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Customer Brand Engagement and Purchase Intention: The Mediation Effect of Brand Trust and Consumer Brand Identification on the Fashion Apparel Industry of Pakistan

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Abstract: This article aims to evaluate the influence of customer brand engagement on consumer brand identification, brand trust, and purchase intentions in the fashion apparel industry. This article examines the mediating role of consumer brand identification and brand trust between customer brand engagement and purchase intention. It also investigates the influence of brand trust and consumer brand identification on purchase intention. Furthermore, customer brand engagement has emerged as a crucial marketing strategy for improving consumer brand identification. It also fosters brand trust and increases purchase intention. Nonetheless, there exists a significant lack of empirical studies emphasizing the critical significance of customer engagement within the realm of brands. The convenience sampling methodology and a self-administered questionnaire were used to collect a sample of 363 customers of fashion clothing companies in Pakistan. Consumer brand identification is predicted by customer brand engagement. Furthermore, customer brand engagement has a favorable impact on purchase intention. Brand trust serves as a partial mediator in the link between customer brand engagement and purchase intention. The connection between customer brand engagement and purchase intention is not mediated by consumer brand identification. Likewise, there exists no substantial connection between customer brand identification and purchase intention. The findings of this article suggest that fashion clothing marketers have to examine the significance of customer brand engagement in the formulation of purchase intentions. This article is one of the few published manuscripts that pertain to the Pakistani fashion apparel marketing sector.

Key Words: Customer Brand Engagement, Brand Trust, Consumer Brand Identification, Purchase Intention

Introduction

Fashion apparel has always been an intriguing subject of consumer behavior research (Talaat, 2022). When seen from a global perspective, the fashion industry is among the most important sectors. Because of the fact that the fashion business is constantly evolutionary, new trends and patterns are always being introduced (Casaló et al., 2020). Countries in South Asia, such as Pakistan, Bangladesh, and India, are becoming centers for textile production. They make around 60% of the clothes that people wear (Razzaq et al., 2018).

In the last few decades, marketing strategies have changed from being focused on transactions to being focused on relationships. The latter underscores the need to foster enduring and significant consumer interactions and engagements (Islam et al., 2019). As perspectives have evolved, new ideas such as customer brand engagement (CBE) have arisen (Islam & Rahman, 2016). Consequently, CBE has undergone significant development in prominence over the last

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decade (Prentice & Loureiro, 2018). In the current dynamic and interconnected environment, customers interact with numerous service points on a daily basis. Because there is so much information out there for customers, businesses are always trying to attract and keep them. Customer engagement has been a particular topic of focus (Black et al., 2021).

The customer engagement process has gained significance during the past ten years (Bilro & Loureiro, 2020). However, the comprehension of engagement has had a substantial evolution, redirecting its emphasis from businesses to customers (Shawky et al., 2020). Customers who are very engaged with a firm form enduring relationships with it and behave favourably toward it (Kumar, 2020). CBE is the process of making, keeping, and enhancing relationships with customers (Agyei et al., 2020). More broadly, it describes the connection that exists between a brand and its present or prospective customers (Audy Martínek, 2021).

In several sectors of business, such as marketing, service management, and communication management, the research of customer engagement has become more important (Shawky et al., 2020). People are becoming more interested in CBE, yet there is still not enough research in this area (NasarAmini Jeloudarlou et al., 2021). Many researchers suggest a more thorough examination of the factors influencing customer engagement, considering its strategic importance (Kosiba et al., 2020). Researchers have undertaken extensive examinations into CBE; however, a considerable amount needs to be explored and understood about this topic (Ooi et al., 2022). Further empirical investigation of potential CBE factors is essential (Ooi et al., 2022).

The findings have significant ramifications for several domains, including both commercial companies and academic pursuits. The research has serious implications for fashion apparel companies since it has the potential to assist them in better connecting with their consumers. The study's findings might be advantageous for firms, particularly with managerial implications. It is of utmost significance for brand and customer relationship managers to have access to this information. These people are in charge of coming up with ways to interact with customers that will provide their company a long-term edge over its competition.

Research Objectives

- To determine the influence of CBE on CBI and BT.
- To investigate the influence of CBI and BT on PI.
- To determine the mediating function of CBI and BT between CBE and PI.

Literature Review

Relationship Marketing Theory (RMT)

RMT is an important philosophical idea that helps figure out what customers in a specific market need and want (Qalati et al., 2024). In the current landscape of global competition and market volatility, relationship marketing has become more vital. Organizations acknowledge the need to cultivate and sustain connections with customers in order to remain competitive (Rather et al., 2019). Relationship marketing theory posits the importance of the brand as a relational tool in consumer relationship management (Ahmad & Akbar, 2021). Numerous ideas have been scrutinized about CBE, including the theory of planned behavior, stimulus-organism-response, social exchange theory, reciprocity theory, and service-dominant logic. Nonetheless, scholars primarily utilize the framework of relationship marketing to examine CBE (Islam & Rahman, 2016). This article employs relationship marketing theory. Numerous studies have shown that trust has been a crucial component of branding since the early 2000s. The main reason for this tendency is that relationship marketing is becoming more and more important (Husain et al., 2022). Companies' relationship marketing efforts go beyond just getting present and potential customers to buy things. The organization aims to cultivate a specific level of dedication and engagement from its customers (Vivek et al., 2012).

CBE

The change in marketing management's focus from products to customers has given rise to the notion of engagement (Shawky et al., 2020). The comprehension of customer engagement has transformed and been refined over time, resulting in a variety of definitions, concepts, and viewpoints employed to clarify the construct of customer engagement.

However, in the literature, there is no unified conceptualization available to date (Bilro & Loureiro, 2020). Recently, customer engagement has emerged as a crucial area of attention for marketers (Ferreira et al., 2022; Kumar & Pansari, 2016; Vivek et al., 2012). Rosado-Pinto et al. (2020) define engagement as the motivating condition of humans with a particular brand or product in their various roles. A sense of possession and a curiosity to acquire more knowledge about various aspects such as brands, enterprises, locations, and culture can strengthen this state.

Brand Trust

Trust has garnered considerable scholarly and practical interest across several academic fields (Portal et al., 2019). The pursuit of several fields has significantly enriched the diverse nature of this concept. Nevertheless, on the other hand, it has made it more difficult to integrate many points of view about trust and reach an agreement on its nature (Nawaz et al., 2020). BT can be described as, "Feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer" (Delgado-Ballester & Luis Munuera-Alemán, 2001).

CBI

CBI can be stated as "a customer's psychological state of perceiving, feeling, and valuing his or her belongingness with a brand" (Lam et al., 2010). "Belongingness" is the psychological feeling of connection to a brand that emerges from symbolic association, such as being an actual or prospective consumer of the brand. The degree of a customer's perceived relevance to a brand's identity directly affects their identification with the brand. CBI emphasizes a dynamic relationship between a client and their prestigious brand as cooperating partners, going beyond the simple transaction of buying a product. Brand identity sets itself apart from several related ideas. Brand affect, brand commitment, brand equity, brand credibility, and brand loyalty are among the concepts (Vahdati & Voss, 2019).

Purchase Intention

Purchase intentions show how likely it is that people will buy a product or service in the near future (Kautish et al., 2023). The fields of economics and marketing have widely recognized the notion of purchase intention. This tendency to acquire was mainly utilized by professionals in marketing to forecast sales and demand for durable products (Sarwar et al., 2020). Consumers' desire to purchase certain items often results in their adoption of these products (Kashif et al., 2021). Many professionals agree that purchase intention is a crucial element in a company's success within the industry. It describes the first impression or propensity that buyers have of a product or service before buying it and being devoted to it (Chetioui et al., 2020; Keni et al., 2022).

Hypothesis Development

When businesses actively engage their customers, it fosters interactions, and these exchanges between organizations and their customers are more likely to cultivate trust when they are satisfactory. This is because consumers tend to place greater confidence in the insights shared by fellow customers rather than those offered by the company itself (Dabholkar & Sheng, 2012). Trust is positively impacted by customer engagement, according to a prior investigation (Islam & Rahman, 2016). Customer engagement and brand trust have been shown to be positively correlated (Kwon et al., 2020; Wongsansukcharoen, 2022). Consequently, the following hypothesis is proposed in accordance with the preceding discourse.

H_1: CBEpositively impacts BT.

Consumers actively engage in the development and expression of their social identities through companies by wearing branded items, participating in online discussions about the brand and its products, and attending company-organised events (Fiedler & Sarstedt, 2014). CBE significantly influences CBI (Hamzah et al., 2021). Consequently, the next hypothesis is formulated in alignment with the prior discourse.

H2: CBE positively influences CBI.

BT positively influences purchase intention by building strong business ties (Arachchi et al., 2022). Trust significantly influences positive attitudes toward purchasing behavior, which in turn increases purchase intention (Herzallah et al., 2022). Customers find it challenging to rationalise buying a brand when they don't trust it, especially now when there are so many options on the market (Hidayanti et al., 2018). Trust positively impacts PI (Herzallah et al., 2022). Prior research indicates a favorable correlation between BT and the PI (Bukhari et al., 2023; Nuryakin et al., 2024). Consequently, the ensuing hypothesis is formulated in alignment with the prior discourse.
H_3: BT positively influences purchase intention.

Marketers are realizing that it is crucial for people to connect with a brand or organization as they aim to develop strong, long-lasting connections with their customers (Harmon-Kizer et al., 2013). Marketers are concerned about how customers connect with a brand because that connection affects how customers think and behave in a positive way (McGowan et al., 2017). Consumer behavior is significantly influenced by CBI, according to researchers (Kim et al.,2001). CBI and purchase intention have been shown to be positively correlated in a prior investigation (Arachchi et al., 2022). Consequently, the next hypothesis is based on the previous discussion.
H_4: CBI positively impacts PI.

There is an increasing acknowledgment of the importance of CBE as a essential strategic priority in marketing literature (Ahmed et al., 2024). CBE produces positive marketing results (Shah et al., 2024). Customer engagement refers to the continuous connection between a firm and its customers, yielding both transactional and non-transactional advantages (Lee et al., 2019). Customer engagement favorably impacts PI (Zheng et al., 2022). This research only examined the result of transactions, that is, the purchase intention. The correlation between CBE and PI has been examined in several research papers (Aziz et al., 2025; Cuesta-Valiño et al., 2024; Jayasingh et al., 2025); nevertheless, less research has focused on this relationship within the realm of fashion clothing businesses. The aforementioned reasoning results in the following hypotheses:
H_5: CBE positively impacts PI.

The link between independent and dependent variables is often understood to be mediated by brand trust (Alguacil et al., 2021; Seduram et al., 2022; Tiep Le et al., 2023). Trust is a key part of building a long-lasting relationship with clients. They also stressed that trust is not only an important part of relationships but also necessary for beneficial outcomes (Palacios-Florencio et al., 2018). This paper investigates the mediating role of BT within the realm of fashion clothing businesses. This argument leads to another hypothesis:
H_6: BT mediates the connection between CBE and PI.

CBI is a psychological construct that offers competitive advantages by fostering strong connections between a brand and its consumers (Shin et al., 2020). According to the literature on brand relationships, buyers do not purchase brands just on the basis of their functionality. People purchase brands because they provide meaning to their lives and allow them to convey their sense of self (So et al., 2017). The mediating function of CBI has been the subject of several earlier research investigations (Agyei et al., 2021; Gupta et al., 2024; Khan & Fatma, 2023; Osmanova et al., 2023; Ozkan et al., 2022). Thus, the mediating function of BT is examined. The following hypothesis may be derived from the previous discussion.
H_7: Consumer brand identification mediates the connection between CBE and PI.

Figure 1
Proposed Theoretical Framework

Research Methods

Research Design

Quantitative and qualitative are the two basic forms of study design. The study design may differ based on its characteristics, interaction frequency, sample type, and reference period (Saunders et al., 2009). Most scholars think that both designs are helpful and valid (Mehmetoglu, 2004). Nevertheless, several scholars contend that the quantitative/scientific methodology is regarded as the "master paradigm" owing to its preeminent impact on research within the social sciences (Morgan, 2007; Riley & Love, 2000). This work employed a quantitative research methodology to validate the relationships among various factors in the fashion clothing industry.

Population of Study and Sampling

The population consists of the entire number of observations, items, individuals, locations, or events that a research study seeks to analyze. A representative fraction of the population under investigation is called a sample (Sekaran & Bougie, 2016). This research population comprises people who acquire fashion apparel brands in Pakistan. The study sample was collected from this population, focusing mostly on those who had bought and consumed fashion clothing brands.

Sampling Technique

Respondents were chosen using a convenience sampling technique. The use of this sampling strategy corresponds with prior research that examined consumer behavior in the fashion industry with the same methodology (Chang & Fan, 2017; Irshad et al., 2020; Islam & Rahman, 2016a; Razzaq et al., 2018).

Sample Size

Most specialists in PLS-SEM recommend that a suitable sample size should range between 210 to 250 (Ringle et al., 2011; Shah & Goldstein, 2006; Wongkitrungrueng & Assarut, 2020). However, the researchers opted to increase the sample size to 363 to address possible issues with generalizability stemming from non-responsiveness and to reduce sampling mistakes associated with picking bigger participants, as advised by academics(Bryman & Bell, 2015).

Data Collection

The research included 18 items and gathered primary data employing a Google Forms questionnaire designed to capture both respondent demographics and their perceptions of fashion clothing brands. This research involved 363 participants who voluntarily participated in an online survey focused on fashion apparel users in Pakistan. A comprehensive questionnaire was disseminated to individuals who were familiar with fashion apparel brands to collect data. The research used a cross-sectional methodology to gather data from customers of fashion apparel brands in Pakistan. Cross-sectional research approaches are often considered cost-effective since data collecting happens just once (Saunders et al., 2019).

Unit of Analysis

This paper investigates the correlations between CBE, CBI, BT, and PI among customers of fashion apparel firms in Pakistan. In the current study, the unit of analysis comprises individuals, namely consumers of fashion clothing brands in Pakistan.

Research Context

This paper employed the Pakistani fashion clothing industry as its research context for two particular reasons. Pakistan is one of the most rapidly expanding fashion apparel sectors globally. The Pakistan Fashion Design Council says that Pakistan is one of the top ten places in the world for people to buy fashion clothes (Gilal et al., 2020). Second, the fashion industry was considered the ideal place to do the study since, by definition, it is a very creative and consumer-driven field where understanding the end customers is very important (Kontu & Vecchi, 2014).

Measures

The current study variables were assessed using validated instruments used in previous research. A four-item measure was employed to evaluate CBE (Hollebeek et al., 2014). A four-item scale was employed to evaluate CBI (So et al., 2013). Five items were used to assess brand trust (Chaudhuri & Holbrook, 2001; Delgado-Ballester et al., 2003). Finally, five questions were used to assess purchase intention(Lee et al., 2008) and (Son et al., 2013).

Sample Description

The numbers indicate that 363 participants answered the survey. According to the statistics, 48.5% of the people who answered said they were female, and 51.5% said they were male. 52.3% of the replies came from those who were M.Phil. or PhD candidates. 39.9% of the replies come from those between the ages of 20 and 25. Additionally, a notable percentage of respondents, specifically 61.4%, reported being unmarried. Among the respondents, 48.2% reported that their monthly pay is less than 20,000 rupees.

Data Analysis

This article employed partial least squares structural equation modeling (PLS-SEM) to evaluate the study framework. PLS-SEM has several benefits over covariance-based SEM. In the field of mediation estimation, PLS-SEM is superior to regression (Preacher & Hayes, 2004). PLS-SEM can simultaneously analyze measurement and structural models, potentially yielding a more accurate evaluation (Hair et al., 2017; Mohammad et al., 2019). Moreover, PLS-SEM provides an accurate evaluation of the mediation effect and examines measurement error (Chin, 1998). This study used SEM to determine the factors affecting the purchase intentions of fashion apparel companies in Pakistan. The survey instrument evaluated many fashion clothing brand-related factors, including CBE, CBI, BT, and PI. The data was cleaned and checked for errors before analysis. SPSS 19 was used for this. After making sure the data passed all the quality tests, it was utilized to test the structural paths.

Result and Discussion

Descriptive statistics were used to analyze the data from the 363 responses before moving on to the measurement and structural model. The outcomes of the descriptive statistics are shown in Table 1. Tests of validity and reliability were performed prior to evaluating hypotheses.

Table 1

Descriptive Statistics and Reliability

	Variables	CR	AVE
1	BT	0.90	0.64
2	CBE	0.87	0.63
3	CBI	0.84	0.58
4	PI	0.91	0.67

Table 2

Discriminant Validity (HTMT

	BT	CBE	CBI	PI
BT				
CBE	0.759			
CBI	0.457	0.579		
PI	0.662	0.722	0.355	

The majority of outer loadings surpassed the 0.70 threshold. Table 1 shows that the composite reliability was higher than 0.70 for all variables, and the average variance extracted (AVE) values were higher than 0.50. Table 2 shows the heterotrait-monotrait ratio of correlations (HTMT) to verification for discriminant validity. The fact that all HTMT values

stayed less than 0.90 showed that reflective constructs were different from one another. The corrected R-squared values for BT, CBI, and PI were 0.39, 0.20, and 0.42, respectively. Furthermore, all of the Variance Inflation Factor (VIF) values were maintained below 5, which mean that there was very little multicollinearity across the variables, which is acceptable.

The validity of H1 indicates that there is a substantially positive connection between CBE and PI ($\beta = 0.41$, $p < 0.01$). The findings of the paper indicate that CBE has a favorable effect on CBI, hence confirming H2 ($\beta = 0.46$, $p < 0.01$). There is no significant link between CBI and PI, according to the research's results for hypothesis H3 ($\beta = -0.01$, $p > 0.01$). Our proposed causal connection is supported by the positive effects of the H4 and H5 CBE on BT ($\beta = 0.63$, $p < 0.01$) and the considerable influence of BT on PI ($\beta = 0.32$, $p < 0.01$). In this research, the H6 findings are not significant, suggesting that CBI has no mediating effect between CBE and PI ($\beta = -0.00$, $p > 0.01$). In contrast, H7 is corroborated by the analysis that indicates that BT serves as a mediator between CBE and PI. Table 3 displays the results and beta coefficients for each hypothesis.

Table 3

Structural Model: Path Co-efficient and Hypotheses

Hypotheses	Relationship	β*	SE*	t-value	p-value	Decision
H1	CBE → PI	0.41	0.05	7.30	0.00	Supported
H2	CBE → CBI	0.46	0.04	16.94	0.00	Supported
H3	CBI → PI	-0.01	0.04	0.38	0.70	Not Supported
H4	CBE → BT	0.63	0.03	16.94	0.00	Supported
H5	BT → PI	0.32	0.05	5.58	0.00	Supported
H6	CBE → CBI → PI	-0.00	0.02	0.37	0.70	Not Supported
H7	CBE → BT → PI	0.20	0.04	5.23	0.00	Supported

SE*=Standard Error; β* = path co-efficient

Table 4

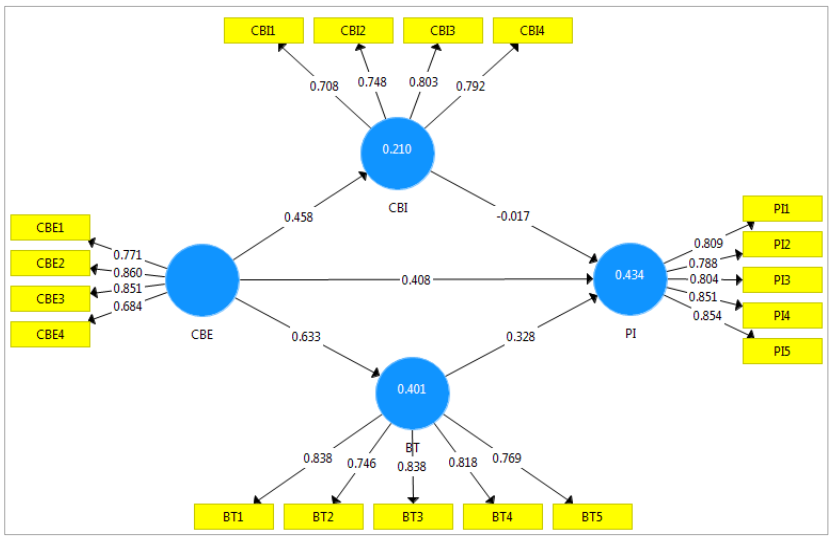
Q Square Values

	Q^2 Values
BT	0.238
CBI	0.113
PI	0.270

Q^2 values for BT, CBI and PI are 0.238, 0.113 and 0.270, respectively. Furthermore, the Q2 values (Table 4) were positive and exceeded zero, indicating the model's strong predictive potential (Ahmed et al., 2024).

Figure 2

Structural Model



Discussion

The main objective of this article was to evaluate the impact of CBE on BT and CBI. The mediating function of CBI and BT in the relationship between CBE and PI is examined in this research. This article advances comprehension by investigating the mediating functions of CBI and BT in the domain of fashion apparel. This article analyzes the impacts of BT and CBI on purchase intentions. This research enhances the current understanding by conducting research on CBE, specifically within the fashion apparel industry. This research addresses the need for contextually relevant studies on this subject (Kumar et al., 2019) . In a developing economy, scholars conducted empirical research and made significant contributions to the literature on engagement. While developing countries have significant growth possibilities for multinational firms (Islam et al., 2018), there has not been much CBE research done in developing markets (Hollebeek et al., 2022). This research addresses it by conducting research in a developing country. CBE has a positive influence on CBI, according to empirical findings. This conclusion is corroborated by previous research (Hamzah et al., 2021). In addition, it has been determined that CBE considerably enhanced brand trust within the fashion apparel sector. The previous research supports this conclusion (Kwon et al., 2020; Wongsansukcharoen, 2022). According to this research, BT and PI have a positive connection. The results confirm earlier studies revealing the strong favorable effect of BT on PI (Bukhari et al., 2023; Nuryakin et al., 2023). The results demonstrated no significant link between CBI and PI. The results contradict previous research (Arachchi et al., 2022).

This paper demonstrates a beneficial correlation between CBE and PI. The results validate earlier research indicating the significant favorable effect of CBE on PI (Aziz et al., 2025; Cuesta-Valiño et al., 2024; Jayasingh et al., 2025). This result indicated that more CBE results in purchase intention. The outcomes indicate that BT serves as a partial mediator in the connection between CBE and PI. This outcome suggests that promoting for BT might enhance the impact of CBE on the PI of fashion clothing companies. Additionally, CBI does not have any mediating role between CBE and PI. This result indicates that the promotion of CBI does not enhance the impact of CBE on the PI of fashion clothing businesses. The insignificant mediation influence of CBI on the connection between CBE and PI in Pakistani branded apparel users might be attributed to the dominance of socio-cultural and economic factors over brand-related considerations, thereby weakening the mediating role of brand identification. Overall, empirical verifications supported the validity of this study model.

Theoretical Implications

The literature on CBE has had significant influence inside Western societies, including the United States, Australia, and New Zealand. Scholars have put forth the argument that models developed within Western contexts exhibit inconsistencies or provide different outcomes when applied to non-Western settings (Odoom et al., 2017; Rather & Sharma, 2019). However, there is a significant deficiency of research that specifically addresses this problem in developing nations (Rather et al., 2018b). According to a number of academics, on the basis of the differing institutional frameworks that are present in developing nations and developed countries, the dynamics and results of interaction across CBE constructs could be different (Islam et al., 2019c; Rather et al., 2019). CBE's research represents a developing area of academic research that demonstrates considerable potential. Prior research has mostly taken place in industrialized nations and areas (Hao, 2020). Scholars conducted empirical investigations and made substantial contributions to the extant corpus of literature on CBE in an expanding economy. Western countries have been the focus of the majority of earlier CBE research (Paruthi et al., 2022). This research examines potential consumer engagement-related connections within Pakistan's booming economy, therefore broadening the range of previously identified antecedent and outcome variables applicable to various contexts.

As customer brand engagement is context-dependent, these results should not be generalized beyond Twitter (Read et al., 2019). The conclusions of this paper, which build on those of previous studies, are given a more modern (and industry-specific) perspective by an empirical inquiry carried out in the fashion clothing business. For instance, Islam & Rahman, (2017) articulate (p. 106), "it is imperative to extend the findings of this study into some brand and industry specific contexts such as fashion, electronics, hospitality, and healthcare etc."

Practical Implications

Since the market for fashion apparel is always expanding and becoming more competitive, fashion clothing companies must find strategies to attract and retain customers. Marketing experts may create campaigns that build trust with customers and get them to interact with their brand. This may lead to more people wanting to buy clothes from fashion brands. The article explains how CBE may help BT and CBI grow and improve by giving people useful information and insights. The results suggest that fashion clothes companies should build brand trust as a top priority. Customers don't automatically trust brands; businesses have to work hard to earn their trust. Engaged customers are more inclined to get passionate about companies that capture their interest and arouse their purchase intention.

In the contemporary era, managers cannot afford to disregard engagement; otherwise, their businesses would fail in the survival of the fittest (Obilo et al., 2021). With the ever-increasing competition and expansion of the fashion clothing sector, it is now essential for managers to find out how to engage and keep customers. Therefore, marketers should work on enhancing CBE, which would undoubtedly improve customers' intention to buy fashion apparel brands. It is well acknowledged that retaining existing customers is much more cost-effective than acquiring new ones. By developing engaged consumers, a company has a greater chance of maintaining them as customers, which is obviously beneficial to its bottom line. Managers can acquire new consumers in addition to retaining existing ones through the cultivation of engaged customers.

Conclusion

The relationship marketing theory is implemented in this investigation to evaluate the influence of CBE, CBI, and BT as significant determinants of PI in the fashion apparel sector. Although there is more marketing research on CBE, more study is required to determine its causes and outcomes. This article substantially augments the existing literature on CBE. This research examines the effect of CBE on BT, CBI, and PI. It also looks at how CBI and BT affect PI for fashion clothes in developing nations, especially Pakistan.

This research offers a comprehensive examination of CBE in the fashion clothing industry. To provide businesses a competitive edge in the market, these insights are essential. This study's goal is to create and assess a research model that looks at how CBE, BT, CBI, and purchase intention interact with one another in the context of fashion apparel firms. By closely examining these factors, this paper aims to enhance our understanding. This research enhances the currently limited understanding of CBE, which possesses significant untapped potential. The main thing this research adds is the finding that BT is a partial mediator in the postulated correlations. This work aims to develop and evaluate a conceptual model of CBE specifically for the fashion clothing industry. The present study's findings and ramifications will greatly advance the development of the CBE.

This article enhances the current marketing literature. The study's findings demonstrate that CBE, CBI, and BT exert direct effects on PI, with CBI and BT functioning as mediators in the proposed relationships. This study also looks at how CBI and BT affect PI. The study provides insightful analyses of the processes facilitating consumer-brand interactions via the examination of the relationships among CBE, CBI, BT, and PI. Two hypotheses were constructed to clarify indirect effects (mediation effects), whereas five hypotheses were developed to examine direct effects. The results indicate that there are different effects on academics, management, and real life.

Limitation and Future Directions

Although this paper enhances the knowledge on CBE, it has several shortcomings that suggest further research is necessary. This research was confined to Pakistan's fashion industry. The way people act as consumers may change from one sector to another. Future research may replicate the outcomes of this paper in a variety of industries, such as sports, electronics, and tourism. The study only sourced data from Pakistan, a collectivistic society; the findings may vary if derived from individualistic Western countries. It may not be appropriate to apply these findings to customers who have extremely different cultural values. Consequently, policymakers must exercise caution in interpreting the conclusions of this study, since they may not be relevant to societies that prioritize individuality. Further study is necessary

to assess the hypotheses examined in this work to validate and generalize the findings. Subsequent research may evaluate the proposed model using other methodologies. This research mostly looks at the beneficial aspects of CBE. Researchers in the future should concentrate on the domain of negative engagement. It will provide managers new ways to consider disengaged consumers. Future research may also investigate the mutually beneficial connection between offline and online CBE (Chen et al., 2021).

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