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# To Examine the Influence of Consumer Brand Identification on Purchase Intention: The Mediating Role of Affective Brand Commitment and Brand Trust

**Muhammad Asim Aziz**, *University of Gujrat, Pakistan.*

**Mirza Ashfaq Ahmed**, *University of Gujrat, Pakistan.*

**Shahzore Ali Khan**, *NORD Education*

## ARTICLE DETAILS    ABSTRACT

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This research aims to evaluate the impact of consumer brand identification, affective brand commitment, and brand trust on the purchase intentions of fashion apparel brands. It also investigates the mediating effects of affective brand commitment and brand trust. This study used a quantitative technique. An online poll was carried out for this research. Prior studies on consumer behavior used the same methodology as this survey. Respondents were recruited using a convenience sampling strategy. This sampling method aligns with prior research that investigated consumer behavior in the fashion industry utilizing the same approach. Using a method known as convenience sampling, a sample of 416 individuals participating in the study was gathered from individuals in Pakistan who utilize fashion clothing brands. The subject of examination was fashion clothing brand purchasers. SPSS and Smart PLS were applied to analyze the data and evaluate the study hypotheses. This research provides empirical evidence on the impact of customer brand identification on brand trust and affective brand commitment within the fashion apparel industry. We also validated affective brand commitment and brand trust as mediating variables. The findings underscore the significance of brand trust and affective commitment in relationship formation and emphasize consumers' potential to enhance their relationships via positive management. The findings of this research provide national apparel companies with critical insights for developing branding and marketing strategies to promote fashion apparel brands.



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\*Corresponding author: [asimaziz001@gmail.com](mailto:asimaziz001@gmail.com)

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## INTRODUCTION

The fashion business is very dynamic and rapidly evolving (Madinga et al., 2020). Fashion research has received much interest from scholars globally (Handa & Khare, 2013). Fashion apparel is gaining acceptance and becoming increasingly popular among Pakistani customers. In addition to becoming accepted, the fashion sector becomes more competitive, with firms attempting to gain a competitive edge (Sandhu & Shabbir, 2023). Fashion may be connected to anything or any phenomenon depending on the preferences of the populace as a whole (Kontu & Vecchi, 2014). Due to the substantial increase in demand for fashion products, marketers must evaluate the impact of customers' purchasing intentions (Soh et al., 2017). Consumers acquire fashion not for the functional benefits of clothing but for the messages they communicate regarding their identity (Mostafa, 2019).

Fashion is a way of wearing, hairdressing, and decorating (Jebarajakirthy et al., 2021). The majority of fashion products are clothing, footwear, and accessories. It denotes attributes such as originality, creativity, modernity, and prestige (Jebarajakirthy & Das, 2020). Preferences for fashion products change with time; hence, fashion reflects a modern aesthetic. People often buy fashion items to show their uniqueness (Jebarajakirthy et al., 2021), and sometimes they buy fashion items to show how they feel about their social and cultural values (Das & Mukherjee, 2020).

CBI is described as "a customer's psychological state of perceiving, feeling, and valuing his or her belongingness with a brand" (Lam et al., 2010, p.129). Comprehending CBI is crucial for fostering a strong customer-brand connection. This understanding is essential since CBI signifies a strong psychological connection to the brand that may last over time and predict future behavior (Rather, 2018).

Only those brands that consumers see as trustworthy and secure and which they think behave in their best interests are deemed trustworthy and secure by customers (Ali et al., 2021). In highly competitive environments, fostering customer trust is seen as a realistic strategy for addressing the issues of recruiting new and maintaining current consumers (Sun & Lin, 2010).

The essence of maintaining brand-customer relationships is in consumers' commitment to obligations and their persistent inclination to sustain a connection with a brand. Consequently, commitment is considered the most potent form of relational connection (Chang & Fan, 2017). Commitment is "an enduring desires to maintain a valued relationship" (Palmatier et al., 2006). Affective commitment denotes an individual's emotional bond and cognitive comprehension of a product or organization (Kozhakhmet & Nazri, 2017). According to Allen and Meyer (1990), three kinds of commitment (affective, continuation or calculative, and normative) are commonly agreed upon by commitment academics (Fatima et al., 2020; Harness et al., 2018; Mbango, 2018).

Intentions represent the degree of an individual's readiness to participate in certain activities. Intentions influence human behavior since humans are seen as rational agents who deliberately devise plans to achieve specific objectives and then behave in accordance with those aims (Kashif et al., 2021). Purchase intention signifies the probability that buyers will demonstrate the

inclination or tendency to purchase a certain good or service (Wu et al., 2011). It is an essential variable that helps in predicting future sales (Köse & Özer Çizer, 2021).

In recent decades, new marketing ideas, such as CBI, have been introduced in first-world settings, and their applicability in third-world nations should be evaluated (Shokri & Alavi, 2019). Several research studies have investigated the influence of brand identification on consumer behavior. However, there is still a need for new and valuable understandings of the concept of CBI within various contexts (Rather, Najar, & Jaziri, 2020). Furthermore, evidence suggests that trust may be pivotal in attaining a more substantial competitive advantage (Isaeva et al., 2020). Despite the significance of trust, there is a paucity of research on consumer behavior that focuses on brand trust (Kataria & Saini, 2020). This study is conducted in countries that are considered to be part of the third world, such as Pakistan, regarding fashion apparel businesses. Moreover, there is a scarcity of research on purchase intention within the fashion business, particularly in developing nations (Chetioui et al., 2020).

Consumer research encompasses a variety of subjective and challenging-to-identify factors. Purchase intention is one of them (Watanabe et al., 2019). Customers from diverse cultures view products differently; hence, their purchase behaviors will vary (Yeniyurt & Townsend, 2003). Understanding how customers create connections with companies and generate purchase intention for them is an ongoing area of marketing research interest (Verma, 2021).

Customers have their own personalities and they continuously search brands that are supporting their identities and fit in well with them and make them feel and look good. They are in struggle to develop their separate personal identity by wearing fashion products reinforcing their identities. Pakistani garments are already considering consumer psychology while designing the fashion products; it will enhance the chance to retain loyal customers or strategically important customers. In developing countries majority of customers switch their brands on the basis to find best match with their identities. Before deciding to buy a fashion brand, customers examine if their identity and the company's identity are compatible. There is no reason for consumers to associate with a brand that does not suit their identity demands, since this might result in identity conflict. As a result, the customer lacks motivation to cultivate a connection with a brand that does not satisfy their identity demands and instead generates an identity conflict (Sihvonen, 2019).

### **Research objective**

1. The main aim of this research is to examine the effect of CBI on BT and ABC.
2. The researchers sought to investigate the mediating functions of BT and ABC in the proposed relationships.
3. The research examined BT and ABC's influence on fashion apparel firms' purchase intentions.

This research significantly contributes to the marketing literature by resolving deficiencies. This research advances the existing literature on marketing in several ways. The study's findings significantly enhance the CBI, which has considerable untapped potential but has not yet received enough attention. This inquiry augments the existing body of research on fashion clothing brands by examining the essential relationships among CBI, brand trust, ABC, and their impact on purchase intention in fashion apparel brands. The findings of this study enhance our understanding of the social identity theory regarding PI in the fashion clothing sector.

## **Literature review**

### **Social identity theory (SIT)**

SIT is a socio-psychological framework that analyzes individuals' self-perceptions and perceptions of others within their social environment (Han et al., 2020). Social identity is a psychological condition when an individual is not seen as a unique entity but as a member of a conceptual category (Zhou, 2011). Consumers create their social identity based on the social groups they belong to or want to join (Shokri & Alavi, 2019). Bhattacharya and Sen (2003b) expanded the concept of customer identification to the customer-brand relationship by using organizational identification and social identity theory. Customers employ brands to self-identify because brands are unique and possess a symbolic meaning (Kumar & Kaushik, 2020; Veloutsou & Delgado-Ballester, 2018). Furthermore, this research is relevant to the fashion apparel industry by analyzing CBI. Since its debut, several researchers have used SIT to clarify human attitudes and actions in various contexts (Ahmad et al., 2024).

### **Hypothesis development**

#### **CBI and brand trust**

CBI is stimulated when the customer perceives a similarity between the brand and themselves (via values and personality) and by the brand's distinctive characteristics and social standing (Fournier & Alvarez, 2012). A positive brand impression arises when customers see a significant alignment between its values and personality (Kumar & Kaushik, 2020a), which fosters brand trust (He et al., 2012). Prior research has shown a link between CBI and brand trust (Santos et al., 2022). A hypothesis may be formulated based on the preceding discussion.

H1: CBI positively affects BT.

#### **CBI and affective brand commitment**

Customer brand commitment refers to individuals' emotional or psychological attachment to a particular brand (Kahle et al., 1988). Furthermore, prior studies suggest that brand associations might influence customer decisions in two manners: by molding their cognitive reactions or provoking their emotional responses (Mann & Ghuman, 2018). Consumers' cognitive responses are influenced by their evaluation of the brand's features, while their emotional reactions reflect their liking for the brand resulting from a positive interaction with it (Oliver, 1999). Identification is crucial for augmenting customer commitment (Hur et al., 2018). The current comprehension of CBI and its correlation with other social interaction concepts, such as ABC, is limited (Su et al., 2016). A hypothesis may be formulated based on the preceding discussion.

H2: CBI positively affects ABC.

#### **ABC and purchase intention**

Affective commitment is seen as having a significant beneficial impact on individual behaviors (Oloveze et al., 2021). Keh and Xie (2009) investigated that increased customer commitment leads to enhanced purchase intention and actual purchases; hence, customer commitment positively influences purchase intention. Previous studies in the aviation sector have shown an association between ABC and PI (Jeng, 2016). Furthermore, previous studies have shown a strong association

between commitment and purchase intention (Shi et al., 2019). Numerous studies conducted over the years have demonstrated that commitment enhances purchase intention (Anastasiadou et al., 2019). This discussion has led to the development of the subsequent hypothesis:

H3: ABC has a positive effect on purchase intention.

### **Brand trust and PI**

Ahn and Kwon (2020) and Sousa and Alves (2019) identified trust as a significant component affecting the customer decision-making process during purchasing decisions. In crafting esteemed trade relationships, it is proven that BT enhances the purchase intention (Arachchi et al., 2022). Trust is posited as a necessary and sufficient prerequisite for fostering a positive attitude towards buying behavior, which may affect purchase intentions (Dabbous et al., 2020). BT and PI have been linked in previous research (Bukhari et al., 2023; Nuryakin et al., 2024). This discourse has resulted in the formulation of the following hypothesis:

H4: Brand trust has a positive effect on PI.

### **CBI and purchase intention**

CBI is an innovative concept, and prior studies have not thoroughly investigated its influence on customer outcomes (Shokri & Alavi, 2019). For instance, CBI generates positive customer outcomes (Nikhashemi et al., 2015). CBI does not substantially enhance customer outcomes (So et al., 2013). Previous research identified a favorable correlation between CBI and PI (Arachchi et al., 2022). A hypothesis may be formulated based on the discussion made above.

H5: CBI has a positive influence on PI.

### **Mediating function of brand trust**

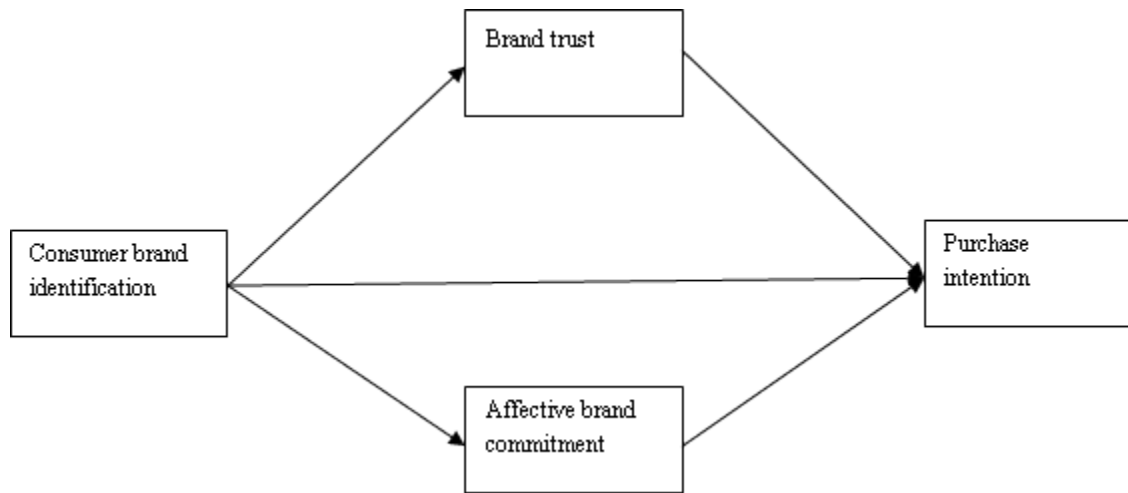
Numerous studies have employed brand trust as a mediator (Hanaysha, 2022). For instance, prior research concluded that the relationship between consumers' corporate social responsibility and brand passion was mediated by brand trust (Gilal et al., 2020). In addition, numerous researchers have confirmed brand trust as an important mediating variable (Ling et al., 2021; Sreejesh et al., 2019; Vohra & Bhardwaj, 2019). Research has been conducted to determine the mediating role of brand trust in the link between brand satisfaction and purchase intentions. Cuong (2020) conducted this investigation. In light of the importance of BT as a mediator in many research studies, this study suggests the following hypothesis to investigate its mediating effects:

H6: BT mediates the link between CBI and PI.

### **Mediating role of ABC**

Prior research has identified affective commitment as a mediating variable (Mohammed et al., 2022). Previous studies have shown that affective commitment mediates between corporate social responsibility and electronic word of mouth (Mohammed & Al-Swidi, 2021). This research is one of the few studies exploring the function of ABC as a mediator between CBI and PI in the fashion clothing industry. The following hypothesis is put out to examine the mediating effects:

H7: ABC mediates the link between CBI and PI.



**Proposed conceptual framework**

## Research Methodology

Data was obtained from participants via an online survey. Respondents were sent a Google Form containing the survey via a link. The survey research method is the most suitable approach for this study. This survey study aligns with other studies investigating customer behavior in Pakistan's fashion clothing industry with the same methodology (Abrar et al., 2021b; Raza, Rani, & Isa, 2021; Sandhu & Shabbir, 2023).

Two basic methods of study that are often used by academics are known as the deductive and inductive approaches, respectively (Bryman & Bell, 2011). The present research adopted a deductive research approach. In survey research, a deductive approach usually involves analyzing the association between variables. In addition to being cost-effective, it encompasses a large population and is an efficient method for conducting research that can be generalized.

Various sampling techniques may be used to get a sample that accurately represents the whole population. These methodologies may be classified into probability sampling methods and non-probability sampling approaches (Creswell, 2009). The study population comprises Pakistani consumers of fashion clothing companies. This research used a non-probability sample method due to the absence of a population frame for fashion clothes businesses and the lack of a database or other sources having consumer contact information for fashion apparel firms.

The sample size is crucial in ensuring the accurate population representation (Bryman & Bell, 2015). The sample size not only determines the proper representation of the population but also influences the statistical power of analytical tools. Consequently, an accurate representative sample improves the generalizability and reliability of the results (Treiblmaier & Filzmoser, 2010). Multiple alternative methods exist for determining sample sizes. A sample size under 50 is deemed inadequate; a sample size between 51 and 100 is regarded as having low statistical power. A sample size ranging from 101 to 200 is deemed adequate; a sample size between 201 and 300 is



regarded as having good statistical power. A sample size of 500 is regarded as possessing substantial statistical power, whereas a sample size of 1,000 is deemed extraordinary in terms of statistical power (Comrey & Lee, 1992). A total of 422 individuals participated in the survey. Outlier issues resulted in the exclusion of six replies from the study. Ultimately, we decided that additional investigation should be conducted on 416 responses.

### **Measurements**

The consumer brand identification contained four items that were adapted from (So et al., 2013). Of the four items, one of the sample items was, "When someone criticizes this fashion apparel brand, it feels like a personal insult." The construct of affective brand commitment was originally developed by using a set of four items (Tuškej et al., 2013) and (Vivek et al., 2014). Among the four items, one of the sample items was "I get excited when I think of buying this fashion apparel brand." Five items were used to measure brand trust (Chaudhuri & Holbrook, 2001; Delgado-Ballester et al., 2003). Out of the five items, one of the sample items was "I trust the fashion apparel brand." Purchase intention is measured using (Lee et al., 2008) and (Son et al., 2013) an instrument comprising five items. An example from this scale is, "I intend to buy fashion apparel brand constantly." The scale items used in this research were measured using a five-point Likert scale. The scale used was from 1 strongly disagree to 5 strongly agree.

### **Common method variance (CMV)**

Harman's single-factor test was used in this research to assess CMV problem (Podsakoff et al., 2003). Exploratory factor analyses were conducted on every variable. A single component was not present, according to the factor analysis findings. Furthermore, it accounted for 40.66% of the variance when every component had to load onto a single component. This result demonstrates that there are no problems with the CMV. Next, we used the variance inflation factor (VIF) to test for multicollinearity. The findings show no multicollinearity since the VIF values were less than 5.0 (Hair et al., 2017).

### **Data analysis methods**

This research employs SMART-PLS version 3 to analyze the data. Furthermore, SEM-PLS consists of many steps. The constructs' validity and reliability may be evaluated by assessing the measurement model at the first stage. The second stage uses the structural model to examine the direct link between exogenous and endogenous factors. PLS-SEM is a sophisticated method used to research many factors simultaneously to test new propositions and improve existing concepts (Hair et al., 2020). For several reasons, PLS-SEM is more appropriate than covariance-based structural equation modeling. The present research employs PLS analysis, which has been applied in numerous previous marketing investigations (Sun, Li, Cheng, D'Alessandro, & Johnson, 2020).

### **Demographic analysis**

This investigation had 416 respondents, with 50.7% identifying as male and 49.3% as female. A majority of the responders, 58.9%, were single persons. 49.8% of survey participants reported a monthly wage of less than 20,000 rupees. Concerning educational attainment, the answers, 57%, were from M.Phil or PhD candidates. Most poll participants, 36.5%, were below the age of 25.

### **Evaluation of the measurement model**

The data analysis started with the evaluation of the measurement model. The measurement model was evaluated for two types of validity: convergent validity and discriminant validity. The composite reliability (CR) and Cronbach's alpha (CA) values are above the 0.70 threshold, indicating construct reliability. Convergent validity was determined by computing the average variance extracted (AVE) threshold value. Convergent validity is confirmed when the AVE exceeds 0.50 (Henseler & Guerreiro, 2020). The computed AVE values varied between 0.589 and 0.676, hence affirming the suggested threshold of 0.50. The current study's findings are presented in Table 1, demonstrating that the values of each proposed construct exceed the established threshold. The results validate the reliability and validity of the constructs.

**Table 1: Measurement model evaluation**

<b>Variables</b>	<b>items</b>	<b>loadings</b>	<b>Cronbach's Alpha</b>	<b>CR</b>	<b>AVE</b>
Affective brand commitment	ABC1	0.838	0.822	0.882	0.652
	ABC2	0.814			
	ABC3	0.821			
	ABC4	0.753			
Brand Trust	BT1	0.833	0.857	0.897	0.636
	BT2	0.764			
	BT3	0.831			
	BT4	0.802			
	BT5	0.754			
Consumer brand identification	CBI1	0.765	0.767	0.851	0.589
	CBI2	0.745			
	CBI3	0.792			
	CBI4	0.767			
Purchase intention	PI1	0.811	0.880	0.912	0.676
	PI2	0.788			
	PI3	0.803			
	PI4	0.857			
	PI5	0.849			



The study evaluated heterotrait-monotrait (HTMT) ratios to assess discriminant validity. The assessment of discriminant validity via the heterotrait-monotrait ratio of correlations, as suggested by Henseler et al. (2015), demonstrates that all heterotrait-monotrait values are substantially below 0.85 (Franke & Sarstedt, 2019), thus confirming the discriminant validity of the measures (Table 2). Consequently, discriminant validity is attained.

**Table 2: Discriminant validity –HTMT**

Constructs	ABC	BT	CBI	PI
ABC				
BT	0.777			
CBI	0.490	0.434		
PI	0.738	0.647	0.357	

### Structural model evaluation

The correlation between ABC and PI is significantly positive, shown by the acceptance of our hypothesis H1 ( $\beta = 0.448$ ,  $p < 0.01$ ). The study's second hypothesis was also significant ( $\beta = 0.268$ ,  $p < 0.01$ ), suggesting that BT positively correlates with PI. The H3 and H4 are also significant as CBI positively influences ABC ( $\beta = 0.394$ ,  $p < 0.01$ ) and BT ( $\beta = 0.363$ ,  $p < 0.01$ ), demonstrating statistical significance and corroborating our postulated causal relationship. The finding for Hypothesis H5 of the research is insignificant, indicating no substantial relationship between CBI and PI ( $\beta = 0.025$ ,  $p > 0.01$ ).

The mediating effect of ABC between CBI and PI ( $\beta = 0.177$ ,  $p > 0.01$ ) is statistically significant, corroborating our hypothesis H6. Conversely, H7 is corroborated by data indicating that BT mediates the relationship between CBI and PI ( $\beta = 0.097$ ,  $p < 0.01$ ). Table 3 presents the beta coefficients and results for each hypothesis.

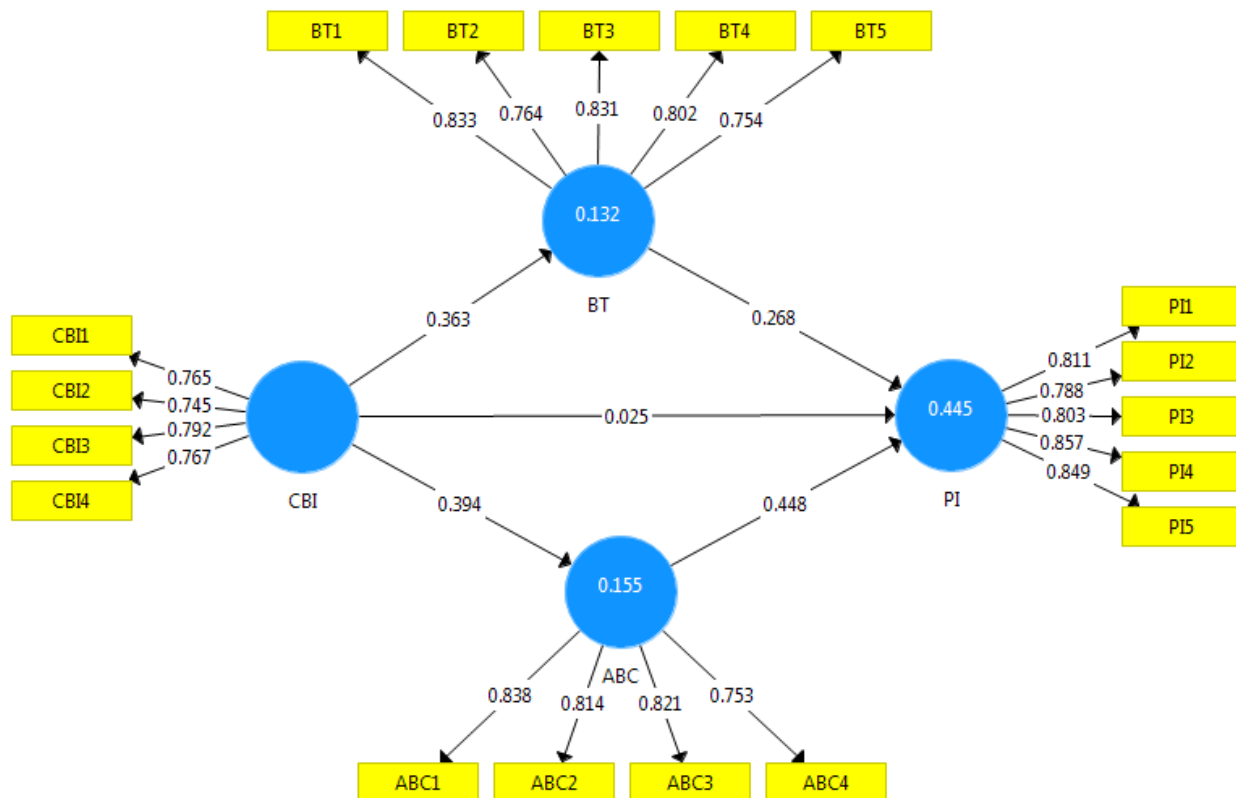
**Table 3: Hypotheses testing**

Hypothesis	$\beta$	T value	P value	Remarks	F square
H1: ABC -> PI	0.448	6.539	0.000	Supported	0.194
H2: BT -> PI	0.268	4.206	0.000	Supported	0.071
H3: CBI -> ABC	0.394	8.508	0.000	Supported	0.184
H4: CBI -> BT	0.363	7.988	0.000	Supported	0.152
H5: CBI -> PI	0.025	0.548	0.584	Not Supported	0.001
H6: CBI -> ABC -> PI	0.177	5.449	0.000	Supported	
H7: CBI -> BT -> PI	0.097	3.595	0.000	Supported	

**Table 4: Q Square Values**

	Q <sup>2</sup> Values
<b>ABC</b>	0.092
<b>BT</b>	0.073
<b>PI</b>	0.275

The model's fit was evaluated using two standard metrics, SRMR and R<sup>2</sup>, which assess the model's explanatory capacity. These fit indices vary between PLS-SEM and CB-SEM. In PLS-SEM, the model fit is assessed by analyzing the structural model's explanatory power, while in CB-SEM; the total model fit is examined (Aibinu & Al-Lawati, 2010). It is argued that relying on a single fit measure and neglecting others is inadequate, as a model with a low R<sup>2</sup> value might still demonstrate good overall fit. SRMR value is 0.07 which is below 0.10 and it is typically regarded as indicating a good fit. Furthermore, Q<sup>2</sup> values above zero indicate substantial predictive relevance. Table 4 indicates that the Q<sup>2</sup> results above the threshold, validating the model's predictive validity.



**Figure 2 structural model**

## Discussion

The present research offers empirical evidence to validate the influence of CBI on BT and ABC. Consequently, the investigation constitutes an indispensable contribution to the existing corpus of literature, which is an immense achievement. In addition, ABC and BT's influence on PI within the fashion clothing business was explored in this research. The results align closely with the proposed relationships established in prior research. This work's empirical studies provide substantial evidence corroborating almost all of the proposed hypotheses. In this investigation, just a single hypothesis was rejected.

The results illustrate the favorable influence of CBI on BT, which is supported by prior research (Santos et al., 2022; Shin et al., 2020). This finding indicates that CBI plays a significant role in fostering the development of brand trust, which constitutes an integral component of the model. The research underscores the influence of CBI on BT, indicating that consumers are more likely to place their trust in a brand with which they possess a robust sense of identity. The findings also demonstrated the positive impact of CBI on ABC, as corroborated by previous research (Rather et al., 2018a). The study results demonstrate the importance of customer brand identification, which influences the ABC and indicates that customers exhibit commitment to a brand when they identify with it.

The findings show the beneficial impact of BT on PI. Prior studies support this finding (Bukhari et al., 2023; Nuryakin et al., 2024). The findings demonstrate ABC's favorable impact on PI. Previous research corroborates this conclusion, showing a positive correlation between ABC and PI (Aziz & Ahmed, 2021). The findings indicated no significant correlation between CBI and PI. The findings does not reinforce earlier research (Arachchi et al., 2022).

Although CBI is generally a robust predictor of purchase intention, socio-cultural, economic, market, and methodological factors may have contributed to the insignificant relationship observed in Pakistani branded apparel users. The results suggest that brand trust fully mediates the relationship between CBI and PI. Enhancing brand trust among consumers may enhance the influence of CBI on PI. Likewise, ABC fully mediates the association between CBI and purchase intention. Fostering ABC may strengthen the effects of CBI on PI.

## Conclusion

This study enhances our understanding of CBI by providing empirical evidence of its impact on BT and ABC and, subsequently, their influence on purchase intention. It sought to develop and assess a research framework that investigates the interrelationship among CBI, BT, ABC, and PI within the realm of fashion apparel companies. The findings of this research are outstanding. The results are mostly congruent with the proposed links from previous studies. The study results suggest that CBI strongly influences the BT and ABC which ultimately purchase intentions of fashion apparel businesses. The empirical outcomes of this investigation have verified almost all of our hypotheses, with the exception of one. This article provides a significant addition to the current corpus of research on CBI by undertaking an empirical assessment of an inclusive framework. This evaluation is a noteworthy contribution. This study's findings demonstrate that CBI affects BT and ABC. The research also demonstrates the significance of BT and ABC as full mediators within the holistic framework.

### **Theoretical implications**

The research presents multiple theoretical contributions. This research specifically contributes to the CBI literature. This research study addresses the existing gap, explores the phenomenon of CBI, and provides relevant insights into the fashion clothing industry. The investigation of CBI is an emerging area of scholarly inquiry that exhibits significant potential. Studying consumer brand identification is the next addition to the field of identification. It is a new construct that has been supported by some studies, but its importance in helping the company reach its long-term goals has not been thoroughly proven yet, so more research is needed (Shokri & Alavi, 2019). The findings of this investigation offer a basis for evaluating consumer brand identification in Pakistan, a setting that academics researching consumer-brand connections have not previously looked at. This is the study's last contribution. To the authors' knowledge, this investigation is the first of its kind, especially in the emerging country of Pakistan.

### **Practical implications**

The current research reveals that enhancing CBI is one method for encouraging consumers to engage actively in fashion apparel brand activities. Similarly, a noteworthy and positive correlation exists between CBI and affective brand commitment, indicating that customers develop more profound emotional connections to the brand when they experience a higher degree of identification with it. The presence of affective commitment is vital to establishing a strong bond between customers and companies.

In developing countries such as Pakistan, fashion apparel manufacturers must comprehend the impact of psychological factors, particularly affective commitment, on PI. Given that fashion exemplifies creativity, artistry, and modernity (Ashaduzzaman et al., 2021) and reflects personal identity (Roy, Jain, & Matta, 2018). Managers of fashion clothing brands must comprehend the impact of affective commitment on purchase intentions within the fashion apparel sector. Furthermore, this research provides a novel viewpoint by examining the mediating function of brand trust between CBI and PI. From a business standpoint, the data illuminate the formulation of more efficacious marketing and communication strategies.

### **Limitations and future directions**

This study enhances the current understanding of CBI; however, it possesses certain limitations that highlight the necessity for additional research. This study concentrated solely on the category of low-involvement products. Further research may be undertaken to investigate the category of high-involvement products. Because of its cross-sectional design, the results are not generalized to the entire population. Future research may use a longitudinal approach and include comparisons with other nations and enterprises. In addition, a convenience sample of customers purchasing fashion apparel brands was used to gather data, resulting in conclusions with limited generalizability. In order to secure more generalizable outcomes, future studies might use probability sampling methods. In addition, the research only examines fashion clothes. Conversely, several alternatives exist, such as footwear, cosmetics, and jewelry, which may be classified as distinct categories of fashion products that require further investigation.

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