The Mediating Effect of Fashion Brand Experience on the Relationship between Brand Strategies and Brand Purchase Intention

A Field Study on Female Students of Private Jordanian Universities in Amman

الأثر الوسيط لخبرة الزبون بالعلامة على العلاقة بين استراتيجيات العلامة ونية الشراء

دراسة ميدانية على الطالبات في الجامعات الاردنية الخاصة في عمان

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Authorization

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Dedication

I dedicate this work and to my precious family who helped and encouraged me in every way it was needed, for introducing me to the joy of reading from birth ,for their endless support throughout my life to reach this stage and for enabling such a study to take place today.

To My loving father Khalid & My wonderful mother Hana

Thanks for their unconditional support with my studies. I am honored and blessed to have them as my parents, thanks for giving me a chance to prove and improve myself. Love them.

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I am really grateful to have strong and supportive brothers and sister, no words can express my gratitude and love for each and every one of them.

Razan Khalid Al-Daboubi

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Abstract

The Mediating Effect of Fashion Brand Experience on the Relationship between Brand Strategies and Brand Purchase Intention

A Field Study on Female Students of Private Jordanian Universities in Amman

Prepared by: Razan Khalid AL-Daboubi

Supervised by: Prof. Laith Salman AL-Rubaiee

The study aimed to investigate the Mediating effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention on female students of private Jordanian Universities in Amman. The study population consisted of Private Jordanian universities located in Amman, the purpose of choosing private universities only is that students of private universities are more aware and interested in the fashion industry and the clothing market.

 The study sample is convenience and consisted of (7) Private Jordanian universities located in Amman (Princess Sumaya University, Middle East University, Applied Science Private University, Al-Isra University, Al-Zaytoonah University, Amman Arab University and Petra University). The unit of analysis composed of all the young women who are in Jordanian universities in which (525) questionnaires were distributed in the seven universities and the number of questionnaire that are valid for study were (407) . To achieve the study objectives, the study used descriptive analytical method in addition it used multiple regression analysis and path analysis to test the hypotheses of the study, the study came up with four hypothesis that are based on the study questions to find the direct and indirect effect between the independent variable ,the dependent variable and the mediator .the independent variable is (Brand Strategies) ,it consisted of two dimensions (proactive and reactive strategies),while the dependent variable is (Brand

Purchase Intention),and the mediator is (Fashion Brand Experience),it consisted Of three dimensions (Brand Awareness ,Brand Performance, Brand Imagery).

The study reached a number of results; there is a significant statistical direct effect of Proactive Strategy on brand purchase Intention at level ($α≤0.05$); there is a significant statistical direct effect of Proactive Strategy on fashion brand experience at level ($α≤0.05$); there is a direct effect of fashion brand experience (Brand Awareness, Brand Performance and Brand Imagery) on brand purchase Intention at level ($α ≤0.05$) and there is a statistical significant mediating effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention at level ($α ≤0.05$).

The study recommended that fashion companies should present new ideas that help to keep pace with the changing environment and fashion companies must present new solutions that actually meet customer's needs and to focus more on the brand imagery that directly affect the intention ,while focusing on the brand performance that is important to gain customers for a longer period of time, and to consider the both proactive and reactive strategies and their significant effect on brand purchase intention.

Keywords: The Mediating Effect , Fashion Brand Experience ,Relationship between Brand Strategies , Brand Purchase Intention

ملخص الأثر الوسيط لخبرة الزبون بالعلامة على العلاقة بين استراتيجيات العلامة ونية

الشراء " دراسة ميدانية على طالبات الجامعات الخاصة الأردنية في عمان "

إعداد الطالبة

رزان خالد الدبوبي

إشراف

الأستاذ الدكتور : ليث سلمان الربيعي

هدفت هذه الدراسة للبحث في الأثر الوسيط لخبرة الزبون بالعلامة على العلاقة بين استراتيجيات العلامة ونية الشراء لدى الطالبات في الجامعات الخاصة الأردنية.

تكون مجتمع الدراسة من الجامعات الخاصة الأردنية المتواجدة في عمان .كان الهدف في اختيار الجامعات الخاصة هو فقط بسبب أن طالبات الجامعات الخاصة أكثر معرفة واهتماماً بصناعة الأزياء وبسوق الثياب.

بينما كانت عينة الدراسة عينه مريحة مكونة من سبعة جامعات أردنية خاصة في عمان (جامعة الأميرة سمية، جامعة الإسراء، جامعة الشرق الأوسط، جامعة العلوم التطبيقية الخاصة،جامعة جامعة الزيتونة، جامعة عمان العربية، وجامعة البتراء):

وتكونت وحدة التحليل من كافة الشابات في الجامعات الخاصة الأردنية ، حيث تم توزيع (525) استبانة على سبعة جامعات بينما كان عدد الاستبانات الصالحة للدراسة(407) استبانة ولتحقيق أهداف الدراسة استخدمت الدراسة المنهج الوصفي التحليلي بالإضافة إلى استخدام تحليل الانحدار المتعدد وتحليل المسار من أجل اختبار الفرضيات الدراسة ، وقد أتت الدراسة بأربعة فرضيات بنيت على أسئلة الدراسة من اجل إيجاد الأثر المباشر وغير المباشر بين المتغير المستقل والمتغير المعتمد والوسيط.

المتغير المستقل هو استراتيجيات العلامة ، وتكون من بعدين استراتيجيات نشطة وغير نشطة ، بينما المتغير المعتمد هو (نية شراء العلامة) الوسيط هو (خبرة الزبون بالعلامة) وتكون من ثلاثة أبعاد (المعرفة بالعلامة ، أداء العلامة، وجود بالعلامة) .

توصلت الدراسة إلى عدد من النتائج : يوجد الأثر المباشر وبدلالة إحصائية للإستراتيجية غير النشطة على نية شراء العلامة على مستوى ($\alpha \leq 0.05$) .ويوجد الأثر المباشر بدلالة إحصائية للإستراتيجية

على الخبرة بالعلامة على مستوى (α≤0.05).يوجد الأثر المباشر للخبرة بالعلامة (المعرفة بالعلامة، أداء العلامة،وصورة العلامة) على نية شراء العلامة على مستوى (α≤0.05) ويوجد الأثر الوسيط بدلالة إحصائية لخبرة العلامة على العلاقة لإستراتيجيات العلامة ونية شراء العلامة على مستوى (α≤0.05).

أوصت الدراسة أن على شركات الأزياء أن تقدم الأفكار الجديدة للمساعدة على مواكبة البيئة المتغيرة،وكذلك على شركات الأزياء أن تقدم الحلول الجديدة التي فعلياً تلبي احتياجات الزبائن، والتركيز الأكثر على صورة العلامة التي تؤثر مباشرة على نية الشراء ، مع التركيز على أداء العلامة الذي يعتبر مهماً لكسب الزبائن لفترة زمنية أطول ، مع الأخذ في الاعتبار لعل في الاستراتيجيات النشطة وغي النشطة وأثرها الجوهري على نية شراء العلامة.

الكلمات المفتاحية: الأثر الوسيط، الخبرة بالعلامة، أداء العلامة، استراتيجيات العلامة، نية الشراء، الجامعات الخاصة الأردنية.

CHAPTER ONE

Study Background and its Significance

(1-1): Introduction

(1-2): Study Problem Statement

(1-3): Study Purposes

(1-4): Study Significance

(1-5): Study Questions and Hypotheses

(1-6): Study Model

(1-7): Study Limitations

(1-8): Study Delimitations

(1-9): Study Terminologies and Operational Definitions

(1-1): Introduction

The fashion industry is a highly competitive market space, in order to succeed and compete within the fashion industry; the need for well-performed marketing activities and the need to understand the market and customers is still of high importance, people sometimes form relationships with brands in much the same way they form relations with each other, they do not only buy clothes as necessity but more as a personal statement and to show their personality, it has become a lifestyle. As fashion trends are always changing, this makes the fashion industry a risky and unpredictable market place for producers, there is no coincidence that the failing rate of new businesses within the fashion market is 70% within the first three months in business (Mike, 2009).

This study is trying to find if there is an effect of brand strategies which are used in clothing brand fashion industry on the brand purchase intention while considering the indirect effect of fashion brand experience on both brand strategies and the brand purchase intention.

Different authors had their own different views such as Mike (2009) in his book fashion marketing where he said that in the near future there will be a larger segment of older, especially women, whom he calls "the middle youth", women in their 40s who continue to have a youthful interest in fashion .Jackson and Shaw (2009) mentioned that the fashion industry makes it even harder to understand and predict the demands and behaviors of consumers because of quick changes.

Mike (2009) described that clothes have to be produced in a certain way and meet new demands, such as lifestyle choices, working conditions and design aesthetics.

Therefore, the current study aimed to investigate the Mediating effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention.

Fashion industry nowadays is dealing with lots of challenges starting with new customers with their new needs and demands ,and ending with the uncertainty and environmental changing ,so it's important to focus on customers and align them to the brand strategies while considering the brand experience, this study found what is really affecting the brand purchase intention for customers and how building a good strategies and well performed

plans can help in affecting this intention while considering the effect of fashion brand experience.

(1-2): Study Problem Statement

Fashion is to do with change and seasonality. These fast changes and trends make the industry very uncertain and the producers are faced with uncertain predictability that makes the planning of the company very hard. It is also an industry that is surrounded by planning obsolescence; developing new products to customers at the expense of existing products on the market. This does also point out the always on-going changes that the industry has to deal with. An impression is that the more "fashionable" an item in the apparel industry is considered, the shorter lifetime it has, and therefore the need of constant change is necessary for fashion garments, Mike (2009) said that for companies it will be important to meet the demands of these new customers and thereby gain the opportunity to keep customers for a longer period of time.

(1-3): Study Purposes

The purpose of this research is to determine the level of the study variables (fashion brand experience, brand strategies, brand purchase intention), and to study the effect of fashion brand experience on the relationship between brand strategies and brand purchase Intention, through the following objectives:.

- Study the direct effect of brand strategies (Proactive and Reactive) on brand purchase Intention.
- Investigate the direct effect of brand strategies (Proactive and Reactive) on Fashion brand experience.
- Study the direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention.
- Investigate the indirect effect of fashion brand experience (brand awareness, brand performance and brand imagery) on the relationship of brand strategies and brand purchase Intention.

This study aims to provide sound recommendations to clothing brand fashion industry, as well as, to other industries and decision makers regarding the influence of fashion brand experience on the relationship between brand strategies and brand purchase intention.

(1-4): Study Significance

The study derives its significance from the importance of the variables that it is dealing with, and summed up the importance of this through the following facts:

- Despite the importance of fashion brand experiences in the retail industry, little research focused on the multi-dimensional experiences between fashion brands and consumers.
- Provide comprehensive knowledge about the study subjects (fashion brand experience, brand strategies and brand purchase Intention.
- Providing the Arabic library with knowledge about fashion brand experience, brand strategies and brand purchase intention.
- The content also may be of an interest to academic studies related to the clothing industry and decision making concerning brand strategies.
- Provide the fashion companies with knowledge about how to deal with customers intention and with the brand strategies in order to keep long term customers.

(1-5): Study Questions and Hypotheses

By using well established theories in branding, as well as trying to understand the fundamentals of fashion brand experience, brand strategies and brand purchase intention through answering the following main questions:

Question One: Is there a direct effect of brand strategies (Proactive and Reactive) on brand purchase intention?

Question Two: Is there a direct effect of brand strategies (Proactive and Reactive) on fashion brand experience?

Question Three: Is there a direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase intention?

Question Four: Is there an indirect effect of fashion brand experience (brand awareness, brand performance and brand imagery) on the relationship of brand strategies and brand purchase Intention?

Based on the study problem statement, questions, and according to the study model, the following main hypotheses were formulated:

HO₁: There is no direct effect of brand strategies (Proactive and Reactive) on brand purchase Intention at level ($\alpha \leq 0.05$)

HO₂: There is no direct effect of brand strategies (Proactive and Reactive) on fashion brand experience at level ($\alpha \leq 0.05$).

HO₃: There is no direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention at level ($\alpha \leq 0.05$).

HO₄: There is no indirect effect of fashion brand experience (brand awareness, brand performance and brand imagery) on the relationship of brand strategies and brand purchase Intention at level ($\alpha \leq 0.05$).

(1-6): Study Model

Figure (1-1) shows the study hypothetical model that includes the independent variables, dependent variable and the mediating variable.
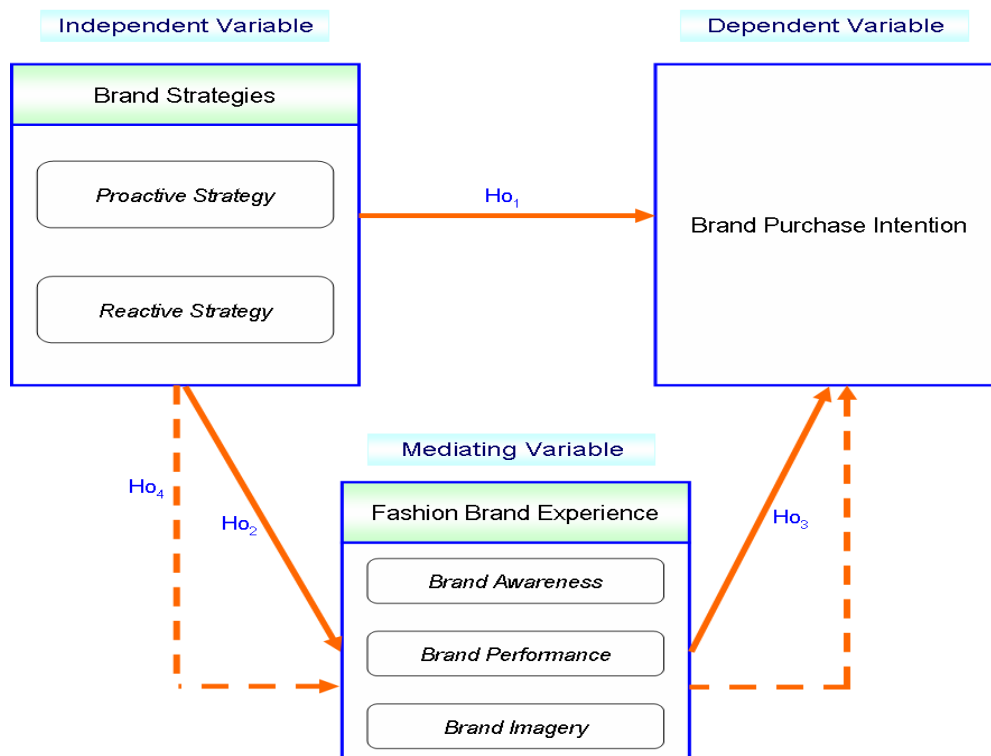
Figure (1–1): Study Model

Prepared by the researcher based on (Kim, 2012) in measuring fashion brand experience As well as, in measuring brand strategies the researcher depends on (McColl & Moore, 2011) Finally, the researcher depends on (Park, et. al.,2007) to measure brand purchase intention.

(1-7): Study Limitations

The results of the study deals with the following Limitations:

Human Limitations: This study will be carried on young women in Amman-Jordan.

Place limitations: This study will be carried on young women in Amman-Jordan located in Jordanian universities.

Time Limitations: The time absorbed to study accomplishment at year 2015.

Scientific Limitations: In measuring fashion brand experience the researcher based on (Kim, 2012), As well as, in measuring brand strategies the researcher depends on (McColl & Moore, 2011) Finally, the researcher depends on (Park, et. al.,2007) to measure brand purchase intention.

(1-8): Study Delimitations

The use of one industry limits its generalizability to other industries. The study was carried out in Jordan; therefore, generalizing results of one industry and/or Jordanian setting to other industries and/or countries may be questionable. Extending the analyses to other industries and countries represent future research opportunities, which can be done by further testing with larger samples within same industry, and including other industries will help mitigate the issue of generalizing conclusions on other organizations and industries. Moreover, further empirical researches involving data collection over diverse countries especially Arab countries are needed. Limitations to data access refer to the fact that data gathering through the questionnaires and annual reports is controlled to the period of these questionnaires, which may limit the quality and quantity of the data collected. And lack of similar studies in Jordan and other Arab countries.

(1-9): Study Terminologies and Operational Definitions

Fashion Brand Experience: Brand experiences are sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design, packaging, communications, and environments (Brakus, 2009). It will be measured through:

Brand awareness: the ability of potential buyers to recall the brand from its product category.

Brand Performance: refers to the intrinsic properties of the brand, including the inherent product characteristics.

Brand Imagery: encompasses the feelings a brand seeks to evoke, as well as those actually brought to the mind of consumers when they encounter the brand.

Brand Strategies: brand intends to create customers and advance them beyond the reach of competitors.

Brand Purchase Intention: A consumer's attitude toward a product refers to his or her beliefs about, feeling toward, and purchase intentions for the product.

Operational Definitions:

Fashion Brand Experience: customer Experience is the brand .that is what customers remember and communicate to others rather than the logo or the marketing ,producers must focus on the culture change and build relationships with customers.

Brand Awareness: the extent to which a brand is recognized by potential customers ,it's the primary goal of advertising in the early months of a product.

Brand Performance: it's the result of profitability for the company, it is important for gaining loyal customers for a longer period of time .

Brand Imagery: the impression of a brand that is held in the customer's mind and their believes about a specific brand.

Brand strategies: they create a platform for companies and help them to grow and mature .

Brand Purchase Intention: it's the willingness to buy a specific product , it's a buying behavior toward a product.

CHAPTER TWO
Theoretical Literature and Previous Studies

(2-1): Introduction

(2-2): Theoretical Literature

    (2-2-1): Brand Strategies

    (2-2-2): Fashion Brand Experience

    (2-2-3): Brand Purchase Intention

(2-3): Previous Studies

(2-4): Study Contribution to Knowledge

(2-1): Introduction

The area of branding has emerged to a top priority for management in the last 20 years. In fact, brands are one of the most valuable intangible assets within a firm (Keller and Lehmann, 2006). The brand name encompasses the years of advertising, good will, quality evaluation, product experience and other beneficial attributes the market associates with the product.

The concept of the brand can be traced back to product marketing, where the role of branding and brand management has been primarily to create differentiation and preference for a product or service in the mind of the customer (Knox and Bickerton, 2003).

For Srivastava and Gregory (2010) branding strategies are developed by the organization, for the product, in order to position and identify the brand with positive product benefits to attract potential customers, create brand awareness and to increase profitability.

As well as the development of product branding over the past 30 years is characterized by layers of added value built around the core functionality of the product or service to create and maintain distinction in a particular market (Knox and Bickerton, 2003).

From Graham, et. al., (1994) perspective branding is a significant marketing tool and is used to differentiate an organization's product(s) in the marketplace.

Keller (2009) reveals that the brand and what it represents is the most important asset for many companies and is the basis for competitive advantage and profits.

Graham, et. al., (1994) is suggesting that a strong brand not only benefits the firm and the product but offers benefits to the customers also, for example, a strong brand name is usually associated with quality and trust, and therefore, a customer will feel more comfortable buying the product.

Keller (2003) agrees that brand values provide a promise of sameness and predictability.

Dawar (2004) concludes that brands are an indispensable part of modern business and he also states that for many companies, brands are their most valuable assets.

Kotler and Pfoertsch (2006) emphase the importance of brands through clarify that well be used as a holistic marketing strategy communication tool, can differentiate itself by

offering additional value, especially under severe competition in homogeneous markets where globalization has created price pressure.

(2-2): Theoretical Literature

(2-2-1): Brand Strategies

It creates a platform of your company , good brand strategies can help the company to grow, mature, and build a competitive advantage,Brand procedures and branding principles are a necessity to establish an effective brand campaign. From Kotler and Pfoertsch (2006) perspective the successful branding relies on the most importance of five branding principles, namely:

1. **Consistency**: Organizations brand consistency is about more than just setting the standards. Keeping organizations brand consistent means the organizations must uniformly brand to current prospects and existing customers, if the brand is speaking the same words to everyone then it's on the right track.

2. **Clarity**: brand clarity is based on the vision, mission, core values and core competencies of the organization. Brand Clarity means simplicity for organization business, this is what the organization does to communicate and understand stakeholders,brand should easily explain what is the business.

3. **Continuity**: Continuity is an important principle to develop brand equity and trust on the long term. Successful continuity is established through strong communication and a conscious effort in keeping organization communication channels updated with key messaging and upcoming campaigns, it's important to ensure continued profitability .

4. **Visibility:** Brand visibility is all about increasing brand exposure and developing brand awareness, and by being shared, read, and seen on social media by marketing.

5. **Authenticity:** Brand authenticity is the extent to which consumers perceive a brand to be faithful toward itself, true to its consumers, motivated by caring and responsibility, and able to support consumers in being true to themselves"

Kotler and Pfoertsch (2006) argue to follow a five-step brand building process: (1) brand planning, (2) brand analysis, (3) brand strategy, (4) brand building, and (5) brand audit. Figure (2-1).

Figure (2-1)

Sequence of the brand building processes
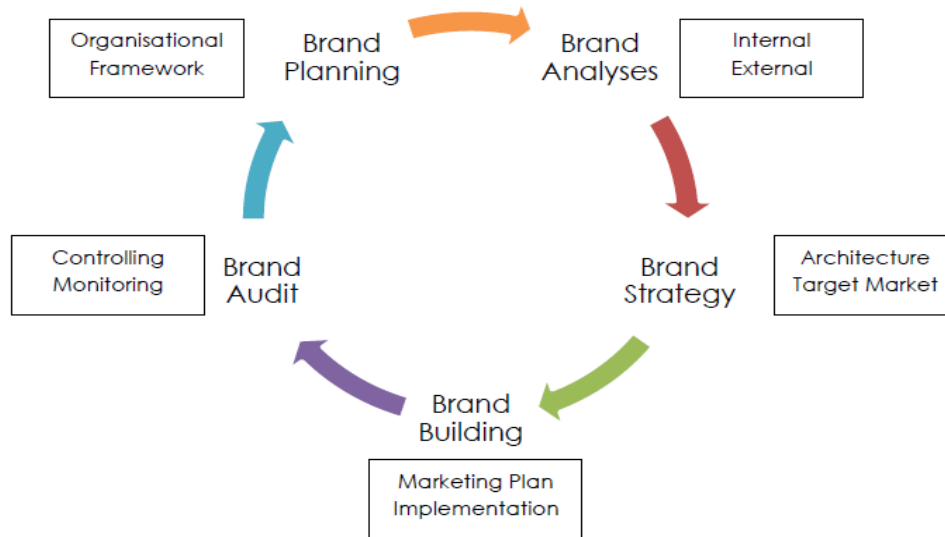
Resource: Kotler & Pfoertsch, (2006)

Kapferer (2008) stated that the brand must be:

(1) Embodied in products, services and places.

(2) Put into practice by people at contact points.

(3) Activated by needs and behaviors.

(4) Communicated.

(5) Distributed.

Keller (2000) identified ten characteristics that the world's strongest brands share; the original characteristics are:

1. The brand excels at delivering the benefits customers truly desire.

2. The brand stays relevant.

3. The pricing strategy is based on customers' perceptions of value.

4. The brand is properly positioned.

5. The brand is consistent.

6. The brand portfolio and hierarchy make sense.

7. The brand makes use of and coordinates a full repertoire of marketing activities to build equity.

8. The brand's managers understand what the brand means to consumers.

9. The brand is given a proper support, and is sustained over the long run.

10. The company monitors sources of brand equity.

As Keller admits it is tremendously difficult to maximize all ten characteristics, still it is a vital importance to balance all ten. Due to the synergistic effect, excelling at one characteristic makes it less difficult to excel as well on others (Keller, 2000).

A branding strategy helps establish a product within the market and to build a brand that will grow and mature, companies used proactive strategies that involve advanced action taken due to opportunities or pending threats to achieve predetermined goals, on the other hand reactive strategies includes approaches to respond after external factors or triggers affect your company, a winning strategy will lead a better understanding of brand and developing a robust personality, both types should be planned for a long-term success.

The brand strategy plan specifies the direction and scope of the brand over the long term to maintain and build sustainable competitive advantage over the competition (Arnold, 1992).

A branding strategy starts with an accurate understanding of the business strategy to ensure strategic consistency. Corporate strategy and brand strategy should be aligned in order to create stakeholder value (Van Gelder, 2003)

Kotler & Pfoertsch (2006) argues that brand strategy is based on:

1. Brand core.

2. Brand values.

3. Brand associations using building blocks as brand mission.

4. Brand architect.

5. Brand positioning.

6. Brand value proposition.

7. Brand promise.

8. Brand personality.

As well as, the brand strategy from Kotler & Pfoertsch (2006) perspective is the process whereby a company identifies which brand elements are necessary to create the appropriate and feasible brand proposition to the target group.

McColl & Moorev (2011) define brand strategy as the brand intends to create customers and advance them beyond the reach of competitors.

Aaker & Joachimsthaler (2009) distinguishes four tasks, which organizations should achieve, to build and become a strong brand:

1. Organizational structure and processes to build an effective and efficient brand organization.

2. Brand architecture to guide and develop a strategic brand direction.

3. Brand identity and brand position to differentiate the brand(s) within the appropriate markets.

4. Brand building programs to plan, create, develop, implement, execute and monitor effective brand building programs.

Baeva (2011) identify six components of brand strategy as follows:

1. Brand Elements

Brand elements are often used next to each other to identify the brand, to enhance brand awareness and to facilitate unique brand associations which ultimately should differentiate the brand (Keller, 2008). Conventional brand elements form the visual identity of a brand, a logo, a name, a slogan and brand stories can be addressed as the key elements. The visual identity reflects the core brand identity code and should be managed by strict visual code guidelines for long term consistency without jeopardizing brand identity deviation (Kotler & Pfoertsch, 2006).

Keller (2008) distinguishes six general criteria for brand elements, segregated in two groups in which the elements play an offensive or defensive role. Each brand element will have its own strength and weakness. Key to brand equity is the mixture and balance between the different elements in their verbal and visual context to maximize their collective contribution (Keller, 2008).

On the offensive side, to build brand elements they should be memorable and distinctive, easy to recognize and easy to recall: the sticky factor. Secondly, brand elements need to be meaningful to convey the descriptive or persuasive content. Descriptive means that the customer is able to identify the right product category and that the brand element is credible

in this product category. Hence, the descriptive dimension is a determinant of brand awareness and salience. Persuasive in this context means a determinant of brand image and positioning. It is the specific information about particular key attributes and benefits of the brand. This could even reflect brand personality. The last offensive criterion is likability, reflects aesthetical appealing like the brand style and brand themes (Keller, 2008).

On the defensive side, to maintain brand equity, brand elements should be transferable in such a way that they can cover more then one product, product line, market segments, geographic boundaries, markets and cultures. Secondly, brand elements need to be adaptable and flexible in time to remain relevant. Protectability is the last defensive criteria and considers the legal and unauthorised competitive infringements of the brand.

2. Brand Identity

According to Aaker (1996) brand identity provides strategic direction, purpose and meaning for a brand. For this reason, the brand identity is one of the main drivers for brand equity. Aaker defines brand identity as: "…a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members. Brand identity should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional, or self-expressive benefits" (Aaker, 1996).

Brands are not just regarded as a product or a service but also as a symbol or a person. A strong symbol can provide a structure to the brand identity and make it more recognizable to people (Aaker, 1991). Brand identity represents how the brand wants to be perceived, it leads brand image and is situated on the sender's side. The way a brand is perceived by its customers is key to it success. To drive a positive brand association that customers know and trust, it requires a recognizable brand associations in the mind of customers, without a discrepancy in the brand elements. The brand perception, or in other words the brand image, is therefore always on the receiver's side (Kapferer, 2008).

Aaker and Joachimsthaler (2009) distinguish the following perspectives:

- **Brand as a product**

The product related attributes will by nature have an important influence on brand identity due to the fact that they are linked to user requirements and product experience.

▪ **Brand as an organization**

Brand as an organization, means attributes as CRM, innovation, perceived quality, visibility and presence can contribute significantly towards value propositions and customer relationships.

▪ **Brand as a person**

Brand as a person is a perspective as if the brand was a human being. Brand personality is a very distinctive brand element and extensively used in many brand equity models.

▪ **Brand as a symbol**

Brand as a symbol can capture almost anything that represents the brand. A strong symbol can fulfil an important and even a dominant role in brand strategy. Symbols are very strong if they involve a recognisable, meaningful and trustful metaphor.

▪ **The brand essence**

The brand essence captures the brand values and vision in an ambivalent timeless identity statement. Aaker and Joachimsthaler (2009) see this as the internal magnet that keeps the core identity element connected.

▪ **The core identity**

The core identity represents the essence of the brand and contains the associations that are most likely to remain constant over time. Ultimately, as a result the core identity elements make the brand sustainable, unique and valuable (Aaker and Joachimsthaler, 2009).

▪ **The extended brand identity**

The extended brand identity fulfils a completeness and texture role to funnel the ambivalent core identity into a consistent direction of the brand. Where core elements are timeless, the extended identity contains elements that do not belong to the timeless foundation of the brand identity (Aaker and Joachimsthaler, 2009).

3. Brand Personality

Aaker (1996) defines the associated personality of a brand as a set of (1) human demographic characteristics like age, gender, social class and race; (2) human lifestyle

characteristics like activities, interest, and opinion; (3) human personality traits such as extroversion, agreeableness, dependability, warmth, concern, and sentimentality.

4. Brand Perceptions

For Romaniuk and Sharp (2003) the belief that brand perceptions strongly influence buying behaviour is widespread and this illustrates how powerful consumer perception can be, and perception must be an integral component of brand building, as "the consumer will perceive one brand as more desirable than its competitors and purchase it based on those perceptions.

Kotler and Keller (2009) continue that the main element of brand perception is, "the consumers perception of the quality of a brand," and "consumers buy what they perceive, and what they perceive is heavily influenced by the cue – brand name, packaging, colour - that marketers send to them.

Page and Fearn (2005) also believe that "the image a top brand develops may be the only way for the consumers to tell the difference."

Hoeffler and Keller (2002) offer a sound explanation of perception, however, it is not only the perception of the brand that provides it with its identity, and each brand develops a personality that is perceived by consumers. Much like a relationship with a human, consumers decide the brand personality based on their own and others' perceptions, if they like the personality they embark upon a relationship which leads into loyalty.

5. Brand Positioning

Brand positioning is the sum of all activities that position the brand in the mind of the customer relative to its competition. Positioning is not about creating something new or different, but to manipulate the mind set and to retire existing connections (Ries and Trout, 2001).

Kotler and Keller (2009) define brand positioning as an "act of designing the company's offering and image to occupy a distinct place in the mind of the target market." The objective of positioning is to locate the brand into the minds of stakeholders; customers and prospect in particular. A recognisable and trusted customer-focused value proposition can be the result of a successful positioning without doing something to the product itself. It's the

rational and persuasive reason to buy the brand in highly competitive target markets (Kotler and Keller, 2009). Therefore it is essential to understand and to know the position a brand owns in the mind of a customer. To position a brand efficiently within its market, it is critical to evaluate the brand objectively and assess how the brand is viewed by customers and prospects (Ries and Trout, 2001).

Positioning is in essence a strategy to position the brand against other brands. Consequently, positioning requires a balance of ideal points of parity and point of different brand associations within the given market and competitive environment. Establishing brand positioning starts with identifying: (1) the target market, (2) the nature of competition, (3) the points of parity (POP), and (4) the points of difference (POD) (Keller, 2008).

6. Brand Value Choice

A brand value is defined as a state of mind that is important to consumers and that is used to decide the mission of a brand. It is considered to be a strong determinant of attitudes as well as behaviour." (Riezebos, et. al., 2003).

Jain and Steven (2004) mentioned that comparative advertising has led to lower brand attitude score. No doubt, the right strategy has helped to make a successful brand due to building up a positive brand image. Strategy forms the basis for the firm and, hence, contributes to the firm's brand equity. Osler (2003) viewed brand strategy as the translation of the business strategy for the marketplace. Brand strategy focuses on the use of brands to achieve the brand owners' objectives, Kapferer (2008) stated that the branding process influences consumer behavior, creates shareholder value and builds the value of the brand to the business or its brand equity.

Based on the above discussion, the current study chose the following Brand Strategies (McColl & Moore, 2011):

1. **Proactive Strategy:** anticipating market and competition changes in advance of their actual occurrence and making appropriate organizational shifts in response.

2. **Reactive Strategy:** slow response to changes in a firm's environment, undertaken only when a management is forced to take rearguard action.

(2-2-2): Fashion Brand Experience

Hoch, (2002) said that Product experiences occur when consumers interact with a product.

Arnold, et. al., (2005) mentioned that shopping and service experiences occur when a consumer interacts with a store's atmospheric and personnel variables and consumption experiences happen to multidimensional constitution.

The consumer experience can combine people's feelings and psychology with product attributes to build and/or enhance brand equity. Companies that charge consumers for time spent with the brand are engaged in the "experience business" (Keller, 2008).

Brakus, et. al., (2009) stated that Experiences occur when consumers search for products, when they shop for them and receive service, and when they consume them.

Brakus, et. al., (2009) said that although many useful constructs have been examined in the branding literature, including brand equity, brand community, brand trust, brand attachment, and brand personality, brand experience affects consumer satisfaction and loyalty directly and indirectly through consumer-brand dynamics with its unique nature and dimensional structure.

Franzen and Moriarty (2009) stated that The mental dimension of brand equity is related to brand cognition as a network in people's memory that consists of everything a person associates with a brand and its evaluation; the relationship equity dimension is about the brand affective connection between a consumer and a brand on the basis of acquired experience; and the behavioral dimension of brand equity is the conscious or unconscious repeated purchase of a brand in response to category needs.

Brakus, et. al., (2009) conceptualize brand experiences as sensory, affective, cognitive, and relational responses evoked by brand-related stimuli that are part of a brand's design and identity.

There is several experience dimensions found throughout literature. Schmitt (1999) details five different types of experiences according to the consumer decision making processes of sense, feel, think, act, and relate, which are broken down into five modules. These customer experience types are:

1. Sensitive Customer Experience

Sense marketing appeals to the senses. The objective is to create sensory experiences through sight, sound, touch, taste, and smell. Sense marketing is often used to differentiate companies and products, to motivate customers, and to add value to products. Sense marketing requires an understanding of how to achieve sensory impact. sensory experience value is added by providing an exciting stimulus which appeals directly to these five senses of the consumer: visual, auditory, touch, taste, and smell.

2. Affective Customer Experience

Affective marketing appeals to customers' inner feelings and emotions, with the objective of creating affective experiences that range from mildly positive moods linked to a brand, to strong emotions of joy and pride. Emotional experience occurs most often during consumption, thus rendering standard emotional advertising inappropriate because it does not target feelings during consumption. Marketers must first understand what types of emotion appeal to consumers, and then capitalize on that emotion (Schmitt, 1999).

3. Cognitive Customer Experience

Cognitive marketing appeals to the customer's intellect, with the objective of creating cognitive, problem-solving experiences that engage the customer's creativity. Cognitive marketing has been utilized in product design, retailing, and in communications in many other industries (Schmitt, 1999), and cognitive campaigns are commonly used to promote new technology brands and products. Cognitive consumer experiences engage customer's convergent and divergent thinking through surprise, intrigue, and provocation.

4. Active Customer Experience

Active marketing aims to affect bodily experiences, lifestyles, and interactions. Active marketing enriches customers' lives by enhancing their physical experiences, showing them alternative ways of doing things (business-to-business and industrial markets). Analytical approaches to behavior change related to activity are often motivational, inspirational, and spontaneous in nature and brought about by role models (Schmitt, 1999). Active marketing

adds behavioral experience values appealing to physical behaviors, lifestyles, and the mutual relationships between people.

5. Relational Customer Experience

Relational marketing contains aspects of all the previous customer experience marketing modules. However, relational marketing expands beyond the individual's private feelings, thus adding "individual experiences" and relating the individual to his or her ideal self, other people, or to cultures. Relational marketing refers to consumers' association of brands to benefits, or personal values that go beyond the direct attributes of the branded product (Orth & de Marchi, 2007).

Throughout the literature, brand experience has often been associated with other brand constructs. Five personality dimensions, openness and extraversion have been found to be the most related to brand experience (Aaker's ,1997).

Although brand experience was used by Brakus, et. al., (2009) to predict consumer behavior, the goal of this experiment is to gain insight into the consumer's experience dimension according to fashion-brand experience types.

Evans (2011) utilized the three dimensions to clarify the Fashion Brand Experience as follows:

1. **Product Experience**: occur once a consumer interacts with a product (Hoch, 2002). Physical product experience is important because Schwartz (1982) found that once a consumer has identified a "good enough" alternative through active experiences with the product, the continuing need of experimentation with other products becomes eliminated, thus creating consumer top-of-mind preferences.

2. **Retail Store Experience**: occur when a consumer interacts with a store's personnel, physical environment, and its policies and practices (Brakus, et. al., 2009).

3. **Consumption Experiences**: occur when consumers consume and use products (Brakus, et. al., 2009)

Based on the above discussion, the current study is choosing the following fashion brand experience dimensions which are:

1. **Brand awareness***:* the ability of potential buyers to recall the brand from its product category.

2. **Brand Performance***:* refers to the intrinsic properties of the brand, including the inherent product characteristics.

3. **Brand Imagery***:* encompasses the feelings a brand seeks to evoke, as well as those actually brought to the mind of consumers when they encounter the brand.

(2-2-3): Brand Purchase Intention

Scholars define purchase intention as personal action tendencies according to brands.

Turney and Littmann (2003) mentioned that purchase intention can be recognized, as a reflection of real purchase behavior and the prediction of which brand a consumer will choose to buy.

Shabbir, et. al,. (2009) argue that purchase intention is the individual's awareness to make an attempt to buy a brand.

Kim, et. al., (2010) said that Purchase intention is a combination of consumers' interest in and possibility of buying a product. As a result of many studies, it strongly relates to attitude and preference toward a brand or a product so that measuring purchase intention assumes consumers' future behavior based on their attitudes.

Park, et .al., (2007) mentioned that as forecasting of consumers' future behavior becomes a critical issue for a firm, that future behavior should be estimated more punctually.

Leon, et .al., (2012) argue that the greater the purchase intention is, the greater is also a consumer's desire to buy a product.

Blackwell, et .al. (2001) believe that purchase intention is "what we think we will buy" and describe that the feeling or likelihood of purchase is closely linked to what is advertised.

Scholars confirm that there are several different facets that affect purchase intention. Koo, et. al., (2006) mentioned brand recognition, brand attitude, and corporate image, as explaining facets of purchase intentions. However, Pope & Voges (2000) argued that positive brand attitude and familiarity are the main drivers of purchase intention. Laroche & Zhou (1996) mentioned that endorsers can influence consumers' personal preferences and ultimately influence consumer purchase intention.

Wang, et. al., (2012) argued that particular features of a product or perceptions of consumers have an influence on customer purchase intention. Fournier (1998) discovered a relationship between product features of a brand, which meets consumers' need and purchase intention, as the consumer forms a relationship with the brand. If we argue that consumers can see the fulfilling of a need as perceived quality, we can see a connection to actual purchase intention. On a similar note, there exists a consumer trade-off between perceived price and perceived quality, which leads to perceived quality (Chang and Wildt, 1994).

(2-3): Previous Studies

Due to limited space the researcher will take only a snapshot from selected previous studies. The section will focus on brand strategies, fashion brand experience and brand purchase intention.

- Chi, et. al., (2009) study entitled "***The Impact of Brand Awareness on Consumer Purchase Intention: the Mediating Effect of Perceived Quality and Brand Loyalty***".

Aimed to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention. The samples are collected from cellular phone users living in Chiyi, and the research adopts regression analysis and mediating test to examine the hypotheses. The results are: (a) the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive effect, (b) perceived quality has a positive effect on brand loyalty, (c) perceived quality will meditate the effects between brand awareness and purchase intention, and (d) brand loyalty will mediate the effects between brand awareness and purchase intention.

- Yaseen, et. al., (2011) study entitled "***Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers' View***".

Aimed to investigate resellers' point of view about the impact of brand awareness, perceived quality and customer loyalty on brand profitability and purchase intention. Further the study is also focused on finding out the mediating role of purchase intension on the relationship of brand awareness and profitability, perceived quality and profitability and brand loyalty and profitability. The study was causal in nature and data was collected from 200 resellers. The results showed insignificant impact of brand awareness and loyalty whereas significant impact of perceived quality on profitability. Further the results revealed significant impact of brand awareness, perceived quality and loyalty on purchase intention.

- McColl & Moore (2011) study entitled "***An exploration of fashion retailer own brand strategies***".

Aimed to offer a deeper understanding of the centrality of the own brand to fashion retailer brand strategy. The research involved six in-depth interviews with large-scale fashion retailers from a sample of the 20 largest and most successful fashion retailers in the UK. Participants identified the motivations, dimensions, success factors and problems associated with the creation, development and management of the own brand.

- Clatworthy (2012) study entitled "***Bridging the gap between brand strategy and customer experience***".

Aimed to describe the development and evaluation of a process model to transform brand strategy into service experiences during the front end of new service development. This is an important yet poorly understood transformation that occurs early in service development projects. The paper also aims to describe the theoretical basis for this transformation, and introduces a process model that has been developed to understand and assist with this. Further, it seeks to describe early evaluation results and reflections upon its use. A research through design approach using participatory co-design led to the development of the new process. The development was iterative and carried out together with three service providers. The process model was evaluated using a combination of

qualitative methods, including interviews, observation and participatory observation. This work underlines the importance of aligning the customer experience to the company brand and suggests how this can be achieved. A key element in this is the development of a service personality and consideration of service touch-point behaviors through a combination of analytical work and experience prototyping. The suggested process model has received positive evaluation when used in commercial projects, in terms of brand congruence, project team cohesiveness and experiential result. The work advocates tighter integration between brand management and NSD, and has identified multiple issues regarding the content of a service brand strategy. These include the ways in which a brand department should communicate its brand strategy, and how it should be involved in NSD projects to ensure brand alignment.

- Kim (2012) study entitled "***The dimensionality of fashion-brand experience aligning consumer-based brand equity approach***".

Aimed to understand the multifaceted fashion-brand experience. By identifying the constructs and conceptualizing the building process of fashion-brand experience, this study also aims to demonstrate the cognitive, affective, and behavioral brand experience dimensions in accordance with the customer-based brand equity hierarchy. In addition, by comparing two rivaling fashion brands, this study seeks to empirically depict the exclusivity of the Korean apparel market. Based on three studies conducted in South Korea, the fashion brand experience scale was validated. Confirmatory factor analysis and structural equation modeling revealed that the scale consisted of brand awareness, brand performance, brand imagery, customer judgments, customer feelings, and customer-brand resonance according to cognitive, affective and, behavioral brand experience dimensions. Additionally, the brand effect was controlled by comparing the composition of the two brands. Results show Fashion-brand experience highlights the robust affective dimension that is created via the relational extension of brand imagery, customer feelings, and customer-brand resonance. In addition, as a condition necessary for affective experience, the cognitive brand judgment is created by a credible opinion related to brand performance. On a comparison of the disparity of hypothetical relationships between brands, it may be inferred that Polo proffers both cognitive judgments and affective feelings prior to the

resonance experience, while Giordano augments the affective experience by engaging exclusive customer feelings.

- Tong, et .al., (2012) study entitled "***Ladies' purchase intention during retail shoes sales promotions***".

Aimed to examine ladies' buying behavior during shoes sales promotions in Malaysia, using the highly validated Belk's Model. Using this validated model, the main research framework consists of Social Surroundings (SS), Temporal Perspective (TP), Task Definition (TD), and Physical Surrounding (PS), used as predictors for Sales Promotion Purchase (SPP). Ethnic groups are used as a moderator for this study. The results identify few key predictors during shoes sales promotion. Ladies expressed the importance of first day sales for first buyer's advantage, and they preferred large shops with music. Moreover, due to the multi-racial society in the country, ethnic group interaction on the model did not indicate impact of consumer differences affecting the sales promotion purchase. That is, during a specific festive season sale, all ethnic groups take full advantages of the sale.

- Shah, et. al., (2012) study entitled "***The Impact of Brands on Consumer Purchase Intentions***".

The objective of this study is to analyze environmental consequences on purchase intention with other brand related independent variables. Furthermore contribution to literature is that this study has incorporated environmental consequences as an independent variable in the model of our study associated with other brand dimensions in order to view impact of these variables as a whole on purchase intentions of customers. The method of sampling was non-random, convenient sampling, so the sample was based on non-probability data. Survey was conducted in the year 2010 and questionnaire was based on 5 point likert scale. Sample size consists of 150 respondents of the vicinity of Satellite town and Chaklala Scheme III Rawalpindi in Pakistan. The population was male smokers of the above vicinity. The targeted brand was Pakistan Tobacco Company (PTC). Results show that core brand image and brand attitude has positive impact whereas environmental consequences have negative effect on the purchasing intention of customers (smokers).

- Shah, et. al., (2012) study entitled "*Factors Affecting Pakistan's University Students Purchase Intention Towards foreign Apparel Brands*".

Aimed to study factors affecting Pakistan's university students' purchase intention towards foreign apparel brands. The sample comprised of students enrolled at two universities in major cities of Pakistan (Islamabad & Rawalpindi), with 315 participants completing the self-administered questionnaire during scheduled classes. Results reveal that susceptibility to normative influence and consumer confidence had positive impact on brand consciousness. Brand consciousness had positive impact on perceived quality of international apparel brands & emotional value that these brands generate. Both quality and emotional value had significant impact on purchase intention. However, results reveal that foreign apparel brands need to focus on quality and their brand's emotional attributes if they want to succeed in Pakistan's apparel market.

- Irshad (2012) study entitled "*Service Based Brand Equity, Measure of Purchase Intention, Mediating Role of Brand Performance*".

Aimed to explore relationship between brand equity as a whole construct comprising (brand association & brand awareness, perceived service quality and service loyalty) with purchase intention. Convenience sampling comprising a sample size of 150 (non-student) has been taken in this research. Research type is causal correlational and cross sectional in nature. In order to accept or reject hypothesis correlation and regression techniques were applied. Results indicated significant and positive relationship between brand equity and purchase intention, while partial mediation has been proved for brand performance.

- Malik, et. al., (2013) study entitled "*Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer*".

Aimed to identify the effect of brand awareness and brand loyalty on purchase intention. The data collected from 220 respondentsin different cities of Punjab including Lahore, Gujranwala, Faisalabad and Sialkot through convenience sampling technique. Gujranwala is the fifth largest city of Pakistan situated in the north east of the Punjab province. The findings clarify that the brand awareness and brand loyalty have strong

positive association with purchase intention. Managers all over the world should strive to promote the brand awareness along with brand loyalty as both of them contribute towards positive purchase intentions.

- Son, et. al., (2013) study entitled "***Consumers' purchase intention toward foreign brand goods***".

Aimed to understand Indian consumers' purchase behaviors of foreign brand goods as a way to help US companies to explore India's market potential. To this end, the study seeks to propose an integrated behavioral intention model incorporating the two modified Fishbein models (Lee's modified Fishbein model and Ajzen's theory of planned behavior) and empirically test the model. Data from a total of 210 usable surveys were collected from Indian college students at four universities in Bangalore, India. The results revealed that attitude toward foreign brand jeans and perceived behavioral control (PBC) had greater influence on Indian consumers' purchase intentions toward foreign brand jeans than did normative influences (i.e. subjective norm and face saving).

- Nasermoadeli, et. al., (2013) study entitled "***Evaluating the Impacts of Customer Experience on Purchase Intention***".

Aimed to discover the relationships between customer experience (including sensory experience, emotional experience and social experience) and purchase intention. A total of 330 respondents being investigated in this research. The results from the study concluded that only the emotional experience and social experience have significant positive impacts on the purchase intention; the sensory experience positively influences the emotional experience; the emotional experience is positively related to the social experience; the sensory experience has positive impact on the social experience; there is a positive relationship between the sensory experience and purchase intention, mediated by emotional experience; there is a positive relationship between the emotional experience and purchase intention, mediated by social experience; and lastly there is a positive relationship between the sensory experience and purchase intention, mediated by social experience.

- Rizwan, et. al., (2014) study entitled "***The impact on branded product on consumer purchase intentions***".

Aimed to investigate the effect of apparent product image straight and unforeseen effects of low Price, past experience, brand attachment and product awareness on customer purchase intention. Questionnaire surveys distributed to Levi's jeans user in Pakistan, in 160 questionnaires distributed, 158 authentic questionnaires were returned. This result shows, customer in Pakistan explain soaring purchase intention to branded product, Levie's jeans. Brand trust and brand attachment have a positive effective on their purchase intention. This outcome show that applicant show a high intention to acquire environmental gracious wines as well report solid relationship to the atmosphere.

- Arslan & Zaman (2014) study entitled "***Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan***".

Aimed to determine the relationship between brand image, service quality and price on consumer purchase intention. Normative and informative susceptibility has indirect effect on consumer purchase intention. The empirical analysis were determined by collecting data from sample of 301 consumers of large retail stores. The findings of study reveal the positive effect of brand image and service quality on consumer purchase intention. Results reveal the insignificant relationship between price and consumer purchase intention. Normative and informative susceptibility have positive effect on brand image.

- Lin, et. al., (2014) study entitled "***Tourists' purchase intentions: impact of franchise brand awareness***".

Aimed to examines how an intention on the part of tourists to purchase items for daily use is determined by their awareness of franchise-branded stores, the image of those brands, and the perceived risk of purchase from non-franchised stores within Taiwan. In that country franchised chains are an important component of the retail mix, and their presence in tourist destinations can influence shopping patterns. The results indicate that positive relationships exist between intentions to purchase items from franchise convenience stores and perceived risk of buying from unfamiliar retail outlets. Equally

familiarity with the destination acts as a moderating variable, and this variable facilitates higher patronage of non-franchised stores by tourists. The results indicate a general preference for purchases from well-established franchised outlets than locally independent owned stores. Managerial implications for both types of stores in tourist zones are discussed.

- Wang & Tasi (2014) study entitled "***The Relationship between brand image and purchase intention: Evidence from award winning mutual funds***".

Aimed to investigate the relationships and effects of brand image, perceived quality, perceived risk, perceived value, and purchase intention, as well as to examine the effects of demographic variables on these five dimensions. The researchers design the questionnaire items for six dimensions: brand image, perceived quality, perceived risk, perceived value, purchase intention, and demographic variables. The researchers administered the questionnaires to investors living in Taiwan using random sampling from October 5, 2012 to December 31, 2012. A total of 795 responses were distributed, and 691 usable responses were collected. The findings show significant relationships between brand image, perceived quality, perceived value, and purchase intention. In addition, some demographic variables may lead to significant differences in these five dimensions. Finally, the results from structural equation modeling show that there are positive and direct effects among brand image, perceived quality, perceived value, and purchase intention. Brand image indeed increases investors purchase intentions. The purchase intention is affected mainly by perceived quality, not by perceived risk.

- Kakkos, et. al., (2015) study entitled "***Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from Greek Consumers***".

Aimed to identify drivers of consumers' intention to purchase private label (store) brands. Following a review of the relevant literature, a survey was conducted among consumers in three supermarket chains offering private label products in Greece. Based on data collected from a sample of 171 respondents. The findings provides some preliminary evidence on various drivers of consumers' intention to buy store brands including brand

awareness, perceived value, quality and risk while controlling for age, household size and income effects. Intentions to purchase private labels are found to be influenced by perceptions of risk, value for money, social value and brand awareness.

- Mirabi, et. al., (2015) study entitled "***A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran***".

Aimed to investigate the factors affecting on the purchase intention of Bono brand tile customers. In this study, a researcher-made questionnaire with 25 questions was used. The statistical population included the customers of Bono brand tile, through which 384 people were selected random sampling to respond research questionnaire. Data results of this study, the variables of product quality, and brand advertising and name had the highest impact on customers' purchase intention, but the two variables of packaging and price didn't have a significant impact on customers' purchase intention.

- Naeini, et. al., (2015) study entitled "***Impact of Brand Equity on Purchase Intention and Development, Brand Preference and Customer Willingness to Pay Higher Prices***".

Aimed to evaluates the creation of brand equity (perceived quality, brand awareness / brand associations, brand loyalty) and the effects on consumer responses (purchase intent, brand extension, willingness to pay a higher price, brand preference). Data collection was conducted using simple randomized method; data was collected from the stores and customers of Sony. Sampling was conducted using convenient method, with sample size being 384. The results from test of hypotheses using LISREL (linear structural relations) and SPSS suggested that perceived quality had an effect of creation of brand equity, and brand equity had the highest effect on purchase intent

- Tee, et. al., (2015) study entitled "***Purchase Intention of International Branded Clothes Fashion among Younger's in Jakarta***".

Aimed to investigate the factors influencing consumer's purchase intention among younger's on international branded clothes fashion in Jakarta. Data was collected through

self-administered questionnaire and distributed through convenient sampling method. A total of 100 completed and usable questionnaires have been collected. Empirical results show that there is a significant correlation between independent variables (perceived quality, brand image and country of origin) towards the dependent variable (purchase intention). This study is important to the marketers to understand the factors that influence consumers purchase intention. Marketers could also make improvement and strengthen their business based on selected variable to be more competitive.

(2-4): Study Contribution to Knowledge

To clarify what distinguishes the current study from previous studies, some comparisons have been made, which are presented as follows:

Environment: Most previous studies have been carried out in different countries outside the Arab region. The current study will be carried out in Jordan, as one of the Arab region countries.

First study to conduct the effect of fashion brand experience on the relationship of brand strategies and brand purchase intention.

1. **Purpose:** most of the previous research works were conducted to measure the impact of brand awareness on brand loyalty, brand quality, or customer loyalty, few studies were carried out to study the effect of branded product on consumer purchase intention.

2. **Methodology:** Most previous studies were based on annual reports of different organizations and industries. The current study is based on perception.

3. **Comparison:** The researcher will compare results of her work with the results of previous studies mentioned earlier to highlight similarities and differences that might be there.

CHAPTER THREE
Study Methodology
Method and Procedures

(3-1): Introduction

(3-2): Study Methodology

(3-3): Study Population

(3-4): Study Sample

(3-5): Unit of Analysis, Personal and Occupational Characteristics

(3-6): Study Tools and Data Collection

(3-7): Confirmatory Factor Analysis of study variables

(3-8): Study Variables

(3-9): Statistical Treatment

(3-10): Normal Distribution of Study Variables

(3-11): Validity and Reliability

(3-1): Introduction

In this chapter the researcher will describe in details the methodology used in this study, and the study population and its sample .Next, the researcher describe the study unit of analysis, Personal and Occupational Characteristics, explain the study tools, the way of data collections and Study Variables. After that, the researcher will discuss the statistical treatment that is used in the analysis of the collected data. Then the researcher has tested the Normality of the study variables. In the final section the validation of the questionnaire and the reliability analysis that is applied will be clearly stated.

(3-2): Study Methodology

This study is descriptive, quantitative in nature, aiming to investigate the Mediating effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention at young Women at Jordanian Universities in Amman Capital.

More specifically, the study intends to empirically investigate the effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention at young Women at Jordanian Universities in Amman Capital. Neuma (2003) Investigation research was deemed the most suitable technique of measuring the quantitative data. Leedy and Ormrod (2005) defined Investigation research as research include gathering of information about the subject of the object to be measured from the members of the study sample and analyzing their responses to a set of predetermined questions. It starts with literature review that explores the independent variable of the study and their effect on project success. Then, a panel of judges will be conducted to confirm the items to be included in the questionnaire will be carried out. Empirical data were collected and analyzed through a quantitative investigate approach. This approach was chosen because the current study was concerned with testing the validity and discerning the suitability of the constructed evaluatory model. Finally, the survey will be carried out and the data will be collected from all the young women who are in Jordanian universities; young women will be targeted to be included in the study regardless of their educational level, then the data treated through Statistical Package for Social Sciences (SPSS V.22) and (Amos V.22). Finally, the results will be compared with previous researches work.

(3-3): Study Population

The study population consisted of Private Jordanian universities located in Amman.

(3-4): Study Sample

The study sample is convenience and consisted of (7) Private Jordanian universities located in Amman (Princess Sumaya university, Middle East university, Applied Science Private university, Al-Isra university, Al-Zaytoonah university, Amman Arab university and Petra university).

(3-5): Unit of Analysis, Personal and Occupational Characteristics

The survey unit of analysis was composed of all the young women who are in Jordanian universities; young women will be targeted to be included in the study regardless of their educational level.

After distributing (525) questionnaires evenly distributed on young women who are in Jordanian universities as shown in Table (3-1). A total of (458) from (525) answered questionnaires were retrieved, of which (51) were invalid, Therefore, (407) answered questionnaires from study unit of analysis were valid for study.

Table (3-1)

Company's names and the number of questionnaires distributed, retrieved, and good for analysis

No.	University Names	No. of Questionnaires Distributed	No. of Questionnaires Retrieved	No. of Questionnaires Good for analysis
1	Princess Sumaya	75	68	58
2	Middle East	75	64	54
3	Applied Science	75	65	63
4	Al-Isra	75	67	57
5	Al-Zaytoonah	75	63	62
6	Amman Arab	75	65	57
7	Petra	75	66	56
	Total	525	458	407

Tables (3-2); (3-3) and (3-4) shows the Personal and Occupational Characteristics of the unit of analysis (Age; Universities and Faculty).

Table (3-2)

Age of the Descriptive unit of analysis

Variable	Categorization	Frequency	Percent
Age	From 18 – 20 Years	213	52%
	From 21 – 23 Years	147	36%
	24 – 26 Years	34	8%
	26 and above	13	4%
Total		407	100%

Table (3-2) shows that the (52%) of the unit of analysis range Aged 18 to 20 Years, (36%) of the unit of analysis range Aged between 21 – 23 Years, (8%) of the unit of analysis range Aged between 24 – 26 Years, Finally, (4%) of the unit of analysis range Aged 26 Years and above.

Descriptive analysis of the Universities in the table (3-3) shows that the (14.3%) of study unit of analysis from Princess Sumaya University, (13.2%) of study unit of analysis from Middle East University, (15.5%) of study unit of analysis from Applied Science University, (14%) of study unit of analysis from Al-Isra University, (15.2%) of study unit of analysis from Al-Zaytoonah University, (14%) of study unit of analysis from Amman Arab University, finally, (13.8%) of study unit of analysis from Petra University.

Table (3-3)

Universities of the Descriptive unit of analysis

Variable	Categorization	Frequency	Percent
Universities	Princess Sumaya	58	14.3%
	Middle East	54	13.2%
	Applied Science	63	15.5%
	Al-Isra	57	14%
	Al-Zaytoonah	62	15.2%
	Amman Arab	57	14%
	Petra	56	13.8%
Total		407	100%

Table (3-4) shows the Faculties of the unit of analysis.

Table (3-4)

Faculties of the Descriptive unit of analysis

Variable	Categorization	Frequency	Percent
	Arts & Sciences	52	13%
	Law	29	7%
	Business	91	22%
	Information Technology	45	11%
Faculty	Educational Sciences	47	12%
	Engineering	42	10%
	Media	27	7%
	Architecture & Design	17	4%
	Pharmacy & Medical Sciences	57	14%
	Others	-	-
Total		407	100%

(3-6): Study Tools and Data Collection

The current study is two fold, theoretical and practical. In the theoretical part, the researcher relied on the scientific studies that are related to the current study. Whereas in the practical side, the researcher relied on descriptive and analytical methods using the practical manner to collect, analyze data and test hypotheses.

The data collection, manners of analysis and programs used in the current study are based on two sources:

1. Secondary sources: Will be collected from books, journals, theses, researches, dissertations, articles, working papers, and the Worldwide Web .

2. Primary source: : Framework and questionnaire will be used to collect data for the purpose of this study In this study, both primary and secondary data was used.

3. The data collected for the model was gathered through questionnaires. After conducting a thorough review of the literature pertaining to study variables, the researcher formulated the questionnaire for this study.

The questionnaire instrumental sections are as follows:

Section One*:* **Personal and Occupational Characteristics**. The Personal and Occupational Characteristics information was collected with closed-ended questions, through (3) Characteristics (Age; University and Faculty)*.*

Section Two: **brand strategies.** This section was measured the brand strategies through (2) dimensions (Proactive Strategy and Reactive Strategy); (10) items as follows:

Brand Strategies	Proactive Strategy	Reactive Strategy
No. of items	5	5
Items Arrangement	1 - 5	6 - 10

Section Three: **Fashion Brand Experience.** This section was measured the Fashion Brand Experience through (3) dimensions (Brand Awareness; Brand Performance and Brand Imagery); (15) items as follows:

Fashion Brand Experience	Brand Awareness	Brand Performance	Brand Imagery
No. of items	5	5	5
Items Arrangement	11 - 15	16 - 20	21 - 25

Section Four: **Brand Purchase Intention**. This section was measured the Project success through (3) items, from (26 to 28).

All items of the questionnaire were measured on a Likert-type scale as follows:

Always	Often	Sometimes	Rarely	Never
5	4	3	2	1

(3-7): Confirmatory Factor Analysis of study variables

Consequently, a confirmatory factor analysis (CFA) is conducted for each factor of study variables and the results are presented as follows:

(3-7-1): Confirmatory Factor Analysis for Brand Strategies

Brand Strategies is presented by two dimensions and ten items and based on results of the confirmatory factor analysis as shown in figure (3-5), Brand Strategies constructs indicate an excellent fit with Chi^2 statistic of (96.936) with DF = 31 and p < 0.000, with the Chi^2 /df ratio having a value of (3.127). Arbuckle (2008) suggested that it should be between 2 and 5 which indicating good fit. The goodness fit index "GFI" was (0.953), comparative fit index "CFI" was (0.963). These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et. al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.072). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.625) and (0.836). All these are considered good which is above the acceptable level of (0.001). Squared Multiple Correlations value (0.425, 0.527, 0.582, 0.532, 0.391, 0.392, 0.699, 0.561, 0.467 and 0.424) indicates the percentage of variation in each indicator (BA1, BA2, BA3, BA4, BA5, BA6, BA7, BA8, BA9 and BA10), that is explained by the factor Brand Strategies. Therefore, these ten items can measure the construct "Brand Strategies".

Figure (3-5)

Brand Strategies Statistic results and factor loading

Based on the analysis, the researcher found that all of the standardized loadings were over (0.50) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.50), and must also be significant. As well as, the values of the Average Variance Extracted for constructs within the measurement model greater than (0.50) as recommended from Malhotra and Stanton (2004) whom explained the Average Variance Extracted (AVE) should be greater than (0.50) to validate employing a construct. In addition, a composite reliability (CR) index for constructs within the measurement

model greater than (0.70) that indicates satisfactory internal consistency as recommended from Hair, et. al., (2006).

(3-7-2): Confirmatory Factor Analysis for Brand Purchase Intention

Brand Purchase Intention is presented by one dimension and three items and based on results of the confirmatory factor analysis as shown in figure (3-6), Brand Purchase Intention constructs indicate an excellent fit with Chi^2 statistic of (0.293) with DF = 1 and p < 0.000, with the Chi^2 /df ratio having a value of (0.293). Arbuckle (2008) suggested that it should be between 2 and 5 which indicating good fit. The goodness fit index "GFI" was (0.998), comparative fit index "CFI" was (0.999). These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et..al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.000). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.617) and (0.793). All these are considered good which is above the acceptable level of (0.001). Squared Multiple Correlations value (0.629, 0.464 and 0.381) indicates the percentage of variation in each indicator (BPI1, BPI2 and BPI3), that is explained by the factor Brand Purchase Intention. Therefore, these three items can measure the construct "Brand Purchase Intention".

Figure (3-6)

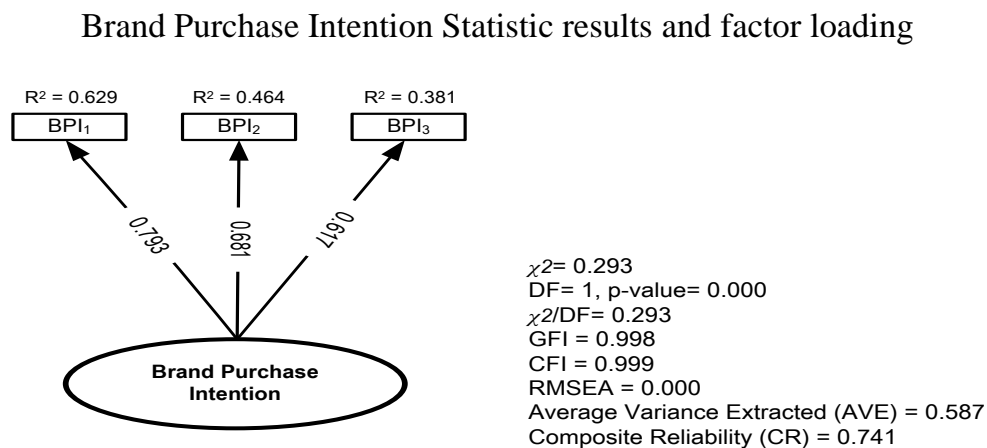Brand Purchase Intention Statistic results and factor loading

Based on the analysis, the researchers found that all of the standardized loadings were over (0.50) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.50), and must also be significant. As well as, the values of the Average Variance Extracted for constructs within the measurement model greater than (0.50) as recommended from Malhotra and Stanton (2004) whom explained the Average Variance Extracted (AVE) should be greater than (0.50) to validate employing a construct. In addition, a composite reliability (CR) index for constructs within the measurement model greater than (0.70) that indicates satisfactory internal consistency as recommended from Hair, et. al., (2006).

(3-7-3): Confirmatory Factor Analysis for Fashion Brand Experience

Fashion Brand Experience is presented by three dimensions and fifteen items and based on results of the confirmatory factor analysis as shown in figure (3-7), Fashion Brand Experience constructs indicate an excellent fit with Chi2 statistic of (212.467) with DF = 75 and p < 0.000, with the Chi^2 /df ratio having a value of (2.833). Arbuckle (2008) suggested that it should be between 2 and 5 which indicating good fit. The goodness fit index "GFI" was (0.934), comparative fit index "CFI" was (0.945). These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et..al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.067). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.561) and (0.801). All these are considered good which is above the acceptable level of (0.001). Squared Multiple Correlations value (0.402, 0.570, 0.555, 0.642, 0.369, 0.315, 0.495, 0.460, 0.484, 0.491, 0.400, 0.381, 0.538, 0.454 and 0.502) indicates the percentage of variation in each indicator (FBE1, FBE2, FBE3, FBE4, FBE5, FBE6, FBE7, FBE8, FBE9, FBE10, FBE11, FBE12, BA13, BA14 and BA15), that is explained by the factor Fashion Brand Experience. Therefore, these fifteen items can measure the construct "Fashion Brand Experience".

Figure (3-7)

Fashion Brand Experience Statistic results and factor loading

R² = 0.402
BA1

R² = 0.570
BA2

R² = 0.555
BA3

R² = 0.642
BA4

R² = 0.369
BA5

R² = 0.315
BP1

R² = 0.495
BP2

R² = 0.460
BP3

R² = 0.484
BP4

R² = 0.491
BP5

R² = 0.400
BI1

R² = 0.381
BI2

R² = 0.538
BI3

R² = 0.454
BI4

R² = 0.502
BI5

0.634
0.755
0.745
0.801
0.608

Brand Awareness
Average Variance Extracted (AVE) = 0.723
Composite Reliability (CR) = 0.836

0.561
0.704
0.678
0.695
0.700

Brand Performance
Average Variance Extracted (AVE) = 0.646
Composite Reliability (CR) = 0.801

0.633
0.617
0.733
0.674
0.708

Brand Imagery
Average Variance Extracted (AVE) = 0.655
Composite Reliability (CR) = 0.806

0.699

0.625

0.725

$\chi2$= 212.467
DF= 75, p-value= 0.000
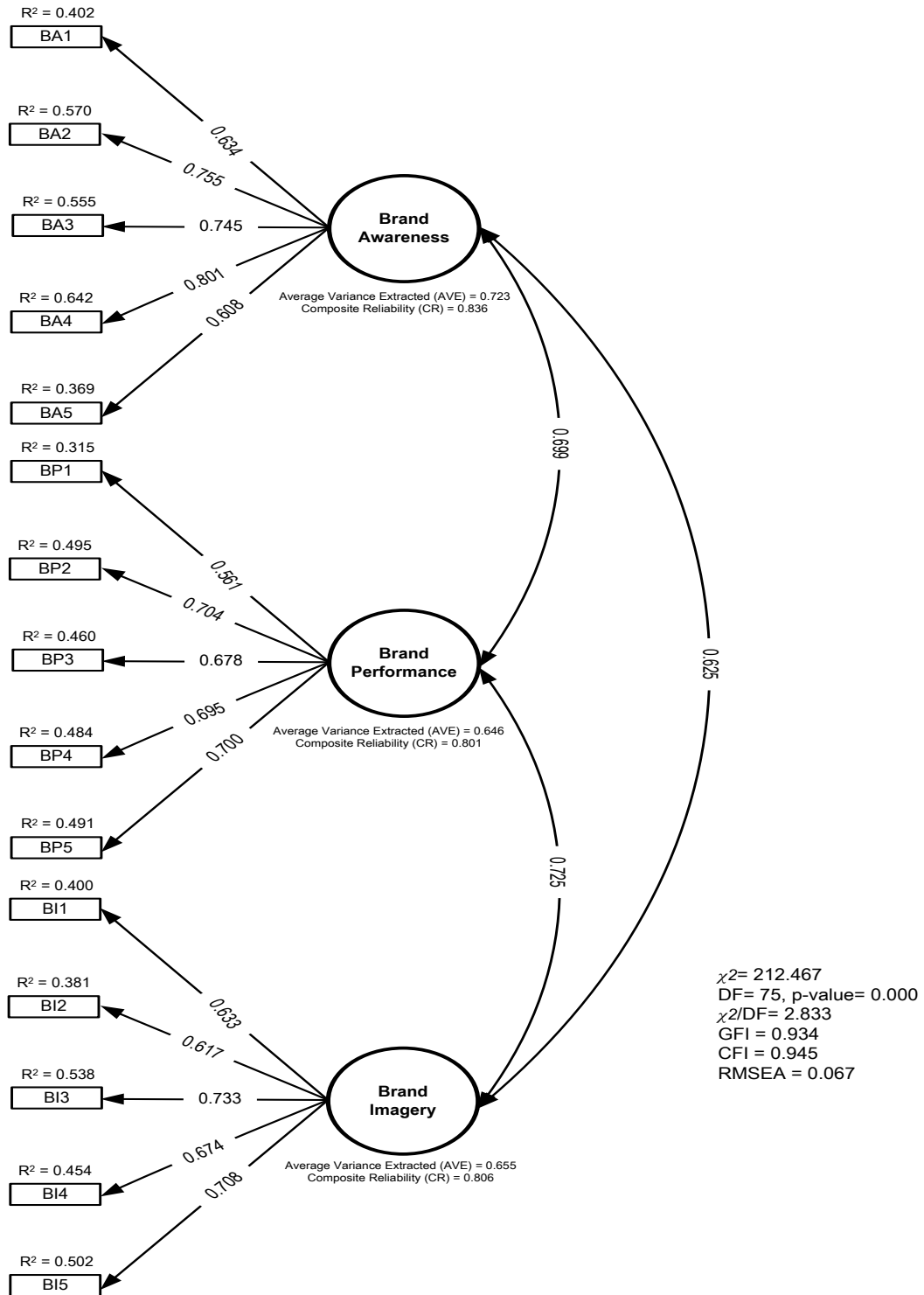$\chi2$/DF= 2.833
GFI = 0.934
CFI = 0.945
RMSEA = 0.067

Based on the analysis, the researcher found that all of the standardized loadings were over (0.50) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.50), and must also be significant. As well as, the values of the Average Variance Extracted for constructs within the measurement model greater than (0.50) as recommended from Malhotra and Stanton (2004) whom explained the Average Variance Extracted (AVE) should be greater than (0.50) to validate employing a construct. In addition, a composite reliability (CR) index for constructs within the measurement model greater than (0.70) that indicates satisfactory internal consistency as recommended from Hair, et. al., (2006).

(3-8): Study Variables

The researcher identifies and measures the independent Variable (brand strategies) through literature review based on (McColl & Moore, 2011). As well as, to identify and measure the mediate Variable (fashion brand experience) the researcher adopted the proposed idea form (Kim, 2012). Finally, the researcher identifies and measures the dependent Variable (brand purchase intention) through literature review based on (Park, et. al., 2007).

All variables will be measured by five-point Likert-type scale to tap into the respondents'' perceptions, ranging from value 1 (Never) to value 5 (Always) used throughout the questionnaire.

(3-9): Statistical Treatment

The data collected from the responses of the study questionnaire were used through Statistical Package for Social Sciences "SPSS Ver.22'" & "Amos V.22" for analysis and conclusions. Finally, the researcher used the suitable statistical methods that consist of:

(3-9-1): Descriptive Statistics Methods

- Percentage and Frequency.
- Arithmetic to identify the level of response of study sample individuals to the study variables.

- Standard Deviation to Measure the responses spacing degree about Arithmetic Mean.
- Relative importance, assigned due to:

    The Low degree from 1- less than 2.33

    The Medium degree from 2.33 – 3.66

    The High degree from 3.67 and above.

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{5 - 1}{3} = \frac{4}{3} = 1.33$$

(3-9-2): Inference Statistics Methods

- Kolmogorov-Smirnov Normality Test to verify the normal distribution of variables.
- Cronbach Alpha reliability (α) to measure strength of the correlation and coherence between questionnaire items.
- One sample t-test.
- Variance Inflation Factor and Tolerance to make sure that there are no Multicollinearity between independent variables.
- Multiple Regression analysis to Measure the effect of Independent Variables and mediate Variable on dependent Variable.
- Path Analysis to measure the indirect effect of independent variables on dependent variable through the mediate variables.

(3-10): Normal Distribution of Study Variables

In order of verification of the study results, the researcher carry out the Kolmogorov - Smirnov Test, to verify the absence study data from the statistical problems that may adversely affect the results of the test study hypotheses, as is shown in the table (3-8).

Table (3-8)

Normal Distribution of Study Variables

No.	Variables	Kolmogorov – Smirnov	Sig.*	Result
1	Brand Strategies	1.161	0.135	Follows a normal distribution
1 - 1	Proactive Strategy	1.018	0.251	Follows a normal distribution
1 - 2	Reactive Strategy	1.037	0.233	Follows a normal distribution
2	Fashion Brand Experience	1.336	0.056	Follows a normal distribution
2 - 1	Brand Awareness	1.389	0.052	Follows a normal distribution
2 - 2	Brand Performance	1.287	0.073	Follows a normal distribution
2 - 3	Brand Imagery	1.269	0.080	Follows a normal distribution
3	Brand Purchase Intention	1.130	0.156	Follows a normal distribution

*Distribution is normal when the significance level (0.05> α).

In view of the above table and at the significance level of (α >0.05) it is apparent that the distribution of all variables was normal. Where the normal distribution ratios for each variables is greater than (0.05) which is approved level in the statistical treatment of the current study.

(3-11): Validity and Reliability

(3-11-1): Validation

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research constructs was thoroughly performed by academic reviewers from Middle East University and other universities specialized in faculty and practitioners Business Administration, Marketing. Some items were added, while others were dropped based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research

instrument. The academic reviewers are (7) and the overall percentage of respond is (100%), (see appendix "1").

(3-11-2): Study Tool Reliability

Cronbach's alpha, was used to determine the internal consistency reliability of the elements comprising the four constructs as suggested by Gregory (2004) Reliability should be (0.60) or higher to indicate adequate convergence or internal consistency .

The results shown in Table (3-9) are acceptable levels as suggested by (Bougie, 2010: 184).

Table (3-9)

Reliability of Questionnaires Dimensions

No.	Variable	Dimensions	No of items	Cronbach's alpha Value
1	Brand Strategies		10	0.883
	(1-1)	Proactive Strategy	5	0.833
	(1-2)	Reactive Strategy	5	0.845
2	Fashion Brand Experience		15	0.894
	(2-1)	Brand Awareness	5	0.820
	(2-2)	Brand Performance	5	0.807
	(2-3)	Brand Imagery	5	0.808
3	Brand Purchase Intention		3	0.734

CHAPTER FOUR

Analysis Results & Hypotheses Test

(4-1): Introduction

(4-2): Descriptive analysis of study variables

(4-3): Analysis adequacy of the data to test the study hypotheses

(4-4): Study of Hypotheses Test

(4-1): Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means, Standard Deviations for the questions of the study, Multiple Regression analysis and path analysis.

(4-2): Descriptive Analysis of Study Variables

(4-2-1): Brand Strategies

The researcher used the arithmetic mean, standard deviation, one sample t-test, item importance and importance level as shown in Table (4-1) and (4-2).

Table (4-1) Clarifies the importance level of Proactive Strategy, where the arithmetic mean for these variable ranges between (3.884 - 4.068) compared with General Arithmetic mean amount of (3.977). We observe that the highest mean for the "***Fashion companies seems to spend time studying changes in our business environment so they can exercise better foresight about our future needs***" with arithmetic mean (4.068), Standard deviation (0.778). The lowest arithmetic mean was for the "***Fashion companies presents new solutions to us that we actually need but did not think to ask about***" With Average (3.884) and Standard deviation (0.826). In general, it appears that the Importance level of Proactive Strategy in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high.

Table (4-1)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Proactive
Strategy

No.	Proactive Strategy	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	Fashion companies excels at anticipating changes in what we need from them before we even ask	4.046	0.712	29.636	0.000	2	High
2	**Fashion companies seems to spend time studying changes in our business environment so they can exercise better foresight about our future needs**	**4.068**	**0.778**	27.696	0.000	**1**	**High**
3	Fashion companies successfully anticipates changes in our needs	3.945	0.798	23.902	0.000	3	High
4	**Fashion companies presents new solutions to us that we actually need but did not think to ask about**	**3.884**	**0.826**	21.581	0.000	**5**	High
5	Fashion companies presents new ideas to us that help us keep pace with our changing environment	3.941	0.888	21.365	0.000	4	High
General Arithmetic mean and standard deviation		3.977	0.621	31.710	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.648)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

Table (4-2) also shows the importance level of Reactive Strategy, where the arithmetic
mean for these variable ranges between (3.739 - 3.901) compared with General Arithmetic
mean amount of (3.842). We observe that the highest mean for the "*Fashion companies
are always flexible to adapt to changes we ask for"* with arithmetic mean (3.901),
Standard deviation (0.865). The lowest arithmetic mean was for the "*Fashion company's
reacts quickly to our requests for changes*" With Average (3.739) and Standard deviation
(0.885). In general, it appears that the Importance level of Reactive Strategy in Private
Jordanian universities located in Amman from the study Unit of Analysis viewpoint was
high.

Table (4-2)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Reactive

Strategy

No.	Reactive Strategy	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
6	Fashion companies always responds effectively when we ask them to make changes	3.850	0.847	20.228	0.000	3	High
7	Fashion companies takes immediate action when we tell them we've changed what we want from the relationship	3.889	0.853	21.014	0.000	2	High
8	Fashion companies reacts quickly to our requests for changes	3.739	0.885	16.848	0.000	5	High
9	Fashion companies never stops short of fully accommodating our requests for changes	3.832	0.863	19.463	0.000	4	High
10	Fashion companies is always flexible to adapt to changes we ask for	3.901	0.865	21.021	0.000	1	High
General Arithmetic mean and standard deviation		3.842	0.678	25.059	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.648)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-2-2): Fashion Brand Experience

The researcher used the arithmetic mean, standard deviation, one sample t-test, item importance and importance level as shown in Table (4-3), (4-4) and (4-5).

Table (4-3) Clarifies the importance level of Brand Awareness, where the arithmetic mean for these variable ranges between (3.788 - 4.152) compared with General Arithmetic mean amount of (3.972). We observe that the highest mean for the "*I know what this brand stands for me*" with arithmetic mean (4.152), Standard deviation (0.730). The lowest arithmetic mean was for the "*I frequently think of the brand that I prefer*" With Average (3.788) and Standard deviation (0.946). In general, it appears that the Importance level of Brand Awareness in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high.

Table (4-3)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Brand

Awareness

No.	Brand Awareness	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
11	I know what this brand stands for me	4.152	0.730	31.831	0.000	1	High
12	I have an opinion about the brand that I prefer	4.019	0.806	25.518	0.000	2	High
13	I have heard of the brand that I prefer	3.916	0.886	20.853	0.000	4	High
14	I am aware of the brand quality that I prefer	3.985	0.856	23.204	0.000	3	High
15	I frequently think of the brand that I prefer	3.788	0.946	16.808	0.000	5	High
General Arithmetic mean and standard deviation		3.972	0.647	30.311	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.648)

t- Value Tabulate was calculated based on Assumption mean to item that (3)

Table (4-4) also shows the importance level of Brand Performance, where the arithmetic mean for these variable ranges between (3.786 - 4.194) compared with General Arithmetic mean amount of (3.943). We observe that the highest mean for the "***The quality of the brand that I prefer is good***" with arithmetic mean (4.194), Standard deviation (0.697). The lowest arithmetic mean was for the "***I engage in a lot of thinking when I encounter the brand that I prefer***" With Average (3.786) and Standard deviation (0.942). In general, it appears that the Importance level of Brand Performance in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high.

Table (4-4)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Brand

Performance

No.	Brand Performance	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
16	The quality of the brand that I prefer is good	4.194	0.697	34.525	0.000	1	High
17	The brand that I prefer is the only brand of this product I need	3.928	0.886	21.140	0.000	2	High
18	The design of the brand that I prefer is good	3.921	0.817	22.731	0.000	3	High
19	I engage in a lot of thinking when I encounter the brand that I preferable	3.786	0.942	16.835	0.000	5	High
20	The brand that I prefer stimulates my curiosity	3.887	1.005	17.789	0.000	4	High
General Arithmetic mean and standard deviation		3.943	0.658	28.895	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.648)

t- Value Tabulate was calculated based on Assumption mean to item that (3)

Finally, table (4-5) Clarifies importance level of Brand Imagery, where the arithmetic mean for these variable ranges between (3.896 - 4.098) compared with General Arithmetic mean amount of (3.996). We observe that the highest mean for the "***When I put on the brand that I prefer, I might be graded in good value***" with arithmetic mean (4.098), Standard deviation (0.787). The lowest arithmetic mean was for the "***When people wear the brand that I prefer, I can easily associate their images of profile***" With Average (3.896) and Standard deviation (0.911). In general, it appears that the Importance level of Brand Imagery in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high.

Table (4-5)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Brand Imagery

No.	Brand Imagery	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
21	When I put on the brand that I prefer, I might be graded in good value	4.098	0.787	28.120	0.000	1	High
22	When people wear the brand that I prefe, I can easily associate their images of profile	3.896	0.911	19.839	0.000	5	High
23	The brand that I prefer reminds me of specific style	3.990	0.827	24.142	0.000	3	High
24	My experience with the brand that I prefer is thrilling	3.987	0.877	22.697	0.000	4	High
25	My experience with the brand that I prefer is fun	4.009	0.898	22.667	0.000	2	High
General Arithmetic mean and standard deviation		3.996	0.648	31.001	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.648)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-2-3): **Brand Purchase Intention**

Table (4-6) Clarifies importance level of Brand Purchase Intention, where the arithmetic mean for these variable ranges between (3.992 - 4.132) compared with General Arithmetic mean amount of (3.700). We observe that the highest mean for the "*I plan to continue purchasing the brand that I prefer*" with arithmetic mean (4.132), Standard deviation (0.710). The lowest arithmetic mean was for the "*I intend to increase the purchasing of the brand that I prefer*" With Average (3.992) and Standard deviation (0.792). In general, it appears that the Importance level of Brand Purchase Intention in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high.

Table (4-6)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Brand

Purchase Intention

No.	Brand Purchase Intention	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
26	I plan to continue purchasing the brand that I prefer	4.132	0.710	32.171	0.000	1	High
27	I intend to increase the purchasing of the brand that I prefer	3.992	0.792	25.269	0.000	3	High
28	I intend to increase the frequency of purchasing the brand that I prefer	4.059	0.785	27.194	0.000	2	High
General Arithmetic mean and standard deviation		3.700	0.832	16.975	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.648)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-3): Analysis adequacy of the data to test the study hypotheses

Before test the hypotheses of the study, the researcher conducted some tests in order to ensure the adequacy of the data for the assumptions regression analysis, it was confirmed that there is no high correlation between the independent variables Multicollinearity using the Variance Inflation Factor (VIF) and test Tolerance for each variable of the study variables taking into account the Variance Inflation Factor not to exceed the allowable value (10). And that the Tolerance value greater than (0.05).

Were also ensure that the data follow the normal distribution calculates the skewness coefficient, as the data follow a normal distribution if the value of skewness coefficient is less than (± 1). Table (4-7) shows the results of these tests.

Table (4-7)

Results of Variance Inflation Factor, Tolerance and skewness coefficient

No.	Independent Variables	VIF	Tolerance	Skewness
1	Proactive Strategy	1.574	0.635	-0.434
2	Reactive Strategy	1.547	0.542	-0.555

Evident from the results listed in Table (4-7) there is no Multicollinearity between the independent variables, confirms that the values of Variance Inflation Factor of the dimensions are (1.574 & 1.547) , respectively, less than (10). As can be seen that the values of Tolerance are between (0.542 - 635) which is greater than (0.05). This is an indication that there is no Multicollinearity between the independent variables

While to make sure that the data follow a normal distribution the researcher calculates the Skewness coefficient where the values were less than (±1).

(4-4): Study of Test Hypothesis

In this section the researcher have four hypotheses, the first three hypothesis testing in multiple regression analysis. The fourth hypothesis was testing through path analysis.

HO$_1$: There is no direct effect of brand strategies (Proactive and Reactive) on brand purchase Intention at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the effect of the direct effect of brand strategies (Proactive and Reactive) on brand purchase Intention. As shown in Table (4-8).

Table (4-8)

Multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on brand purchase Intention

	(R)	(R²)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Brand Purchase Intention	0.423	0.179	44.124	2	0.000	Proactive Strategy	0.471	8.330	0.000
				404					
				406		Reactive Strategy	-0.089	-1.569	0.117

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-8) shows the direct effect of brand strategies (Proactive and Reactive) on brand purchase Intention. The regression model achieve a high degree of fit, as reflected by "R" and "R^2" value (0.423) , (0.179), which asserted that (0.179) of the explained variation in brand purchase Intention can be accounted for Proactive Strategy. On the other hand, Table (4-8) for the executive data set indicated the slope value of (0.471) for the regression line. This suggested that for a one unit increase in Proactive Strategy can significantly predict a (0.471) increase in brand purchase Intention. As well as Table (4-8) shows that the analysis of variance of the fitted regression equation is significant with F value of (44.124). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that Proactive Strategy actually effected directly on brand purchase Intention with a coefficient of (0.471). Thus, Proactive Strategy actually affect on directly on brand purchase Intention. This further supported the first hypothesis.

There is a significant statistical direct effect of Proactive Strategy on brand purchase Intention at level (α≤0.05).

HO₂: There is no direct effect of brand strategies (Proactive and Reactive)   on fashion brand experience at level (α ≤0.05).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on fashion brand experience. As shown in Table (4-9).

Table (4-9)

Multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on fashion brand experience

	(R)	(R^2)	F Calculate	DF	Sig*	β		T Calculate	Sig*
fashion brand experience	0.575	0.330	99.653	2	0.000	Proactive Strategy	0.513	10.049	0.000
				404		Reactive Strategy	0.094	1.836	0.067
				406					

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-9) shows the direct effect of brand strategies (Proactive and Reactive) on fashion brand experience. The regression model achieve a high degree of fit, as reflected by "R" and "R^2" value (0.575) , (0.330), which asserted that (0.330) of the explained variation in fashion brand experience can be accounted for Proactive Strategy. On the other hand, Table (4-9) for the executive data set indicated the slope value of (0.513) for the regression line. This suggested that for a one unit increase in Proactive Strategy can significantly predict a (0.513) increase in fashion brand experience. As well as Table (4-9) shows that the analysis of variance of the fitted regression equation is significant with F value of (99.653). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that Proactive Strategy actually effected directly on fashion brand experience with a coefficient of (0.513). Thus, Proactive Strategy actually affect directly on fashion brand experience. This further supported the second hypothesis.

There is a significant statistical direct effect of Proactive Strategy on fashion brand experience at level (α≤0.05).

To ensure the direct effect of brand strategies (Proactive and Reactive) on every dimension of fashion brand experience, the researcher divided the main second hypothesis in three sub hypotheses, as follows:

HO2-1: There is no direct effect of brand strategies (Proactive and Reactive) on Brand awareness at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on Brand awareness. As shown in Table (4-10).

Table (4-10)

Multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on Brand awareness

	(R)	(R²)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Brand awareness	0.443	0.197	49.413	2	0.000	Proactive Strategy	0.436	7.789	0.000
				404					
				406		Reactive Strategy	0.012	0.221	0.825

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-10) shows the direct effect of brand strategies (Proactive and Reactive) on Brand awareness. The regression model achieve a high degree of fit, as reflected by "R" and "R²" value (0.443) , (0.197), which asserted that (0.197) of the explained variation in Brand awareness can be accounted for Proactive Strategy. On the other hand, Table (4-10) for the executive data set indicated the slope value of (0.436) for the regression line. This suggested that for a one unit increase in Proactive Strategy can significantly predict a (0.436) increase in brand awareness. As well as Table (4-10) shows that the analysis of variance of the fitted regression equation is significant with F value of (49.413). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that

Proactive Strategy actually effected directly on brand awareness with a coefficient of (0.436). Thus, Proactive Strategy actually affect directly on brand awareness. This further supported the sub first hypothesis.

There is a significant statistical direct effect of Proactive Strategy on brand awareness at level (α≤0.05).

HO2-2: There is no direct effect of brand strategies (Proactive and Reactive) on Brand Performance at level (α ≤0.05).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on Brand Performance. As shown in Table (4-11).

Table (4-11)

Multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on Brand Performance

	(R)	(R²)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Brand Performance	0.574	0.329	99.075	2	0.000	Proactive Strategy	0.482	9.433	0.000
				404		Reactive Strategy	0.135	2.632	0.009
				406					

* the impact is significant at level (α ≤ 0.05)

Table (4-11) shows the direct effect of brand strategies (Proactive and Reactive) on brand Performance. The regression model achieve a high degree of fit, as reflected by "R" and "R^2" value (0.574) , (0.329), which asserted that (0.329) of the explained variation in brand Performance can be accounted for Proactive and Reactive strategies. On the other hand, Table (4-11) for the executive data set indicated the slope value of (0.482) and (0.135) for the regression line. This suggested that for a one unit increase in Proactive and Reactive strategies can significantly predict a (0.482) and (0.135) increase in brand Performance. As well as Table (4-11) shows that the analysis of variance of the fitted regression equation is significant with F value of (99.075). This is an indication that the model is a good one. Since

the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that Proactive and Reactive strategies actually effected directly on brand Performance with a coefficient of (0.482) and (0.135) Thus, Proactive and Reactive strategies actually affect directly on brand Performance. This further supported the sub second hypothesis.

There is a significant statistical direct effect of brand strategies (Proactive and Reactive) on brand Performance at level ($\alpha \leq 0.05$).

HO2-3: There is no direct effect of brand strategies (Proactive and Reactive) on Brand Imagery at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on Brand Imagery. As shown in Table (4-12).   **Table (4-12)**

Multiple regression analysis to ensure the direct effect of brand strategies (Proactive and Reactive) on Brand Imagery

	(R)	(R²)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Brand Imagery	0.432	0.187	46.440	2	0.000	Proactive Strategy	0.373	6.635	0.000
				404					
				406		Reactive Strategy	0.088	1.565	0.118

Table (4-12) shows the direct effect of brand strategies (Proactive and Reactive) on brand Imagery. The regression model achieve a high degree of fit, as reflected by "R" and "R²" value (0.432) , (0.187), which asserted that (0.187) of the explained variation in brand Imagery can be accounted for Proactive strategy. On the other hand, Table (4-12) for the executive data set indicated the slope value of (0.373) for the regression line. This suggested that for a one unit increase in Proactive strategy can significantly predict a (0.373) increase in brand Imagery. As well as Table (4-12) shows that the analysis of variance of the fitted regression equation is significant with F value of (46.440). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that

Proactive strategy actually effected directly on brand Imagery with a coefficient of (0.373). Thus, Proactive strategy actually affect directly on brand Imagery. This further supported the sub third hypothesis.

There is a significant statistical direct effect of Proactive strategy on brand Imagery at level (α≤0.05).

HO₃: There is no direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention at level (α ≤0.05).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the effect of the direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention. As shown in Table (4-13).

Table (4-13)

Multiple regression analysis to ensure the direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention

	(R)	(R²)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Brand Purchase Intention	0.652	0.426	99.592	3	0.000	brand awareness	0.187	3.816	0.000
				403		brand performance	0.193	3.809	0.000
				406		brand imagery	0.390	8.268	0.000

* the impact is significant at level (α ≤ 0.05)

Table (4-13) shows the direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention. The regression model achieve a high degree of fit, as reflected by "R" and "R²" value (0.652) , (0.426), which asserted that (0.426) of the explained variation in brand purchase Intention can be accounted for fashion brand experience (brand awareness, brand performance and brand imagery). On the other hand, Table (4-13) for the executive data set indicated the slope value of (0.187), (0.193) and (0.390) for the regression line. This suggested that for a one unit increase in fashion brand experience (brand awareness, brand performance and brand imagery) can significantly predict a (0.187), (0.193) and (0.390) increase in brand purchase Intention. As

well as Table (4-13) shows that the analysis of variance of the fitted regression equation is significant with F value of (99.592). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that fashion brand experience (brand awareness, brand performance and brand imagery) actually affected directly on brand purchase Intention with a coefficient of (0.187) for brand awareness, (0.193) for brand performance and (0.390) for brand imagery. Thus, fashion brand experience (brand awareness, brand performance and brand imagery) actually affect directly on brand purchase Intention. This further supported the third hypothesis.

There is a direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention at level (α ≤0.05).

HO₄: There is no indirect effect of fashion brand experience (brand awareness, brand performance and brand imagery) on the relationship of brand strategies and brand purchase Intention at level (α ≤0.05).

To test this hypothesis, the researcher uses the path analysis to ensure the indirect effect of fashion brand experience (brand awareness, brand performance and brand imagery) on the relationship of brand strategies and brand purchase Intention. As shown in Table (4-14).

From table (4-14) we observe that fashion brand experience has a mediating effect between the brand strategies and brand purchase Intention. The ***Chi²*** was (26.725) at level (α ≤ 0.05), whereas the ***GFI*** was (0.979) Goodness of Fit Index approaching to one. On the same side the ***CFI*** was (0.974) Comparative Fit Index approaching to one, while the ***RMSEA*** was (0.083) approaching to zero, as Direct impact was (0.539) between Brand Strategies and Fashion Brand Experience, (0.230) between Brand Strategies and Brand Purchase Intention and (0.311) between Fashion Brand Experience and Brand Purchase Intention. Also the Indirect impact was (0.168) between Brand Strategies on Brand Purchase Intention through Fashion Brand Experience. The Squared Multiple Correlations (R^2) was (0.291) to Fashion Brand Experience and (0.119) as shown in figure (4 – 1).

The **T** value calculated coefficient effect of the first path (Brand Strategies → Fashion Brand Experience) (12.908) which is significant at level ($\alpha \leq 0.05$) while the **T** value calculated coefficient effect of the second path (Brand Strategies → Brand Purchase Intention) (2.847) which is significant at level ($\alpha \leq 0.05$), finally, the third path (Fashion Brand Experience → Brand Purchase Intention) (5.476) which is significant at level ($\alpha \leq 0.05$). This result indicates that Fashion Brand Experience has indirect effect on the relationship between Brand Strategies and Brand Purchase Intention. Thus, rejected the null hypothesis and accepted the alternative hypothesis that states:

There is a statistical significant indirect effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention at level (α ≤0.05).

Figure (4 − 1)

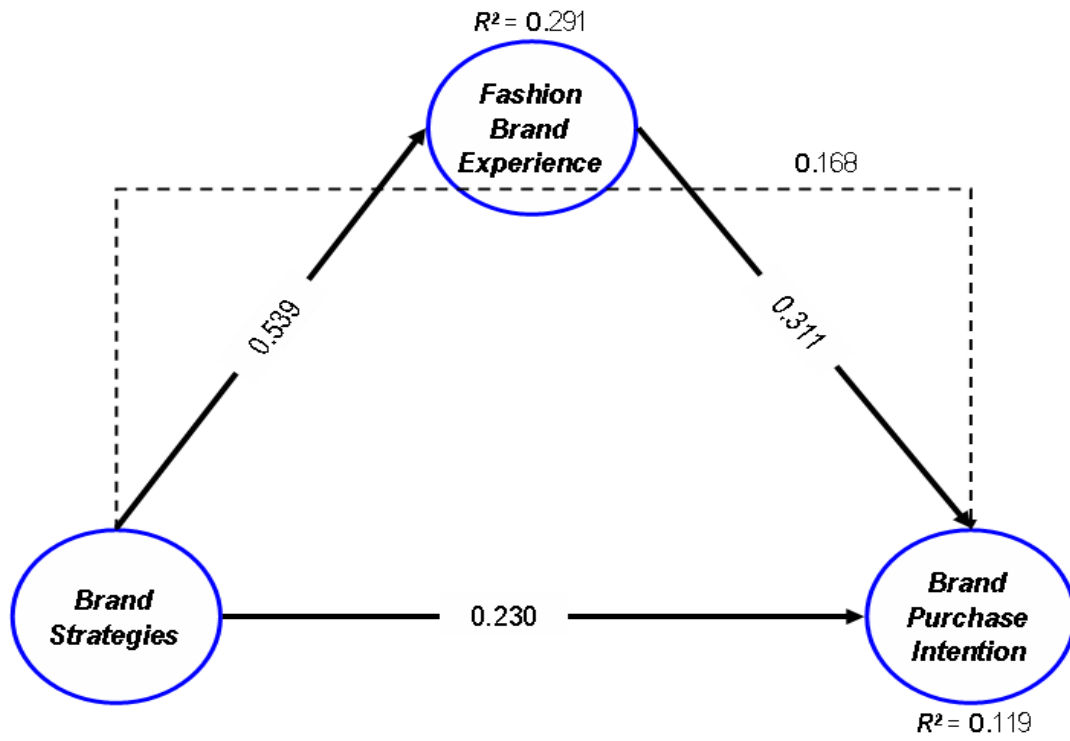Standardized effect value for Study Variables

Table (4-14)

Path analysis test results of the mediating effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention

	Chi² Calculate	GFI	CFI	RMSEA	Sig.*	Direct Effect		Indirect Effect	Path	T value	Sig.*
service quality on Customer Loyalty through customer perceived value	26.725	0.979	0.974	0.083	0.000	Brand Strategies on Fashion Brand Experience	0.539		BS → FBE	12.908	0.000
						Brand Strategies on Brand Purchase Intention	0.230	0.168*	BS → BPI	2.847	0.004
						Fashion Brand Experience on Brand Purchase Intention	0.311		FBE → BPI	5.476	0.000

GFI: Goodness of Fit Index must Proximity to One
CFI: Comparative Fit Index must Proximity to One
RMSEA: Root Mean Square Error of Approximation must Proximity to Zero
* Indirect effect is multiplied the values of direct effects to variables
BS: Brand Strategies
FBE: Fashion Brand Experience
BPI: Brand Purchase Intention

CHAPTER FIVE

Results Discussion and Recommendations

(5-1): Results Discussion

(5-2): Recommendations

(5-1): Results Discussion

This study raised a number of questions, and developed hypotheses related to the study variables. The study results answered the study questions and came up with the following conclusions,

Concerning brand strategies , results show that the importance level of Proactive Strategy in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high where the arithmetic mean ranges between (3.884-4.068) ,and the highest mean of (4.068) compared with general arithmetic mean amount of (3.977) was for the "*Fashion companies seems to spend time studying changes in our business environment so they can exercise better foresight about our future needs"*, and with a standard deviation of (0.778),while the Importance level of Reactive Strategy in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high where the arithmetic mean ranges between (3.739-3.901),and the highest mean of (3.901) compared with general arithmetic mean amount of (3.842) was for the "*Fashion companies are always flexible to adapt to changes we ask for*" ,and with a standard deviation of (0.865).

On the other hand ,concerning fashion brand experience ,the Importance level of Brand Awareness in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high where the arithmetic mean ranges between (3.788-4.152),and the highest mean of (4.152) compared with general arithmetic mean amount of (3.972)was for the "*I know what this brand stands for me* ",and with a standard deviation of (0.730),while the Importance level of Brand Performance in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high where the arithmetic mean ranges between (3.786-4.194),and the highest mean of (4.194) compared with general arithmetic mean amount of (3.943) was for the "*The quality of the brand that I prefer is good*", and with a standard deviation of (0.697),meanwhile The Importance level of Brand Imagery in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high where the arithmetic mean ranges between (3.896-4.098),and the highest mean of (4.098) compared with general arithmetic mean mount of

(3.996) was for the "*When I put on the brand that I prefer, I might be graded in good value*", and with a standard deviation of (0.787).

The Importance level of Brand Purchase Intention in Private Jordanian universities located in Amman from the study Unit of Analysis viewpoint was high where the arithmetic mean ranges between (3.992-4.132),and the highest mean of (4.132) compared with general arithmetic mean amount of (3.700) was for the "*I plan to continue purchasing the brand that I prefer* ",and with a standard deviation of (0.710).

Concerning the hypothesis related to the study variables , the study came up with the following conclusions :

There is a significant statistical direct effect of Proactive Strategy on brand purchase Intention at level ($\alpha \leq 0.05$),multiple regression analysis (table4-8) showed that there was a significant influence of proactive strategy on brand purchase intention with a beta value of (0.471) showing the strength of the relationship,

This result consistent with Yaseen, et. al., (2011) study result that clarifies the brand awareness, perceived quality and loyalty significant impact on purchase intention, and that perceived quality influences brand purchase intention As well as, consistent with Shah, et. al., (2012) study result that shows the core brand image and brand attitude has positive impact on the purchasing intention of customers.

On the other hand there is no significant statistical direct effect of Reactive Strategy on brand purchase Intention at level ($\alpha \leq 0.05$).

This result differ with Shah, et. al., (2012) study result that shows the core brand image and brand attitude has positive impact on the purchasing intention of customers.

There is a significant statistical direct effect of Proactive Strategy on fashion brand experience at level ($\alpha \leq 0.05$),multiple regression analysis (table4-9) showed that there was a significant effect of proactive strategy on fashion brand experience with a beta value of (0.513) showing the strength of the relationship,

This result consistent with Clatworthy (2012) study result that showed the importance of aligning the customer experience to the company brand and suggests how this can be achieved. As well as, consistent with Naeini, et. al., (2015) that clarifies the perceived quality had an effect of creation of brand equity, and brand equity had the highest effect on

purchase intention. On the other hand there is no significant statistical direct effect of Reactive Strategy on fashion brand experience at level (α≤0.05).

There is a significant statistical effect of proactive strategy on Brand awareness at level (α≤0.05) and there is a significant statistical direct effect of Reactive and proactive Strategy on Brand Performance at level (α≤0.05),which showed the strength of the relation between brand performance and brand strategies and showed the importance of having a well-designed strategies that help in affecting the performance of the brand .

This result consistent with Clatworthy (2012) study result that showed a brand department should communicate its brand strategy.

And there is no significant statistical direct effect of Reactive Strategy on Brand awareness at level (α≤0.05) and there is no significant statistical direct effect of Reactive Strategy on Brand Imagery at level (α≤0.05),which showed that only proactive strategy that affect the Brand Awareness and Brand imagery ,because after purchasing the brand there will be no need for customers to be aware of the brand and the brand image will not be important after buying it ,customers already had a perception and image in their mind.

This result differ with Clatworthy (2012) study result that showed a brand department should communicate its brand strategy.

There is a direct effect of fashion brand experience (brand awareness, brand performance and brand imagery) on brand purchase Intention at level (α ≤0.05),multiple regression analysis (table4-10) showed that there was a significant relationship of fashion brand experience on brand purchase intention with a beta value of (brand awareness 0.187),(brand performance 0.193), and (brand imagery 0.390),which showed the strength of the relationship ,it showed that building a good perception in the customer's mind and having a good marketing plans for building awareness ,and managing to have a good value to deliver are a good way to affect the Brand Purchase Intentions of the potential customers,

This result is consistent with Nasermoadeli, et. al., (2013) study result that showed the emotional experience , and with Malik ,et. al., (2013) study result that showed the brand awareness and brand loyalty have strong positive association with purchase intention and that managers should strive to promote the brand awareness along with brand loyalty as

both of them contribute towards positive purchase intentions ,and with Shah , et. al., (2012) study result that showed core brand image and brand attitude has positive impact on purchase intention.

Where the brand imagery have the highest direct effect on brand purchase intention with a β of (0.390),this result is consistent with Wang and tasi (2014) study result that showed brand image increases investors purchase intention and showed that there is a positive and direct effects among brand image ,perceived quality ,perceived value ,and purchase intention .

There is a statistical significant indirect effect of fashion brand experience on the relationship of brand strategies and brand purchase Intention at level ($\alpha \leq 0.05$).

This result consistent with Chi, et. al., (2009) study result that showed the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and have positive effect. As well as, consistent with Irshad (2012) study result that clarifies significant and positive relationship between brand equity and purchase intention, while partial mediation has been proved for brand performance.

(5-2): Recommendations

Based on the results of the study, the researcher suggests the following recommendations:

1. Fashion companies should present new ideas that help us keep pace with the changing environment.

2. Fashion companies should present new solutions that actually meet the customer's needs.

3. Fashion companies should never stops short of fully accommodating the changing customer's requests.

4. Fashion companies should react quickly to changing customer's requests.

5. Continuous communication with customers through the preparation of studies and scientific research, knowledge and meet the needs and consider that the customer acquisition are value for fashion brand.

6.Fashion companies should focus on brand imagery in which the results showed that brand imagery directly affect the brand purchase intention in order to gain the customer's attention to the brand .

7.Fashion companies should focus on brand performance before and after a customer purchasing is happened ,result showed that the strategies used in fashion industry directly affect the brand performance and showed the strength of the relationship.

8.Fashion companies should take into account the importance of brand awareness ,brand performance, and brand imagery that highly affect the brand purchase intention, by communicating with customers and building long-term relationships with them.

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APPENDICES

(1): Names of arbitrators

(2): Questionnaire

Appendix (1)

Names of Arbitrators

No.	Name	Specialization	University
1	Prof. Musa Al-Louzi	Public Administration	Jordan
2	Prof. Hasan Al-Zoubi	Business Administration	Applied Science
3	Dr.Haitham Hijazi	Business Administration	MEU
4	Dr.Ahmad Ali Saleh	Business Administration	MEU
5	Dr.Ahmad Zamil	Marketing	MEU
6	Dr. Abdullah Abu Salma	Business Administration	MEU
7	Dr. Amjad Tawiqat	Business Administration	MEU

Appendix (2)

Questionnaire

Mr / Ms .... Greetings

The Researcher aims to carry out a study entitled "***The Mediating Effect of Fashion Brand Experience on the Relationship of Brand Strategies and Brand Purchase Intention: An Empirical Study on young Women at Jordanian Universities in Amman Capital***". Where the study mainly aims to investigate the Mediating effect of fashion brand experience on the relationship between brand strategies and brand purchase Intention.

| Student | Razan Khalid AL-Daboubi | Supervisor | Dr.Laith Salman Al-rubaiee |

Personal and Occupational characteristics of the study sample

(1) *Age*			
From 18 – 20 Years	☐	From 21 – 23 Years	☐
24 – 26 Years	☐	26 and above	☐
(2) *University*			
German – Jordanian	☐	Princess Sumaya	☐
MEU	☐	Applied Science Private	☐
Al-Isra	☐	Al-Zaytoonah	☐
Amman Arab	☐	Petra	☐
(3) *Faculty*			
Arts & Sciences	☐	Law	☐
Business	☐	Information Technology	☐
Educational Sciences	☐	Engineering	☐
Media	☐	Architecture & Design	☐
Pharmacy & Medical Sciences	☐	Others	☐

Please state your opinion in the following items to determine the extent of agreement in each of the *brand strategies* items

No.	items	Answer alternatives				
		Always	*Often*	*Sometimes*	*Rarely*	*Never*
Proactive Strategy						
1	Fashion companies excels at anticipating changes in what we need from them before we even ask					
2	Fashion companies seems to spend time studying changes in our business environment so they can exercise better foresight about our future needs					
3	Fashion companies successfully anticipates changes in our needs					
4	Fashion companies presents new solutions to us that we actually need but did not think to ask about					
5	Fashion companies presents new ideas to us that help us keep pace with our changing environment					
Reactive Strategy						
6	Fashion companies always responds effectively when we ask them to make changes					
7	Fashion companies takes immediate action when we tell them we've changed what we want from the relationship					
8	Fashion companies reacts quickly to our requests for changes					
9	Fashion companies never stops short of fully accommodating our requests for changes					
10	Fashion companies is always flexible to adapt to changes we ask for					

Please state your opinion in the following items to determine the extent of agreement in each of the *fashion brand experience* items

No.	items	Answer alternatives				
		Always	*Often*	*Sometimes*	*Rarely*	*Never*
Brand Awareness						
11	I know what this brand stands for me					
12	I have an opinion about the brand that I prefer					
13	I have heard of the brand that I prefer					
14	I am aware of the brand quality that I prefer					
15	I frequently think of the brand that I prefer					
Brand Performance						
16	The quality of the brand that I prefer is good					
17	The brand that I prefer is the only brand of this product I need					
18	The design of the brand that I prefer is good					
19	I engage in a lot of thinking when I encounter the brand that I preferable					
20	The brand that I prefer stimulates my curiosity					
Brand Imagery						
21	When I put on the brand that I prefer, I might be graded in good value					
22	When people wear the brand that I prefe, I can easily associate their images of profile					
23	The brand that I prefer reminds me of specific style					
24	My experience with the brand that I prefer is thrilling					
25	My experience with the brand that I prefer is fun					

Please state your opinion in the following items to determine the extent of agreement in each of the *Brand Purchase Intention* items

No.	items	Answer alternatives				
		Always	*Often*	*Sometimes*	*Rarely*	*Never*
26	I plan to continue purchasing the brand that I prefer					
27	I intend to increase the purchasing of the brand that I prefer					
28	I intend to increase the frequency of purchasing the brand that I prefer					