. Purchase intention is a propensity resulting from customer's close evaluation of alternatives in decision making process (Fan & Feng, 2012). Humayun and Hasnu (2009) examined the relationship between customer's values, needs and behaviors. The findings show that personal values and interpersonal values are the main motivators behind the purchase intentions.

Weisberg, Teeni and Arman (2011) conduct a research to investigate the relationship between past online purchases and purchase intentions taking social pressure and trust. The purchase intentions are influenced by the past purchase behavior and the trust and social presence act as partial mediators. Social context is very helpful in determining the past behaviors of the customers. Lin and Lu (2010) investigated the impact of corporate image and relationship marketing on trust, then the impact of trust on purchase intentions taking WOM

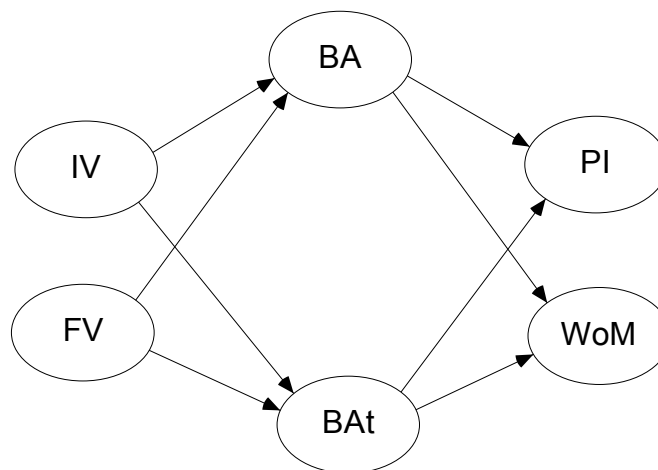


as mediator. The findings supported the hypothesis, showing the positive relationship between corporate image and trust and then trust and purchase intentions. WOM has a moderating effect on the relationship between trust and purchase intentions. Brand loyalty and brand image are the most important attributes of brand equity and there is a high correlation in between these two factors. Brand loyalty implies a good attitude towards a specific brand among the competing brands. This has a direct effect on customer (Fatema, Azad and Masum, 2013).

- H3: brand attitude will positively affect the purchase intentions and WoM marketing.**
- H4: brand attachment will positively affect the purchase intentions and WoM marketing.**

### 3. Measurement and Data Collection

The proposed research hypotheses of this study were tested with data gathered by using self administered questionnaire. Each factor includes questions adapted from well established and validated scale. Questionnaire was based on two main sections. First section included general demographic information of the respondents. Second section included variables in which certain items of different statements were included adapted from relevant scales from literature. All the statements were measured by five-point Likert- scale “1” represents the least degree of agreement and “5” represents the highest degree of agreement with a particular argument. The instrument contains 53 items to measure the different identified constructs of the proposed model (Figure-1). A Mixed method approach of sampling (Linear systematic quota sampling) was adopted in for collecting the desired data. Mixed methods research represents a unique way of seeing and investigating the world; an approach that is congruent with philosophies used in naturalistic inquiry. Mixed sampling is applied in such a way that 30 major outlets of branded garments (Junaid Jamshid, haqiqa Kayani, Bareeze, Zahra Ahmed, Chenone, Lime Light, Break out, Cotton and Cotton, Cross Road, Engine, Future Extra, House of Itihad, Charcoat, Gul Ahmed, Outfitters, River Stone, Hitch Hakers, Forecast, Kyseria, Leisure Club, Chinyeere, Ego, Nishat etc.) were selected and a proportional Quota of 18 questionnaires to be filled from each outlet is applied to fulfill the requirement of sample size of 524. The required sample size of 524 (calculated based on requirement of SEM) was selected by adopting Systematic Random Sampling procedures. First member of the sample was selected randomly. First respondents were the first customer entered in the outlet, and then every fifth customer of particular outlet was selected as a sample member. This Process of data collection was continued until the required quota of 18 was obtained from each outlet. The sample was collected from the outlets of famous brands from District Gujrat, Pakistan.



*IV= Image Value, FV= Functional Value, BA= Brand Attitude, BAAt.= Brand Attachment, PI= Purchase Intentions, WoM= Word of Mouth*

Figure 1: Proposed model of the study

**Table No. 1:** Demographic profile of the respondents

Item	Category	Frequency	Percentage	Item	Category	Frequency	Percentage
Gender	Male	271	51.7	Income	Below 10,000	5	1
	Female	253	48.3		10001 – 30000	90	17.2
Age (years)	Below 20	174	33.2	30001– 50000	192	36.6	
	21 – 30	62	50	5000 1– 70000	72	13.7	
	31 – 40	68	13	70001 – 90000	38	7.3	
	Above 40	20	3.8	Above 90000	127	24.2	
Occupation	Student	261	49.8	Education	Metric	12	2.3
	Job Holder	185	35.3		Intermediate	45	8.6
Area	Business	78	14.9	Graduation	246	46.9	
	Rural	118	22.5	Master	176	33.6	
	Urban	294	56.1	M. Phill	45	8.6	
	Suburban	112	26.4				

**Table No. 2:** Correlation Estimates and Construct Means

		1	2	3	4	5	6	Mean	SD
1	Image Value	1						4.0827	.69411
2	Functional Value	.476**	1					4.0553	.61746
3	Brand Attitude	.257**	.348**	1				3.7322	.78961
4	Brand Attachment	.453**	.575**	.353**	1			4.0835	.59259
5	Purchase Intentions	.356**	.453**	.383**	.593**	1		4.0751	.64421
6	WoM	.340**	.463**	.449**	.476**	.438**	1	3.9313	.83575

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table No. 3:** Structural Model Results

Hypothesized relationship	Proposed Model Standardized Path Coefficient	t-value	Results
H1 Image Value → Brand Attitude ( $\gamma_1$ )	.060	0.587 <sup>ns</sup>	Not Supported
H1a Image Value → Brand Attachment ( $\gamma_2$ )	.012	0.113 <sup>ns</sup>	Not Supported
H2 Functional Value → Brand Attitude ( $\gamma_3$ )	.821	6.125***	Supported
H2a Functional Value → Brand Attachment ( $\gamma_4$ )	.484	4.252***	Supported
H3 Brand Attitude → Purchase Intentions ( $\beta_1$ )	.232	3.635***	Supported
H3a Brand Attitude → WoM ( $\beta_2$ )	.554	6.030***	Supported
H4 Brand Attachment → Purchase Intentions ( $\beta_3$ )	.746	9.146***	Supported
H4a Brand Attachment → WoM ( $\beta_4$ )	.381	6.181***	Supported

\*\*\*  $p < .001$ , NS = not significant,  $\chi^2(138) = 409.88$ ;  $GFI = .927$ ;  $AGFI = .900$ ;  $CFI = .913$ ;  $RMSEA = .061$ ;  $SRMR = .044$

## 4. Results

### 4.1 Unidimensionality assessment

The unidimensionality of each scale was assessed by measuring the internal consistency and confirmatory factor analysis. First of all the measurement scale was refined by conducting the reliability test and it was found the reliability of each construct is above the acceptable reliability criteria (.70) suggested by Nunnally's (1978). Similarly, average variance extracted (AVE), constructs composite reliability and squared multiple correlation tests were performed to measure the discriminant validity. The result of these tests indicates that data

meets the discriminant validity. Finally, a Pearson correlation test was performed for proposed constructs and correlation matrix is presented in the table-2.

#### 4.2 Structural equation models and hypotheses testing

The hypotheses of the proposed model were analyzed by employing SEM methodology by using AMOS version 16. SEM results indicates that the proposed model (figure-1) provided the adequate fit to the data, GFI = .927; AGFI = .900; CFI = .913; RMSEA = .061; SRMR = .044. The estimates of the structural coefficient for each relationship path provided the basic test of the hypothesized relationships. All the hypotheses were supported by positive path coefficient and probability level  $p < .001$  except H1 and H1a. The results are presented in the table-3. The path coefficient for Hypothesis 1 (standardized  $\beta = 0.060$ ,  $t$ -value = .0587) and hypothesis 1a (standardized  $\beta = 0.012$ ,  $t$ -value = .0113) were not significant. Therefore, the hypotheses 1 and 1a were not supported.

#### 4.3 Mediation

The mediation analysis was performed by using Process Model (Hayes, 2013) to test mediating effects of brand attitude and brand attachment. The results indicate that the brand attitude is significantly mediating the image value and purchase intentions relationship ( $\beta = .045$ , SE = .012 [.024 ~ .074]), functional value and purchase intentions relationship ( $\beta = .064$ , SE = .015 [.037 ~ .093]). Similarly, brand attachment is also significantly mediating the image value and purchase intentions relationship ( $\beta = .24$ , SE = .028 [.157 ~ .267]), functional value and purchase intentions relationship ( $\beta = .273$ , SE = .034 [.211 ~ .343]). The results indicate that the brand attitude is significantly mediating the image value and WoM relationship ( $\beta = .095$ , SE = .025 [.054 ~ .151]), functional value and WoM relationship ( $\beta = .171$ , SE = .033 [.113 ~ .243]). Similarly, brand attachment is also significantly mediating the image value and WoM relationship ( $\beta = .134$ , SE = .031 [.082 ~ .201]), functional value and WoM relationship ( $\beta = .193$ , SE = .040 [.119 ~ .274]). It is notable that brand attachment is significantly stronger mediator than the brand attitude.

### 5. Discussion and conclusion

This study reveals that customers purchase intentions and word of mouth generation is totally based on the functional value of the garments. The image value has no significant contribution in supporting the purchase intentions and WoM of the customers. This interesting result is close to the reality of the market from where the data was drawn. Most of the customers consider the functional value (durability, reliability, price, and weather suitability of the garments) while making the purchase decision or referring to others by WoM. Secondly, the brand attitude and brand attachment are significantly mediating the functional value and purchase intentions/WoM relationships. However, the brand attachment is emerged out as a stronger mediator than brand attitude. This shows that most of the customers are attached to the particular brand due to their functional value and repeat purchase due to this brand attachment.

The study involves some limitations that offer opportunities for future research. First the sample size of the study is only limited to the city of Gujrat, the results only represent the purchase intentions and wom marketing of the respondents belongs to Gujrat. People belongs to different areas have different behaviors. So in order to generalize the results broadly and precisely the sample should take from other areas of Pakistan. Second limitation may arise from data collection medium. Data is collected from the Branded Garments users at the garments outlets. For future research, data can also be collected through online medium. This can be helpful in increasing versatility of respondents; several online garments buyers will fill the questionnaire. In addition, brand equity includes only few dimensions to determine the customer's purchase intentions and wom marketing. Other dimensions like Brand associations, Brand Awareness, Brand Personality etc. have been ignored. The future research can determine the purchase intentions by using some other dimensions of Brand Equity and the mediating relationship can be enhanced through different variables. Some basic factors are used in this research. The future research can do investigation with some more added factors.

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