

Should I buy this Clothing Brand? Investigating the Impact of Consumer Brand Engagement Dimensions from Brand Resonance Model Perspective

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Being a dominant and noticeable construct of consumer-brand relationship from the academic point of view, consumer brand engagement is a well-known emerging construct for both the academics and practitioners. Therefore, building on brand resonance model and organisational psychology, current research investigated the influence of brand experience on brand loyalty towards clothing brands. Likewise, it also examined the impact of brand experience on consumer brand engagement (vigour, dedication, absorption) towards clothing brands. Additionally, the influence of consumer brand engagement (vigour, dedication, absorption) on brand loyalty towards clothing brands was also investigated. Furthermore, the core focus of this study was also to investigate and underscore the mediating role of consumer brand engagement in relationship between brand experience and brand loyalty. Brand engagement dimensions i.e. dedication, vigour and absorption were analysed as emotional, behavioural, and cognitive components, respectively. Data were collected through adapted questionnaire and analysis was executed through PROCESS macro. The results showed that all the hypotheses of the study were accepted except for the hypothesis proposing vigour and brand loyalty relationship and also the hypothesis proposing the mediating role of vigour between brand experiences and brand loyalty relationship. Current study contributes not only in the field of academics but will also guide practitioners, retailers, entrepreneurs, advertisers, marketers and businessmen to gain, build and retain the long-term customer-brand relationship. It will also help them to improve business strategies for their survival and sustainability in the intense marketing competition.

Keywords: Brand experience; brand loyalty; consumer brand engagement; Brand Resonance Model; organisational psychology; clothing brand

1. INTRODUCTION

Although, brand experience is a notion that is related to other brand constructs but it is distinctive in its nature (Brakus, Schmitt, & Zarantonello, 2009; Lane & Jacobson, 1995; Thomson, MacInnis, & Whan Park, 2005; Zaichkowsky, 1985). In recent years, it has been realised in the academia of marketing as well as by the practitioners that an important challenge which needs to be addressed in current environment is the customer

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experience (Berry, Carbone, & Haeckel, 2002; Pine & Gilmore, 1998). Likewise, being an important constructs in marketing literature, brand experience along with brand loyalty have been examined in various studies (Bapat & Thanigan, 2016; Mathew & Thomas, 2018; van der Westhuizen, 2018) because of the significant interest of academicians in the improvement of consumer-brand bonding and understanding of various relational behaviour of consumers with brands.

In order to examine the financial health of an organisation in long-term, it is believed that consumer loyalty plays an important role because it affects future sales and revenues directly.

When customer purchases the brand repeatedly over time, then this experience leads towards the formation of brand loyalty (Sheth, 1968). As the chances for the consumers to engage in long lasting relationship are more in case of the development of rewarding bond (Lambe, Wittmann, & Spekman, 2001). Therefore, higher the preceding experiences with the brand on consistent basis, stronger the attitude (Smith & Swinyard, 1983). Apart from operational consistency, it is suggested that, when brands successfully provide a distinctive experience, it is likely to cast a strong influence on consumer memory as a result of provoking strong emotions during consumption (Westbrook & Oliver, 1991). Therefore, those brands that possess the characteristics of providing a superior, unique and differentiated brand experience are likely to achieve strong brand loyalty as compared to other brands (Brakus et al., 2009).

It has also been found that positive, pleasing and joyful rewarding experience by consumer is the result of consumer brand engagement. In an online context, those consumers who have joined the online brand communities are more expected to confirm connection, commitment, trust and satisfaction with their preferred brands that in turn enhances the chances of brand loyalty (Brodie, Ilic, Juric, & Hollebeek, 2013; Verma, Jahn, & Kunz, 2012). Likewise, customer engagement regarding tourism brands on social media also influences loyalty (Harrigan et al., 2017).

Past studies confirmed the mediating role of various variables to observe the impact of brand experience on brand loyalty such as the mediation effect of affective commitment (Iglesias, Singh, & Batista-Foguet, 2011), brand evaluation (Bapat & Thanigan, 2016), brand love and brand trust (Huang, 2017) and role of involvement (Mathew & Thomas, 2018). Similarly, mediator used in current study is consumer brand engagement (Huang, 2017) because there is still need to understand this construct (Dwivedi, 2015) and it has the potential to shape consumer behaviour due to its increasing importance with the passage of time (Dwivedi, 2015; Gambetti & Graffigna, 2010).

From the organisational psychology perspective, consumer brand engagement model as an original higher-order construct has been proposed previously in which vigour, dedication and absorption characteristics were considered and offered as brand-use-related states of mind (Dwivedi, 2015). Dedication, vigour and absorption are the emotional, behavioural and cognitive component respectively (Brodie et al., 2013) where dedication is the strongest dimension while absorption is the weakest dimension. Hence, consumer brand engagement explaining strong consumer-brand bonding is supported in the past (Dwivedi, 2015). It is also mentioned that consumer brand engagement serving as relational aspect could help in achieving the competitive advantage for brands as

compared to basic requirements that are needed for the brands to compete in market i.e. value, quality and satisfaction (Dwivedi, 2015). Marketing practitioners are constantly struggling with regard to various strategies in order to provide long lasting experience to each of their customer. In this way, it is anticipated that brand experience is a major contributor in formation of brand loyalty (Brakus et al., 2009; Mathew & Thomas, 2018). In spite of all these attempts, there is still no certainty for any brand to succeed. Hence, detailed study is needed to understand whether brands successfully develops brand loyalty by providing successful brand experience or not (Mathew & Thomas, 2018). Moreover, there is still a scarcity to understand and examine the intermediate mechanism that might play an important and deep role in the establishment of link between brand experience and brand loyalty (Huang, 2017; Keller, 2013). The literature is limited regarding brand engagement and its types but emphasises a more in-depth study of this construction, various drivers and results. (Hollebeek, 2011). Therefore, current study attempts to examine whether consumer brand engagement (vigour, absorption and dedication) mediates brand experience and brand loyalty relationship in the clothing brand context. Previously multidimensional nature of consumer brand engagement was studied (Dwivedi, 2015). In comparison to the previous brand related research (Dwivedi, 2015), present study intends to provide a more detailed process to explain whether brand experience is an antecedent of brand loyalty via mediation effect of consumer brand engagement. From the result of this study, managers will attain knowledge about the possible effectiveness of consumer brand engagement in terms of its dimensions i.e. vigour, dedication and absorption. It will also provide theoretical know-how about the nomological network regarding construct, being brand loyalty as an outcome. Also, through the results of this study, practitioners will attain information regarding strength of consumer brand engagement. In this way, they will obtain notion to achieve loyalty of consumers as compared to the conventional antecedents.

1.1. Literature Review

1.1.1. Brand Resonance Model

Brand resonance depicts the nature of affiliation linking customer with the brand as well as the strength of absolute correspondence felt by customer with the brand (Keller, 2010). Brand resonance enables customers to distinguish the brand importance, superior quality and extent of his brand trustworthiness (Phau et al., 2014). According to brand resonance model, rational and emotional are two routes that can lead towards attaining the brand resonance in terms of brand loyalty (Keller, 2013). The components that are related to rational route comprises of judgment and performance where former includes credibility or quality etc. while later consists of durability, price, reliability and efficiency etc. Likewise, the components relevant to emotional route are imagery and feelings where these in turn consist of fun or excitement (Keller, 2013). The current study, takes selection of consumer brand engagement to understand mediating effect because it is the construct that was previously treated not only as a motivational construct (Salanova, Agut, & Peiro, 2005) but also examined from the trait point of view (Somentag, 2003) in organisational psychology domain (Schaufeli et al., 2002) Martinez, Pinto, Salanova, & Bakker, 2002).

From the perspective of marketing literature, these constructs i.e. trait wise and motivational construct of consumer brand engagement are used to understand the individual behaviour i.e. consumer behaviour (Dwivedi, 2015). Therefore, emotional route of brand resonance model covers these aspects of consumer brand engagement, hence used in this study. Moreover, other than using brand love and brand trust for understanding the intermediate mechanism of brand experience and brand loyalty relationship, possibility to use other mediators such as consumer brand engagement under brand resonance model are also suggested (Huang, 2017; Keller, 2013).

The dimensions of customer brand engagement i.e. vigour, dedication and absorption (Dwivedi, 2015; Patterson, Yu, & De Ruyter, 2006) are behavioural, emotional and cognitive components of customer brand engagement respectively (Brodie et al., 2013). Hence this study will enable to shape the management decisions about clothing brands regarding the dimensions of all the three constructs i.e. brand experience, brand engagement and brand loyalty. Current study will contribute not only in the field of academics but will also guide practitioners, retailers and entrepreneurs to gain, build and retain the long-term customer-brand relationship. It will also help them to improve their business strategies for their survival and sustainability in the intense marketing competition. Therefore, the marketers, e-retailers, businessmen and user-generated need to understand, nurture and raise their clothing brands over other competitor clothing brands by taking into consideration the brand engagement and its dimensions over other brands.

1.1.2. Brand Loyalty

When desired products/services are highly believed to be purchased or re-patronised by a person consistently in future, then it is termed as consumer loyalty (Oliver, 1999, p. 34). In literature, two dimensions of brand loyalty have been studied extensively (Day, 1976). These brand loyalty dimensions include behavioural and attitudinal brand loyalty (Baldinger & Rubinson, 1996) where former is stated as the behaviour of a customer that is possible to measure in order to understand the tendency of a customer for the repurchase of a brand and also it influences the sales of a brand (Hammond, East, & Ehrenberg, 1996) while the latter comprises of the attitude of a consumer with the intention of purchasing a brand again, brand attitude and also commitment with the brand (Bennett & Rundle-Thiele, 2002; Mellens, Dekimpe, & Steenkamp, 1996). Hence, attitudinal loyalty referring to emotional component of brand loyalty is an amount of commitment as well as attitude a customer shows towards the brand (Chaudhuri & Holbrook, 2001). On the other hand, behavioural loyalty is related not only to the persistent and continuous customer's purchases of a brand but also their purchasing intentions in future (Chaudhuri & Holbrook, 2001). Therefore, in the light of the prior studies, brand loyalty is taken in the present research to improve the knowledge regarding consumer behaviour.

1.1.3. Brand Experience

Pine and Gilmore (1999) and also Schmitt (1999) are pioneers in working on brand experience concept. Brand experience is a notion that casts influence on behaviour of a consumer for a long time and it contains variation in not only strength but also in its

intensity. Brakus et al. (2009) stated brand experience as the internal response of a consumer, subjective in nature including sensation, thinking, behavioural and cognitive reactions. It is aroused via various stimuli which are related to brand such as packaging, identity, communication, design and environments. Previously it has been examined by various researchers and there is consensus that brand experience concept is theoretically not similar to other constructs relevant to brand including brand attachment, brand attitude and brand involvement (Brakus et al., 2009; Lane & Jacobson, 1995; Thomson et al., 2005; Zaichkowsky, 1985). Furthermore, mediating role has also been investigated in the past. Brakus et al. (2009) examined that satisfaction mediates brand experience and brand loyalty while Iglesias et al. (2011) proved a mediating role of affective commitment between these two constructs.

In literature; think, sense, act, feel and relate are the brand experience dimensions studied by (Schmitt & Rogers, 2008). Likewise, intellectual, sensory, behavioural and affective are the dimension of brand experience that were proposed and studied by Brakus et al. (2009). Previously, these three dimensions relevant to brand experience were also used by Huang (2017) in his study. Huang (2017) justified the use of these three brand experience scopes (behavioural, sensory and intellectual) and not the fourth one i.e. affective by explaining that these three dimensions have been extensively used in literature in terms of their measurement as well as definitions. However, instead of adapting these brand experience dimensions (Brakus et al., 2009; Huang, 2017), present study has taken the brand experience construct as a composite variable also previously used in many studies (De Oliveira Santini et al., 2018; Ladeira, Sampaio, & Pinto, 2018; Shahzad, Bilal, Xiao, & Yousaf, 2019). The direct or indirect link between brand experience and brand loyalty already exists in literature (Bennett, Hartel, & McColl-Kennedy, 2005; Brakus et al., 2009; Huang, 2017; Iglesias et al., 2011; Keller, 2013; Sheth, 1968), therefore following statement is hypothesised:

H1: The more positive the brand experience, the greater the link with brand loyalty.

Moreover, this study has extended the research of Huang (2017) by applying the consumer brand engagement and its dimensions (vigour, dedication, absorption) as an intermediate mechanism for the purpose of determining the brand experience and brand loyalty relationship. These dimensions are also studied previously (Dwivedi, 2015; Patterson et al., 2006). It is strongly believed that brand experience can build brand resonance (Varjonen, 2018).

Hence, based on brand resonance model, the hypotheses are developed:

H2_a: The more positive the brand experience, the greater the link with vigour.

H2_b: The more positive the brand experience, the greater the link with dedication.

H2_c: The more positive the brand experience, the greater the link with absorption.

1.1.4. Nature of Consumer Brand Engagement

Engagement is a concept studied and explored in both organisational psychology and the domain of consumer behaviour. From the academic point of view, consumer

brand engagement refers to a mind state of an individual that is context dependent and also consists of brand-related and motivational level. It is also described by the activities related to emotions, cognitions and behavioural indirect brand interactions (Hollebeek, 2011, p. 790). However, in practitioner's point of view, when a customer is emotionally attached with a brand, the emotional state of the attachment is called engagement (Sullivan, 2009, p. 20).

The chances of consumer's approach behaviour are enhanced, once the consumers are involved with the brand (Esch, Langner, Schmitt, & Geus, 2006) which in turn increases the likelihood of consumer engagement. Moreover, the continuous and persistent consumer-brand interactions are termed as consumer brand engagement (Hollebeek, 2011) that in turn increases the chances of long lasting and consistent psychological bonds formation between consumer and brand. Earlier, Dwivedi (2015) applied the concept of consumer brand engagement that he derived from the organisational psychology domain (Schaufeli et al., 2002; Sonnentag, 2003) in which engagement is treated not only as a motivational build (Salanova et al., 2005) but also examined from the trait point of view (Sonnentag, 2003). Hence, in this way Dwivedi (2015) explained that "individual behaviour" was captured by the engagement measure in organisational psychology. In marketing literature, individuals are the consumers whereas in organisational psychology, they are treated as employees. Moreover, the reason to derive engagement from the organisational psychology is also due to its holistic conceptualisation under single framework, covering the individual engagement from multi aspects being cognitive, emotional and behavioural related to absorption, dedication and vigour respectively. Likewise, the possibility of individual to show better and appropriate behaviour from their trait as well as motivational based measure point of view in various setting is also apparent (Dwivedi, 2015); therefore, the current study examine the mediating role of consumer brand engagement to understand consumer behaviour.

1.1.5. Brand Engagement and Its Effects

In literature, various definitions for the consumer brand engagement have been proposed. However, there is not much consensus on its well-elaborated and well-explained definition. Dwivedi (2015) demonstrated brand engagement as the state of mind relevant to consumer's usage of brand as well as their optimistic and satisfying condition that has the characteristics of vigour, dedication and absorption. Additionally, customer brand engagement also plays a significant part to examine the outcome such as brand loyalty (Bowden, 2009; Casalo, Flavian, & Guinaliu, 2007). Previously, a study was carried out to scan the influence of purchaser's brand commitment which is a higher-order model on loyalty intentions. Antecedents and outcomes were drawn by developing and testing empirically the brand engagement of three-dimensional model. It was found that variation in the outcome is more explained by the brand engagement. Moreover, the combined variation by value, quality and satisfaction was also explained and was found that they explain less the loyalty intention variations when made comparison with that of consumer brand engagement (Dwivedi, 2015).

In the past, various studies on consumer brand engagement (Algharabat, Rana, Dwivedi, Alalwan, & Qasem, 2018) and its multi-dimensions have been conducted

(Dwivedi, 2015; Fung, King, & Sparks, 2014; Hollebeek, 2011; Hollebeek, Glynn, & Brodie, 2014). The features involved in characterising the customer engagement are the interaction between customer and organisation repeatedly that in turn supports the customer investment with the brand of an organisation in terms of psychological, emotional and physical perspective (Hollebeek et al., 2014; Phang, Zhang, & Sutanto, 2013). This investment point of view is supported by social exchange theory which explains that a person gives value to the appealing and pleasing cost-benefit relationships in terms of both tangibility and intangibility (Thibaut & Kelley, 1959).

1.1.6. Dimensions of Consumer Brand Engagement

Consumer brand engagement depicts the interactive element of consumers' readiness to spend efforts in securing extent of interaction with the brand (vigour), gladly engaged in these relations (absorption) and think passionate as well as stimulated in such actions (dedications) (Dwivedi, 2015). In terms of clothing brands, vigour, dedication and absorption are three dimensions of consumer brand engagement used in the current study. These dimensions are previously studied by Dwivedi (2015) who extracted consumer brand engagement from organisational psychology domain (Schaufeli et al., 2002; Sonnentag, 2003). Hence building on his study, the present study has used these dimensions in the context of clothing brands for understanding the brand experience and brand loyalty relationship, also suggested by Huang (2017). These dimensions are discussed briefly:

Vigour

Being the behavioural component of customer brand engagement, vigour dimension is explained as the "*high levels of vitality and mental flexibility when interacting with a brand, and customer's willingness & capability to invest effort in such interfaces*" (Dwivedi, 2015).

Dedication

Being the emotive module of consumer brand engagement, dedication dimension in the perspective of consumer-brand relationships is defined as "*a sense of importance, interest, encouragement, vanity and challenge*" (Dwivedi, 2015).

Absorption

Being the cognitive element of customer brand engagement, absorption dimension is stated as "*Absorption refers to the sense of being fully concentrated and happily engrossed in brand interactions and in which time passes quickly*" (Dwivedi, 2015, p. 101). Additionally, absorption is a characteristic that positively cause the customers to absorb in or with the brand. There are also the chances that customers do not have the awareness of the time they spend or devote to some brand (Patterson et al., 2006; Scholer & Higgins, 2009).

One of the previous studies in business-to-business context examined the antecedents of brand loyalty such as involvement and satisfaction while taking experience as a moderator (Bennett et al., 2005). Previous studies also support the notion that customer brand engagement predicts or anticipate the loyalty (Bowden, 2009; Hollebeek, 2011).

Therefore, following hypotheses are developed accordingly:

H3_a: The more positive the vigour, the greater the link with brand loyalty.

H3_b: The more positive the dedication, the greater the link with brand loyalty.

H3_c: The more positive the absorption, the greater the link with brand loyalty.

1.1.7. Mediation Effects of Consumer Brand Engagement

In the past research, consumer brand engagement is studied (Algharabat et al., 2018) along with its dimensions (e.g., Alloza, 2008; Dwivedi, 2015). However, this concept is not only used as an outcome from its theoretical and managerial point of view but can also be treated as the process which could result into the outcomes that are measurable such as customer loyalty or customer satisfaction (Harrigan et al., 2017). Literature suggests that brand experience can have a strong role in building brand resonance. Consequently, this emotional bonding could enhance behavioural loyalty, consumers' attachment and engagement (Burgess & Spinks, 2014).

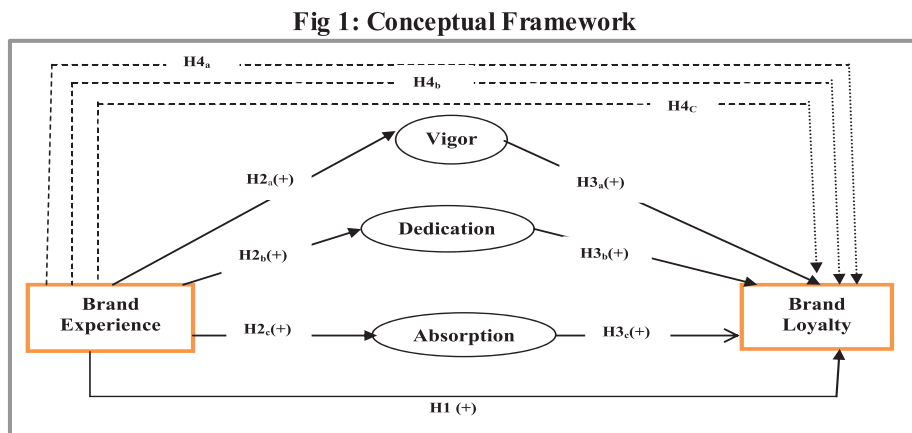
Moreover, building on brand resonance model, brand loyalty influenced by brand experience through the mediating role of brand love and trust in the context of mobile phone brands has been studied previously (Huang, 2017). However, study about brand experience and brand loyalty correlation through an important factor i.e. mediation of customer brand engagement is scarce and demands attention (Huang, 2017; Keller, Parameswaran, & Jacob, 2011). So, there is a need to explore this gap. Therefore, our study has encompassed the framework of Huang (2017) in clothing brands context by adding the consumer brand engagement as a mediator. Therefore, hypotheses are developed accordingly:

H4_a: Vigour has mediating effect on the relationship between brand experience and brand loyalty.

H4_b: Dedication has mediating effect on the relationship between brand experience and brand loyalty.

H4_c: Absorption has mediating effect on the relationship between brand experience and brand loyalty.

1.1.8. Conceptual Framework



2. METHODS

2.1. Context and Sample

In order to accomplish the task of current study, renowned clothing brands were chosen including Khaadi, J dot, Chen One, Nishat, Raja Sahab, Gul Ahmad, Outfitters, Al Karam, Bonanza and others. The reason for choosing these brands was that they are extremely popular in Pakistan and there exists intense competition among these clothing brands not only to attract and engage their customers via good brand experience, but also to make them loyal to their brand. Hence, clothing brand was suitable to our study context.

This empirical study was conducted in two cities of Punjab province i.e. Lahore and Faisalabad through convenience sampling. Data were collected from the respondents who had purchased clothing brands. First, pilot study was conducted to find out whether the questionnaire is easily understandable or not. After pilot study, regular study was executed. The respondents were asked to recall the clothing brand that they had experienced. A total of 170 respondents were included in this study. Sample size was calculated with the ratio 5:1 (No. of observations* No. of items) (Hair, Anderson, Babin, & Black, 2010) but sample size was increased to get better results. Data analysis via Process macro (V3.0) by Hayes (2017) was applied for further analysis and results are discussed accordingly. Model 4 was used for mediation analysis. Moreover, control variables used in the current research were occupation, gender, marital status, education, age and average monthly income.

2.2. Measures

The independent variable i.e. brand experience was measured with nine items on 5-point scale ranging from 1) strongly disagree to 5) strongly agree, adapted from Brakus et al. (2009). The survey items include e.g. *This brand makes a strong impression on my visual senses or other senses*. Consumer brand engagement was measured with total of 17 items consisting of vigour=6, dedication=5 and absorption=6 and was measured on 5-point scale ranging from 1) strongly disagree to 5) strongly agree, adapted from Dwivedi (2015) who in turn used the scale originally developed by Menguc, Auh, Fisher, and Haddad (2013). The survey items include e.g. **Vigour:** *I feel loving and passionate about using this clothing brand*, **Dedication:** *I feel excited wearing and interacting with this clothing brand*, **Absorption:** *It is difficult to detach myself when I am using this clothing brand*.

Additionally, brand loyalty was measured encompassing 6-items adapted from Chaudhuri and Holbrook (2001) on 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree. The survey items include e.g. *I will recommend this clothing brand to other people*. All the constructs stand reflective. The reliability and validity of these scales have already been tested in previous studies.

3. DATA ANALYSIS AND RESULTS

The means, standard deviations are presented in Table 1 and correlations are given in Table 2.

Table 1

Means, Standard Deviations

Variables	Mean	Std. Deviation
T_B_Exp	3.37	.40
Vigour	3.69	.62
Dedication	3.66	.65
Absorption	3.34	.70
T_B_Loyalty	3.53	.57
Occupation	1.91	1.01
Gender	1.69	.46
Marital Status	1.24	.43
Education	4.05	.77
Age	1.62	.85
Avg. Monthly income	2.39	1.23

Note: Author's calculation on SPSS.

Table 2

Correlations among the Study Variables

Sr.#	Variables	1	2	3	4	5	6	7	8	9	10	11
1	T_B_Exp	1										
2	Vigour	.367***	1									
3	Dedication	.313**	.582**	1								
4	Absorption	.220**	.396**	.443**	1							
5	T_B_Loyalty	.220**	.365**	.483**	.348**	1						
6	Occupation	.149	-.069	.076	.045	.142	1					
7	Gender	.197**	.054	.132	-.035	.074	.207**	1				
8	Marital Status	-.016	-.067	-.065	.059	.042	.460**	.037	1			
9	Education	.091	-.062	-.049	-.147	.121	.437**	.129	.214**	1		
10	Age	.038	-.049	-.004	.123	.051	.661**	.092	.643**	.365**	1	
11	Avg.Monthly Income	.145	-.083	.047	.035	.089	.786**	.147	.457**	.483**	.696**	1

*p < .05, **p < .01, ***p < .001.

The summary of mean and standard deviation is given in Table 1 and correlations among the variables are shown in Table 2. The results showed positive relationship of brand experience (IV) with brand loyalty ($r = .220, p < .01$), vigour ($r = .367, p < .000$), dedication ($r = .313, p < .01$) and absorption ($r = .220, p < .01$). Moreover, brand loyalty (DV) was also positively related to all the three dimensions of consumer brand engagement i.e. vigour ($r = .365, p < .01$), dedication ($r = .483, p < .01$) and absorption ($r = .348, p < .01$) respectively. These results provided preliminary support for our hypothesis.

Table 3

Results of the Analysis (Without Covariates) for Multiple Mediation by Means of the SPSS Macro of Preacher and Hayes ($N = 170$)

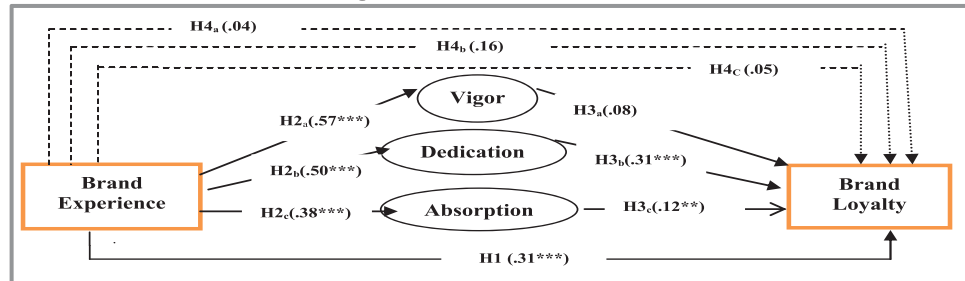
	Brand Loyalty				Hypothesis Acceptance/ Rejection
	Coefficient	SE	Bootstrap 95% CI	Effect Ratio	
<i>IV to mediators (A paths)</i>					
Vigour	.57***	.04			H _{2a} accepted
Dedication	.50***	.05			H _{2b} accepted
Absorption	.38***	.13			H _{2c} accepted
<i>Mediators to DV (B paths)</i>					
Vigour	.08	.08			H _{3a} rejected
Dedication	.31***	.08			H _{3b} accepted
Absorption	.12*	.06			H _{3c} accepted
Total effect of IV on DV (C path)	.31***	.11			H ₁ accepted
Direct effect of IV on DV (C path)	.07	.10			
Total indirect effect of IV on DV through proposed mediators	.25	.07	[.12 ; .40]	.81	
Vigour	.04	.05	[-.05 ; .16]	.13	H _{4a} rejected
Dedication	.16	.06	[.06 ; .31]	.52	H _{4b} accepted
Absorption	.05	.03	[.00 ; .12]	.16	H _{4c} accepted
Vigour vs. Dedication	-.11	.09	[-.33 ; .04]		
Vigour vs. Absorption	.00	.06	[-.12 ; .12]		
Dedication vs. Absorption	.11	.07	[-.00 ; .26]		

3.1. Test of Hypotheses

The results of total effect, direct effect and parallel mediation without covariates are reported in Table 3. First, Brand experience showed significant relationship with brand loyalty ($b=.31$, $SE=.11$, $p<.001$) allowing us to accept H₁. Second, brand experience was significantly associated with vigour ($b=.57$, $SE=.04$, $p<.001$), dedication ($b=.50$, $SE=.05$, $p<.001$), and absorption ($b=.38$, $SE=.13$, $p<.001$). This led us to the acceptance of H_{2a}, H_{2b}, and H_{2c}. Third, both dedication and absorption significantly related to brand loyalty ($b=.31$, $SE=.08$, $p<.001$; $b=.12$, $SE=.06$, $p<.001$; H_{3b} and H_{3c} accepted, respectively). But vigour failed to show any significant relationship with brand loyalty ($b=.08$, $SE=.08$, $p>.05$). Thus, we failed to accept H_{3a}. Fourth, the bootstrapping results for indirect effects showed that both dedication and absorption completely mediated the relationship between brand experience and brand loyalty (effect = .16, 95 percent CI [.06, .31]; effect = .05, 95 percent CI [.00, .12] which led us to accept H_{4b} and H_{4c}, respectively since direct effect became insignificant ($b=.07$, $SE=.10$, $p>.05$). However, vigour failed to mediate the relationship between brand experience and brand loyalty (effect = .04, 95 percent CI [-.05, .16])

We further reanalysed the data by including relevant control variables. However, the interrelationships among study variables remained significant. Thus, we reported results in table 2 without control variables for ease of comparison with previous studies.

Fig 2: Results of main effects



Note: The dotted line represents indirect effects. Significant at * $p < 0.05$; ** $p < 0.01$; *** $p < 0.000$.

4. DISCUSSION AND CONCLUSION

In previous research, the possibility of loyalty as an important outcome of brand experience was suggested (Fam, de Run, Shukla, Shamim, & Butt, 2013). Brand experience depends upon multiple reasons e.g. quality of product offered, economical prices, employees' behaviour, environment of outlet, designing of outlet, online and offline brand services etc. When consumer feels pleasure while interacting with a particular brand, their chances of relationship with a brand strengthens. Hence, hypothesis H_1 is accepted in present study and it is consistent with the literature which have also enlighten the strong role of brand experience in developing brand loyalty (Bennett et al., 2005; Brakus et al., 2009; Huang, 2017; Iglesias et al., 2011; Khan & Fatma, 2017; Nysveen, Pedersen, & Skard, 2013; Sheth, 1968).

Likewise, results indicate that all the consumer brand engagement dimensions are significantly predicted by brand experience. These three dimensions are vigour, dedication and absorption (Dwivedi, 2015; Patterson et al., 2006). Prior studies have emphasised to observe the role of consumer brand engagement more deeply with the intention of understanding the relationship between consumer and brand (Islam, Rahman, & Hollebeek, 2018), therefore, the consumer brand engagement including its dimensions are used as mediators (Alloza, 2008) in the current study to underscore the intermediated mechanism of brand experience and brand loyalty relationship (Huang, 2017). Results showed that vigour is mainly derived by brand experience. Furthermore, brand experience is also the key driver of dedication. Likewise, absorption is also predicted by brand experience. These results are consistent with the past studies where it was narrated that diverse brand experience could be utilised to provoke various brand resonance features (Varjonen, 2018). Moreover, literature confirms that brand experience is associated with consumer brand engagement in different context (Hepola, Karjaluoto, & Hintikka, 2017; Khan, Rahman, & Fatma, 2016). These findings also confirmed that vigour, dedication and absorption are behavioural, emotional and cognitive components of consumer brand engagement respectively (Dwivedi, 2015; Hepola et al., 2017) thus, supporting hypothesis $H2_a$, $H2_b$ and $H2_c$.

Most importantly, it is concluded that vigour does not show favourable impact on brand loyalty. In other words, vigour does not serve as an important antecedent of brand loyalty, consequently it makes $H3_a$ insignificant. This result is contrary to the prior studies in other context such as mobile phone brands and it was found the next strongest component of consumer brand engagement (Dwivedi, 2015). Nowadays, there is competition in the market and social media has become an important tool to advertise the

products. Companies design strategies to create awareness and demand of their products. In this way, they are becoming successful in positioning of their offerings. One of the reasons that vigour does not have any influence on brand loyalty is the possibility of variety in clothing brands. Hence, consumers do not need to invest much time in searching of the desired clothing brand due to social media. They have many options and alternatives to choose and therefore, they do not actively engage while interacting with a particular brand. From Pakistan's perspective, there is a possibility that the consumers do not struggle a lot while selecting a particular brand due to their exposure to various clothing substitutes which is the result of increased social media usage i.e. 58 percent per day with the presence of 50.81 million active social media users on different social networking sites (We are social and Hootsuite, 2019). These clothing brand substitutes have intensive competition regarding range in prices and quality. Literature also shows that brand experience does not necessarily affect all the aspects of brand resonance (Varjonen, 2018). Consequently, on the basis of brand resonance model, our findings suggest that all dimensions of brand engagement do not essentially influence behavioural outcome i.e. brand loyalty. Furthermore, brand loyalty is developed by dedication which plays an important role in its development. Similarly, absorption plays an important part in shaping brand loyalty. These conclusions are supported in the previous research (e.g., Brodie et al., 2013; Dwivedi, 2015) where theoretical foundations regarding customer engagement were studied and various concepts of relational nature with some definite engagement process were explored. Therefore, dominant position of consumer engagement in various relational exchange processes was also found (Brodie, Hollebeek, Juric, & Ilic, 2011; Islam et al., 2018). Brodie et al. (2013) explored process among brand communities that depicts not only their nature of consumer engagement but also the value co-creation among them within virtual settings. It was found that consumer loyalty is among various factors that are enhanced by those consumers who are engaged in these brand communities of online nature. Hence, **H3_b** and **H3_c** are accepted in present study.

Previously, various studies were conducted to analyse the consumer brand engagement (Algharabat et al., 2018), and its consequences, among which, brand loyalty is the one (e.g., Bowden, 2009; Casalo et al., 2007). Additionally, in current marketing scenario, it is essential to understand that how consumer's experience of purchasing clothing brands has an impact on brand loyalty. Burgess and Spinks (2014) mentioned that brand experience can have strong impact on developing brand resonance and this emotional bonding in turn could strengthen repeated purchases, engagement and consumers' attachment. Therefore, brand engagement with dimensions relevant to behavioural, emotional and cognitive such as vigour, dedication and absorption respectively were discussed (Dwivedi, 2015; Patterson et al., 2006). In Pakistan's context, brand engagement from different perspective was also examined such as involvement of men in video games (Zakir, 2013) and luxury brand context (Wyne, Khan, & Shafi, 2018). While examining the intermediate mechanism between brand experience and brand loyalty, it is found that one of the dimensions relevant to consumer brand engagement i.e. vigour does not have a mediating influence on their relationship. This depicts that this behavioural component of consumer brand engagement does not play a significant role in shaping brand experience and brand loyalty relationship, thus rejecting **H4_a**. This finding is contrary to the previous study where vigour was mentioned

the strongest dimension after dedication (Dwivedi, 2015). Past study revealed that it is not necessary for all the brand resonance aspects influenced by brand experience (Varjonen, 2018). Hence based on this notion from the perspective of brand resonance model, our findings suggest that there are chances for each brand engagement dimension not necessarily have the similar impact on various behavioural responses such as brand loyalty. Moreover, findings of this study imply that in spite of experiencing a particular clothing brand, the consumer might not show much strength and determination while selecting a particular brand, thus it in turn depicts their weak brand loyalty. Moreover, there are many possibilities that might influence the consumers for the selection of a particular brand such as availability of multiple substitute clothing brands, exposure to variety of brands and easy access to the various clothing brands. Therefore, consumers in current scenario have become more intellectual and conscious in making choices among the multiple substitutes of clothing brands; therefore, it shows their weak brand loyalty. Moreover, variety in Pakistani culture and values could also be the reason to influence consumer behaviour regarding some particular brand (Anam & Faiz, 2016).

Furthermore, dedication plays its mediating part in brand experience and brand loyalty relationship. Likewise, absorption also serves as a mediator in shaping the brand experience and brand loyalty relationship, hence making **H4_b** and **H4_c** accepted respectively in current study. From the literature perspective, these above findings that two of the dimensions (dedication and absorption) of consumer brand engagement are the drivers of brand loyalty is a new contribution in the body of research in addition to the intermediating mechanism of consumer brand engagement in brand experience and brand loyalty relationship. The findings regarding dedication and absorption are consistent with the previous research where these dimensions are used in other context such as brands of mobile phone (Dwivedi, 2015) being emotional component, dedication as one of the strongest brand engagement dimensions. Likewise, previous results regarding cognitive component of consumer brand engagement i.e. absorption in the context of mobile phone brands explained the behaviour of consumer who are happily as well as deeply captivated and absorbed while interacting with the brand (Dwivedi, 2015). Hence, present study in the context of clothing brands also suggests that consumer find pleasure and happiness while interacting with the brand they had positively experienced. Moreover, dedication as well as absorption supports the brand experience and brand loyalty relationship because they not only explain how the consumers feel pleasure, happiness, enthusiasm and energetic but also their sense of concentration as well as absorbing interaction with the particular clothing brands which in turn shape the consumer behaviour in terms of brand loyalty. It is concluded that when consumers go through satisfactory experience in terms of feeling of pride, inspiration, enjoyment (Dwivedi, 2015), they do not realise passing of time or wasting of time while selection of a particular brand (Patterson et al., 2006; Scholer & Higgins, 2009) showing that they are loyal to that particular clothing brand.

4.1. Managerial Implications

In the light of above discussion and findings, this study suggests managers, advertisers, marketers, retailers and businessmen to develop such strategies that strengthen the consumer-brand relationship. In a highly competitive business world where there is bombardment of substitutes and replicas of the clothing brands, it has

become difficult for the businessmen to attract, develop and establish rich consumer-brand relationship and also to maintain a long-term brand loyalty. Therefore, the businessmen are required to focus on building the relational aspects in terms of enhancing the consumer brand engagement so that it helps them in the achievement of competitive edge for their businesses. They are also suggested to provide such convincing, stimulating, attractive and pleasurable environment and experience to the consumers that develop brand engagement and in turn long term ensures brand loyalty. In this way, the possibility of retaining consumers might be enhanced. It is also suggested that the businessmen should improve their clothing brands' colour scheme, designing, quality as well as store location, store experience and services in a unique manner that leads towards strengthening the brand experience and brand loyalty relationship via consumer brand engagement.

4.2. Limitations and Future Research Directions

The current study also has some limitations that need to be addressed for the future research. Brand experience dimension i.e. intellectual, sensory, behavioural and sentimental experiences are not examined individually but as a composite variable of brand experience in the present study. Future research could be conducted by examining these dimensions individually in understanding the consumer-brand relationship in detail via similar model or with some other mediator or moderator. Moreover, current study has included and explored only a single outcome variable i.e. brand loyalty also previously used (Huang, 2017). However, future studies are suggested to include other outcome variables related to consumer behaviour. Similarly, brand engagement and its dimensions i.e. vigour, dedication, absorption (Dwivedi, 2015) are studied as mediator for the purpose of understanding the brand experience and brand loyalty relationship in the current study. It is suggested to examine intermediate role of other variables such as brand community, product efficiency and brand attachment in the future (Huang, 2017; Keller, 2013). Likewise, literature shows that relationship between brand experience and brand loyalty has been explored in the mobile phone perspective (e.g., Huang, 2017). Present study has explored the same relationship with a consumer brand engagement as a mediator from the perspective of clothing brands. Further studies can be conducted to examine the same framework from the other perspective such as online context. Furthermore, this study has been conducted within one-time frame i.e. cross sectional because of the constraints like time shortage, limited resources or geographical boundaries. Hence it is suggested to examine the same construct from longitudinal point of view in future to deeply understand the consumer behaviour fluctuation regarding various brands. Due to the geographical boundary and limited constraint, present research is conducted within a single country and within selected cities. It is suggested to conduct this research across countries in order to understand the cultural differences or consumer behaviour. Likewise, various product categories could also be compared across various markets to deeply understand the consumer brand engagement construct. In this study, convenience sampling technique is used for the data collection. Further research can use other sampling designs that suits to their context for the purpose of achieving more generalisability. Moreover, future studies could also be conducted with large sample size to achieve better results along with the improved generalisability. Likewise, present study

has used the population who purchases clothing brands in general without any discrimination in gender, age, marital status, average income, occupation or education. However, future studies could be conducted to discriminate and analyse the choices and consumer behaviour between various consumer groups in detail.

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APPENDIX:
Clothing Brands Survey Questionnaire

I am a lecturer at Government College University, Hafizabad Campus, Pakistan. I am working on a research paper. The main objectives of this research are to understand **“Should i buy this Clothing Brand? Investigating the impact of Consumer Brand Engagement dimensions from Brand Resonance model perspective”**

Please complete this questionnaire and return it.

Have you ever purchased clothing brands? Yes No

Kindly choose any of the clothing brand that you have mostly purchased:

1.Khaadi	2.J.	3.ChenOne	4.Nishat	5.Raja Sahab
6.Gul Ahmad	7.Outfitters	8.AlKaram	9.Bonanza	10.Others

The following set of statement relates to the brand experience with your most purchased clothing brand. Please recollect your experience with this brand and answer the following questions. We shall be thankful to you for your cooperation.

Brand Experience	Strongly Disagree	Disagree	Neither Agree Nor disagree	Agree	Strongly Agree
This brand makes a strong impression on my visual senses or other senses	1	2	3	4	5
I find this clothing brand interesting in a sensory way	1	2	3	4	5
This clothing brand does not appeal to my senses ^a	1	2	3	4	5
I engage in a lot of thinking when I come across this clothing brand	1	2	3	4	5
This clothing brand does not make me think ^a	1	2	3	4	5
This clothing brand stimulates my curiosity and problem solving	1	2	3	4	5
I engage in physical actions and behavioural when I use this clothing brand	1	2	3	4	5
This clothing brand results in bodily experiences	1	2	3	4	5
This clothing brand is not action-oriented ^a	1	2	3	4	5
I feel strong and energetic when using this clothing brand	1	2	3	4	5
I feel loving and passionate about using this clothing brand	1	2	3	4	5
When interacting with this clothing brand, I feel full of energy	1	2	3	4	5
I can continue using this clothing brand for very long periods	1	2	3	4	5

Continued—

Continued—

I would like to stick with this clothing brand despite some problems with it	1	2	3	4	5
When I get up in the morning, I feel like wearing and using this clothing brand	1	2	3	4	5
I feel excited wearing and interacting with this clothing brand	1	2	3	4	5
I am proud of this clothing brand	1	2	3	4	5
This clothing brand inspires me	1	2	3	4	5
This clothing brand gives me meaning and purpose	1	2	3	4	5
I use this clothing brand with complete commitment and loyalty	1	2	3	4	5
I feel in love with when I wear this clothing brand	1	2	3	4	5
I am usually absorbed and captivated when using this clothing brand	1	2	3	4	5
When I am using this clothing brand, I forget everything else	1	2	3	4	5
It is difficult to detach myself when I am using this clothing brand	1	2	3	4	5
I feel happy when I am wearing and interacting with this clothing brand	1	2	3	4	5
Time flies when I am wearing and interacting with this clothing brand	1	2	3	4	5
Overall, I buy this clothing brand most often	1	2	3	4	5
I'll tell other people how good this clothing brand is	1	2	3	4	5
I'll recommend this clothing brand to other people	1	2	3	4	5
I identify with this clothing brand very much	1	2	3	4	5
I'm willing to pay a higher price to buy this clothing brand	1	2	3	4	5
If this clothing brand is out of stock, I'll wait and refuse any other clothing brand	1	2	3	4	5