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Examining Antecedents of Customer Engagement: The Role of Customer Engagement Towards Driving Purchase Intention of Fashion Apparel Brands

Examining Antecedents of Customer Engagement: The Role of Customer Engagement towards Driving Purchase Intention of Fashion Apparel Brands

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Abstract

Although the literature on customer engagement is developing considerably, empirical studies on its drivers and outcomes are minimal. The aim of current paper is to examine the effect of brand interactivity, brand intimacy, brand involvement, brand psychological ownership, and brand trust on customer engagement.This research also seeks to measure the effect of customer engagement on purchase intention.A sample of 443 participants was collected employing a convenience sampling technique via a self-administered online survey from the users of fashion apparel brands in Pakistan. For the data analysis, researchers employed partial least squares. The findings of the structural analysis show that brand interactivity, brand involvement, brand intimacy and brand trust affects customer engagement.Overall, the results of this paper broaden the understanding of brand interactivity, brand involvement, brand psychological ownership, brand intimacy, brand trust, customer engagement and purchase intention in the fashion apparel context. This research expands the knowledge base of customer engagement in the fashion apparel sector. Research shows that brand managers should focus on non-brand owners because non-customers can also build intention to buy fashion apparel brands, if they are engaged.The current research focuses only on fashion brands in Pakistan. Future research may conduct research in other sectors and in different countries.

Keywords: Brand interactivity, brand intimacy, brand involvement, brand psychological ownership, brand trust, customer engagement, purchase intention

Introduction

Fashion is an industry of $1.75 trillion and numerous main fashion-related brands' sales are developing quickly around the world(Taylor & Costello, 2017). Fashion research has attained considerable attention among researchers around the world (Handa & Khare, 2013).Fashion is a dress that has been describedas desirable, attractive and popular by society at a certain point in time (Entwistle, 2015).Since clothing displaysone's identity and represents one's position and distinctiveness, it is

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likely that individuals are more careful when it comes to choose the "right" clothing brands (Islam & Rahman, 2016a).

In recent decades, transaction marketing has shifted towards relationship marketing where the latter emphasizing the significance of long lasting, valuable customer associations and interactions (Islam, Hollebeek, Rahman, Khan, & Rasool, 2019). With this changing perspective, novel concepts have appeared such as customer brand engagement (CBE)(Islam & Rahman, 2016b).As a result, CBE has attained considerable popularity over the previous decade (Prentice & Loureiro, 2018). Leading companies like Procter & Gamble, Starbucks, BMW, Louis Vuitton, Dell, and various others have included CBE into their strategic plans(Islam, Rahman, & Hollebeek, 2017).Managers and researchers have found over time that satisfaction is no longer adequate to guarantee loyal and lucrative customers (Rosado-Pinto & Loureiro, 2020).Thus, "the goal of organizations evolved from relationship marketing to engaging customers in all possible ways" (Pansari & Kumar, 2017, p. 294).

More than 80% of marketers will seek to engage customers by building a relationship with them over the next five years, based on the expectation that engaged customers will buy 40% more per year for the next five years, and increase 20% premium in the form of profitability (Cheung, Pires, &Rosenberger, 2020).Gallup research highlights the benefits of customer engagement, showing that completely engaged buyers (compared to average engagedbuyers) receive 23% premium on average in the form of profit, revenue, wallet share and association development. Nevertheless, actively disengaged buyers represent a 13% reduction on these measures. This underlines the significance of CBE for the company(Gligor & Bozkurt, 2020).

In the literature, the association of CBE with brand loyalty has been strongly supported (Adhikari & Panda, 2019; Vikas Kumar, 2020; Rather & Camilleri, 2019). However, little research has been done on the influence of CBE on purchase intention.Researchers are recommended to devise novel models of engagement to engage non-brand customers with the brand(Kumar & Nayak, 2019a). Given the importance of CBE, several researchers have demanded further research to know the antecedents of CBE (Kosiba, Boateng, Okoe, & Hinson, 2018). CBE is comparatively in its initial stages and is driven primarily by conceptual reasoning. As knowledge expands, discussion towards the conceptualization of the construct continues; the development of the model is minimal and the empirical tests are limited(France, Merrilees, & Miller, 2016).According to the demand for a better understanding of CBE on the basis of empirical data from different backgrounds (Read, Robertson, McQuilken, & Ferdous, 2019), this research addressed this gap with the main goal of testing and developing a theoretical framework of CBE in the fashion apparel brands' context. In particular, the strength and directionality of relevant variables that are logically linked to CBE must be investigated, so identify and verify empirically the particular outcomes of CBE (Rather & Sharma, 2019), as confirmed by this research. However, more research has been done on customer engagement in developed and countries of West including Australia, New Zealand, and the United States (Rather, Tehseen, & Parrey, 2018) therefore, there are not many researches on CBE in developing countries such as Pakistan.

Considering its impact on business results, companies strive to engage the customers with their products and brands (Prentice, Han, Hua, & Hu, 2019).This research offers managers the opportunity

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to engage non-customers in brand engagement initiatives. The results of this research confirms the theory that brand interactivity, brand intimacy, brand involvement, and brand trust influence customer engagement; further customer brand engagement effects purchase intention. This research supplements the existing theory in the form of driversof CBE and its outcomes for non-brand customers, which have not been extensively investigated so far.

This research has practical implications for managers to engage non-customers in their brand engagement initiatives. Engaging "non-brand owners" is significant because it consist of a broader market segment available to all companies. To fulfill the aforementioned gaps and challenges, the researchers suggest a conceptual model for understanding CBE of non-customers of the brand.Researchers suggest brand interactivity, brand intimacy, brand involvement, brand psychological ownership, and brand trust as the driver of CBE and purchase intention as the outcomes of CBE.The aim of current paper was to investigate the effect of brand interactivity, brand intimacy, brand involvement, brand psychological ownership, and brand trust on CBE. In this research, researchers also wanted to evaluate the impact of CBE on purchase intention.

Literature Review

Brand Interactivity

Brand interactivity (BI)indicates the interactive communication between consumers and brands (Cheung, Pires, Rosenberger, & De Oliveira, 2020).In the domain of engagement, a new concept of brand interactivity is introduced(France et al., 2016). Interactivity as a concept has a strong effect on the conceptual debates about engagement (Hollebeek, Glynn, & Brodie, 2014).Research reveals that when the brands pay attention to the customers and take part in interactive talks, then customers are engaged with brands(Gligor & Bozkurt, 2020).

Brand Intimacy

Intimacy described as the feeling of association and bond that arises over time(Gautam & Sharma, 2017). This intimacy is influenced by the intimate behavior of the consumer towards the brand and vice versa (Chu, Lee, & Kim, 2019). Unsurprisingly, brand intimacy (BIN)is now considered a marketing mantra (Bairrada, Coelho, & Coelho, 2018). Intimacy indicates the warmth element of the association and can develop over time (Wang & Lee, 2020).Brand intimacy described as how well consumers know the brand (Read et al., 2019). Brand intimacy implies the perception of buyers that the brand is really interested in their needs and makes a real effort to satisfy them(Breivik & Thorbjørnsen, 2008).

Brand Involvement

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Involvement is equated with different terms such as interest, significance, excitement, association to one's life, relevance, assurance and consideration or inspiration(Wen, 2020). Brand involvement (BIT) described as "perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985).Involvement refers to a cognitive, inspirational, and emotional construct that indicates a mind's state(Gligor & Bozkurt, 2020).Involvement stated as a level of buyer's attention and interest in a particular item based on his or her desires, beliefs, and goals (Hollebeek, 2011).

Brand Psychological Ownership

Brand psychological ownership (BPO) stated as "that state in which individuals feels as though the target of ownership (material or immaterial in nature) or a piece of it is 'theirs'" (Pierce, Kostova, & Dirks, 2001, p. 299).It has been examined that the feeling of BPO can be simulated simply by touching objects and just looking at them (Kumar & Nayak, 2019b).A "sense of ownership" for an object promotes the intentional participation of resources to the target object and promotes the behaviors of engagement (Jaakkola & Alexander, 2014).

Brand Trust

Trust is a complicated construct that deals with associations between persons, groups and organizations (Fulmer & Dirks, 2018).It has been argued that differences in the conceptualisation of trust as a feeling, an attitude, an intention, willingness, an expectation, a belief, confidence, or a psychological state lead to confusion, misunderstandings, and disruption of communication among researchers (Isaeva, Gruenewald, & Saunders, 2020). A trustor's trust stated as"psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behaviour of another" (Rousseau, Sitkin, & Burt, 1998, p. 395).

Customer Brand Engagement

The engagement's concept has attracted great consideration from numerous researchers. For example, several studies have examined the engagement's concepts related to the fields of sociology, organizational behavior, educational psychology, political science, and more recently marketing(Hinson, Boateng, Renner, & Kosiba, 2019).CBE is a mind's state that is emotionally invested in the focus entity (brand or medium), leading to repeated customer interactions with the focus entity. Since customer engagement literature is still in its early stages, its operationalisation is still in development and has not yet converged (Thakur, 2018).CBE refers to "the intensity of an individual's participation in and connection with an organization's offerings and/ or organizational activities, which either the customer or the organization initiate" (Vivek, Beatty, & Morgan, 2012b, p.127). This CBE definition concedes that a supplier (brand) initiates an engagement or a customer and emphasizes the requirement for interaction between the target entity (i.e., brand) and the customer (Altschwager, Conduit, Bouzdine-Chameeva, & Goodman, 2017). CBE does not require the brand's ownership, and even if there is no personal ownership of the object (brand), engagement behavior can also be observed (Kumar & Nayak, 2019a).

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Purchase Intention

Intentions are extensivelyemployed to study relationship outcomes in marketing literature (Raju, 2017). There is a theoretical support in literature that "intentions" is used as a strong indication of "actual behavior" and both are closely associated with each other (Kumar & Nayak, 2019c). Purchase intention (PI) can be perceived as a concern of customers when buying a particular brand (Kamalul Ariffin, Mohan, & Goh, 2018). The probability that a customer will purchase a specific product is determined by the association with the buyer's desires, values, and viewpoints about the brand or product (Beneke, de Sousa, Mbuyu, & Wickham, 2016).

Hypothesis Development

Brand interactivity is stated as the consumer insight of brand readiness and a real desire to be integrated into it (France et al., 2016).In the past research, there is evidence in literature where brand interactivity has been used as a driver of CBE (Read et al., 2019). BI has a positive association with consumers' readiness to take part in branding activities, proposing that customer engagement is the result of repetitive consumer-brand interactions (Cheung, Pires, Rosenberger, et al., 2020).Brands that are believed to have a great degree of interaction are moreexpectedto build personalrelations(Sawhney, Verona, & Prandelli, 2005).As a result, the consumer feels more commended and motivated to interact with the brand, which strengthens the bond and leads to higher CBE(Gligor & Bozkurt, 2020).Although there is a strong conceptual foundation and theoretical justification, brand interactivity has remained an empirically under-investigated antecedent of CBE(Adhikari & Panda, 2019). So, brand interactivity is included in this paper to provide a new perspective that has direct and positive influence on CBE.Therefore, on the basis of above discussion, the following hypothesis can be proposed:

H1: BI positively affects CBE.

Brand intimacy, described as a customer's understanding of how much a brand cares for them and is committed to consider and fulfil their desires, necessitates interactions that help a brand to fully understand customers' needs and preferences (Bairrada et al., 2018). The level of intimacy relies on how brands and consumers describe their association to each other; it is consumers' understanding of closeness in their connection to the brand (Chu et al., 2019). CBE can be stated as "the readiness of a customer to actively participate and interact with the focal object (e.g. brand/organization/community/website/organizational activity), [which] varies in direction (positive/ negative) and magnitude (high/low) depending upon the nature of a customer's inter- action with various touch points (physical/virtual)" (Islam & Rahman, 2016c, p. 2019). Past research has shown that brand intimacy affects CBE in the context of Twitter (Read et al., 2019). However, there has been very little research on the effect of brand intimacy on CBE in the fashion apparel context.From the above review, this research hypothesizes:

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H2: BIN positively affects CBE.

Involved buyers show great interestin the company/brand and observe individual importance(De Vries & Carlson, 2014). This great concern, individual importance or psychological commitment to the company / brand has a positive association with buyers' level of engagement with the company/brand(Gligor & Bozkurt, 2020).BIT is extensively consideredas a significant determinant which influencescustomer brand engagement (France et al., 2016).Engagement has been drawn from social exchange theory and a number of studies suggest that it can be created together and started by one of the exchange participants: the customer or the company (Obilo, Chefor, & Saleh, 2020).In literature, involvement has gained great attention in the social media context and is being employed as a vital antecedent of CBE (Touni, Kim, Choi, & Ali, 2020). Brand involvement is empirically related to CBE (France et al., 2016).Accordingly, on the basis of above discussion, current research hypothesizes:

H3: BIT positively affects CBE.

People have a tendency to build a sense of ownership of tangible and intangible assets such as cars, brands, locations, destinations, etc. (Kumar & Nayak, 2019c).The effect of perceived psychological ownership on positive behavior creation and greater evaluation of target objects is theoretically supported by consumer research (Kirk, Swain, & Gaskin, 2015).Brand psychological ownership is comparatively novel, as the antecedent of CBE (Kumar & Nayak, 2019b).Psychological ownership has been described as the feeling that something is "mine" even if I don't actually own it. Psychological ownership differs from legal ownership (Kou & Powpaka, 2020). The sense of ownership is alsodescribed as a significant source of CBE behaviors on social media (Jaakkola & Alexander, 2014).However, the concept of BPO is in the early stages of marketing (Hulland, Thompson, & Smith, 2015). The connection between BPO and customer engagement is less explored in the fashion apparel context.From the above discussion, the following hypothesis can be proposed:

H4: BPO positively affects CBE.

Trust is considered as a stimulant in the association between consumer and marketer because it gives expectations, as a lack of trust is being identified as one of the major reasons towards non-engagement of consumers (Agyei, Sun, Abrokwah, Penney, & Ofori-Boafo, 2020).When a customer has confidence or trust in a brand, he or she may recommend it to others, accept it when buying a product, and use more of the brand's goods and services (Hinson et al., 2019). Customer engagement is considered to be based on trust because every interaction or exchange requires acomponent of trust. Thus, when trust is developed in an association, they are more likely to participate in collaborative interactions or exchanges(Chai & Kim, 2010).Accordingly, trust can be regarded as anantecedent of customer engagement as it creates collaboration and interaction, which is essential in developing enduring association with buyers.Previous research has found that trust affects engagement (Kosiba et al., 2018).So, on the basis of the above review, following hypothesis can be built:

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H5: BT positively affects CBE.

Consumers who engage with the brand can build a positive attitude toward the focal brand compared to those who are not engaged (Hollebeek, 2011). This gives result in a higher assessment of the main brand; improved personal association with the brand (Harrigan, Evers, Miles, & Daly, 2018), it consequently strengthens PI (Harmeling, Moffett, Arnold, & Carlson, 2017).From the perspective of customer and brand interaction, based on the theory of social exchange researchers formulate this hypothesis (Blau, 1964) since members assess brand offerings (functional and hedonistic) that arise from their brand engagement (individual and societal interactions) and be inclined to respond with a positive attitude to buy the brand.Current marketing literature discusses the concept of engagement (Risitano, Romano, Sorrentino, &Quintano, 2017). It is known that the engaged customer has a strong brand connection and a favourable emotional outlook toward the brand(France et al., 2016). Priorresearch has shown that there is a positive association between CBE and PI(Islam et al., 2017). When consumers engage with the brands, these emotional relations directly affect their behavioral intentions with respect to purchase intentions (Risitano et al., 2017).Understanding of CBE is still in the early stages, and therefore more research is needed (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020).Very few researches have explored the association between CBE and PI (Joshi & Srivastava, 2019).According to the above review,current research hypothesizes:

**H6:** CBE positively affects PI.
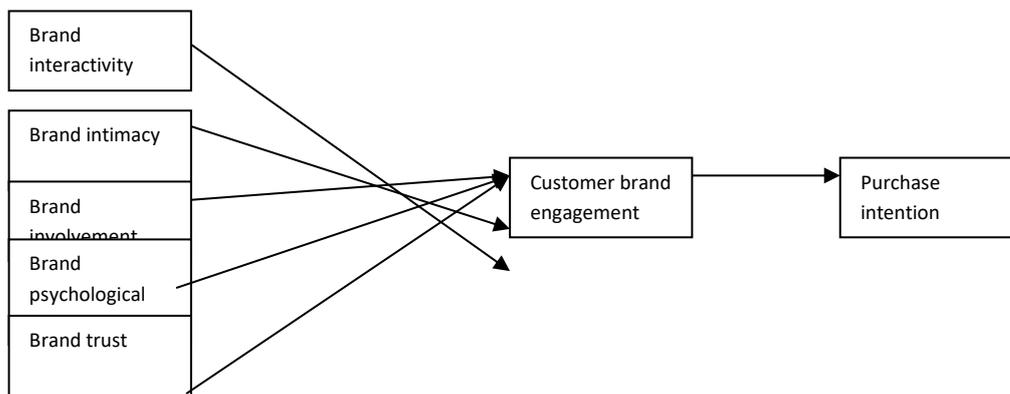
Figure 1 Conceptual framework

Research Methodology

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The research methodology is one of the main parts of any research in order to attain its objectives. The selection of appropriate techniques for analysis should depend on the type of problem (Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018). So, taking into account the research problem, the objectives and the nature of this study a quantitative research approach and a cross-sectional design were selected.The population for this research consisted of men and women of Pakistan who have purchased or intend to buy fashion apparel brands. In this study, the target population is considered to be an infinite population. The term "infinite population" refers to a condition in which the total number of population components is unknown or undocumented (Preko, Mohammed, Gyepi-Garbrah, & Allaberganov, 2020). In Pakistan, there is no official statistics on the number of customers of fashion apparel brands.

Since a mono-quantitative method was employed to analyse and perform statistical procedures in this research, an online self-administered survey was adopted for collecting data. A convenience sampling technique was used in this research. The questionnaire is administered through Google Forms and its link was sent to the target audience via email. A sample of 443 participants was collected. Several studies have demonstrated that e-mail surveys are an effective method to gather data from both professions and wealthy people of society (Jain, Khan, & Mishra, 2017).There was no research frame available for the target population. As a result, a non-probability sampling technique was applied to choose the sample.The non-probability convenience sampling technique is an acceptable approachas it is used in many emerging engagement studies(France et al., 2016).The marketing literature has used convenient sampling to reach the target audience(Algharabat, 2018).

Measurement

Customer brand engagement included 4-items (Hollebeek et al., 2014).BPO contained four-items originally developed by (Pierce et al., 2001).Brand intimacy was measured using five-items(Aaker, Fournier, & Brasel, 2004).Brand involvement consisted of six-items originally developed by(De Vries & Carlson, 2014). Brand interactivity contained five-items originally developed by(Merrilees & Fry, 2003).Brand trust was measured using five-items(Chaudhuri & Holbrook, 2001; Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003).Purchase intention was measured using (Lee, Kim, Pelton, Knight, & Forney, 2008) and (Son, Jin, & George, 2013) instrument comprising 5-items. All items were graded on a five-point Likert scale that ranged from strongly disagrees (1) to strongly agree (5).

Table 1 Demographic analysis

		Frequency	Percentage

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Gender	Male	225	50.8
	Female	218	49.2
Area of residence	Rural	121	27.3
	Urban	265	59.8
	Suburban	57	12.9
Qualification	Less than primary	01	0.2
	Primary	02	0.5
	Matriculation	01	0.2
	Intermediate	19	4.3
	Graduation	164	37.0
	M.Phil/PhD	256	57.8
Marital status	Unmarried	259	58.5
	Married	176	39.7
	Divorced	04	0.9
	Widow	01	0.2
	Separated	03	0.7
Occupation	Student	174	39.3
	Employed	144	32.5
	Businessman	11	2.5
	Professional	73	16.5
	Unemployed	16	3.6
	Other	25	5.6
Age	Less than 25	158	35.7
	26-30	112	25.3
	31-35	86	19.4

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	36 and above	87	19.6
Monthly income	Less than 20,000	222	50.1
	21,000-50,000	93	21.0
	51,000-80,000	75	16.9
	81,000 and above	53	12.0

Demographic Analysis

Table 1 demonstrates the demographics of the 443 different responses. Of the 443 participants, 225 (50.8 per cent) were men and 218 (49.4 per cent) were women. In this study, 121 (27.3per cent) respondents belong to rural areas, majority of respondents 265 (59.8per cent) live in urban areas and 57 (12.9 per cent) belong to suburban areas. One participant had less than primary qualification with the percentage of 0.2. Two participants had primary qualification with the percentage of 0.5. One participant had matriculation qualification with the percentage of 0.2. A total of 19 intermediate students participated with the percentage of 4.3, 164 Graduate students filled the questionnaire with the percentage of 37.0 and most of respondents 256 (57.8 per cent) M.Phil/ PhD took part in the survey. Among the respondents, 58.5 per cent were unmarried, 39.7 per cent were married, 0.9 per cent divorced, 0.2 per cent were widow and 0.7 per cent were separated; among the respondents (39.3 per cent, were students, 32.5 per cent were employed, 2.5 per cent were businessman, 16.5 per cent were professional, 3.6 per cent were unemployed and 5.6% belong to other professions. Among the participants, 35.7 per centparticipants were below 25 years, followed by age groups 26-30 (25.3 per cent), 31-35 (19.4 per cent), and 35 and over (19.6 per cent). The majority (50.1 per cent) of the respondents have less than 20,000 monthly income, followed by monthly income 21,000-50,000 (21.0 per cent), 51,000-80,000 (16.9 per cent), 81,000 and above (12.0 per cent).

Results

The data was evaluated using Partial Least Squares (PLS). For data analysis, PLC has proven to be a suitable technique for examining relationships that have not yet been explored, or when the constructs examined are relatively new or evolving (Šerić & Vernuccio, 2019). Since CBE is a new concept, this study meets these criteria (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020).

Brand interactivity

Brand intimacy

0.171***

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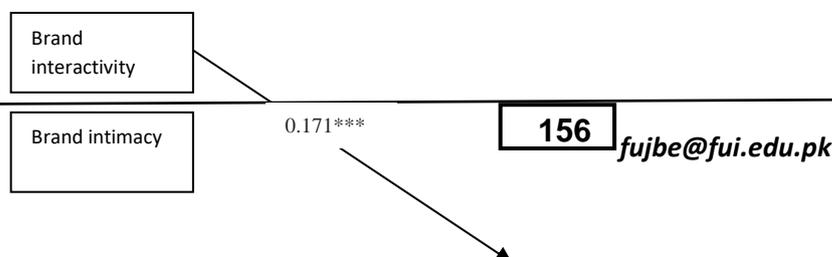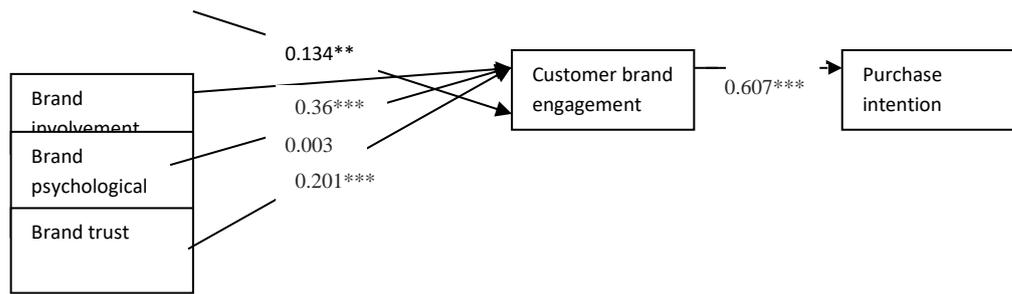
Figure 2 Structural model

Measurement Model Evaluation

Convergent validity and discriminant validity are two types of validity that were examined to evaluate the measurement model. The measurement model's convergent validity is generally determined by testing the loadings, average variance extracted and composite reliabilityas well (Gholami, Sulaiman, Ramayah, & Molla, 2013). The composite reliability ranges from 0.876–0.928, which is higher than 0.7 and all average variance extracted values ranges from 0.641–0.764, which is greater than 0.50 as shown in table 2. Therefore, it meets the average variance extracted criterion as proposed by (Jr, Hult, Ringle, & Sarstedt, 2016). These values established the measurement model's convergent validity.

Fornell & Larcker, (1981)and Hetero-Trait–Mono-Trait ratio are two methods that have been used to confirm discriminate validity (Henseler, Ringle, & Sarstedt, 2015). As stated in Fornell & Larcker, (1981)method that discriminate validity is confirmed when the correlation between constructs is lower than the square root of average variance extracted. Correlations between all constructs are lower than the square root of average variance extracted as shown in Table 3.The discriminate validity evaluation, on the basis of (Henseler et al., 2015) heterotrait-monotrait ratio of correlations measure, demonstrates that all the heterotrait-monotrait values are less than 0.85 (Franke & Sarstedt, 2019), thus supporting the measures' discriminate validity as shown in Table 4.In short, convergent and discriminant validity of the measures were established in this study.

Table 2: Measurement model evaluation

Constructs	items	Item loadings	CR	AVE
Brand interactivity	BI1	0.78	0.914	0.68
	BI2	0.837		
	BI3	0.855		
	BI4	0.82		
	BI5	0.831		
Brand intimacy	BIN1	0.839	0.892	0.673
	BIN2	0.852		
	BIN3	0.84		
	BIN4	0.791		
	BIN5	0.753		

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Brand involvement	BIT1	0.802	0.909	0.666
	BIT2	0.806		
	BIT3	0.86		
	BIT4	0.813		
Brand psychological ownership	BPO1	0.845	0.928	0.764
	BPO2	0.86		
	BPO3	0.886		
	BPO4	0.904		
Brand trust	BT1	0.834	0.901	0.646
	BT2	0.743		
	BT3	0.838		
	BT4	0.822		
	BT5	0.777		
Customer brand engagement	CBE1	0.773	0.876	0.641
	CBE2	0.854		
	CBE3	0.857		
	CBE4	0.708		
Purchase intention	PI1	0.804	0.912	0.676
	PI2	0.784		
	PI3	0.811		
	PI4	0.856		
	PI5	0.854		

Table 3: Discriminant validity (Fornell and Larcker'sCriterion)

Constructs	1	2	3	4	5	6	7
Brand Interactivity	**0.825**						
Brand Intimacy	0.563	**0.821**					
Brand Involvement	0.616	0.679	**0.816**				
Brand Psychological Ownership	0.568	0.633	0.733	**0.874**			
Brand Trust	0.486	0.688	0.638	0.556	**0.804**		
Customer Brand Engagement	0.572	0.616	0.688	0.564	0.607	**0.8**	
Customer Purchase Intentions	0.424	0.549	0.597	0.469	0.569	0.607	**0.822**

Table 4: Discriminant validity -HTMT

Constructs	1	2	3	4	5	6	7
Brand Interactivity							

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Brand Intimacy	0.651					
Brand Involvement	0.703	0.791				
Brand Psychological Ownership	0.634	0.727	0.831			
Brand Trust	0.553	0.803	0.73	0.624		
Customer Brand Engagement	0.669	0.747	0.814	0.656	0.725	
Customer Purchase Intentions	0.477	0.638	0.675	0.522	0.649	0.716

Structural Model Evaluation

The findingssupport five of the six hypotheses as shown in table 5. Brand interactivity was found to influence CBE (β=0.171, t=4.098, $p < 0.001$), thus confirming H1. Brand intimacy positively affectsCBE (β=0.134, t=2.245, $p < 0.05$), so confirming H2.The findings also revealed that brand involvement had a significant and positive influence on CBE (β=0.36, t=6.09, $p < 0.001$), thus confirming H3. A negative relationship was found between brand psychological ownership (β=0.003, t=0.062, $p > 0.05$), thus rejected H4. Brand trust was also positively related to CBE (β=0.201, t=3.699, $p < 0.001$), therefore confirming H5.The outcomes also demonstrated that customer engagement was found to influence purchase intention (β=0.607, t=16.071, $p < 0.001$), thus supporting H6.In this research, it was found that brand involvement had the most significant impact on CBE. The higher the extent of brand involvement, the more likely customers engage with the brand. Likewise, the findings revealed that CBE had also the most significant effect on PI. The higher the extent of CBE, the more likely purchase intention of fashion apparel brands increased.Brand interactivity, brand intimacy, brand involvement, brand psychological ownership, and brand trust overall explained 0.551% of the variance in customer engagement. Customer engagement explained 0.369% of the variance in purchase intention.

Furthermore, size of R^2 and f^2 and the predictive sample reuse technique (Q^2) can also efficientlydemonstrate predictive relevance(Chin, Peterson, & Brown, 2008). A Q^2higher than 0 shows that the model has predictive relevance, while a Q^2 lower than 0 shows that the model lacks predictive relevance (Ali, Kim, & Ryu, 2016).All the Q^2 values are higher than 0,which demonstrate that the model has acceptable predictive relevance.For measuring the level of the effect size researchers employedCohen's (1988) guidelines which are 0.02, 0.15 and 0.35 for small, medium and large effects correspondingly.All the values of f^2 are shown in table 5, most of therelations have a small effect, and one relationship has medium effect. Similarly, one relationship hasa large effect as well.

Table 5: Structural estimates

Hypotheses	Beta	T value	Decision	F square
H1:Brand Interactivity -> Customer Brand Engagement	0.171	4.098	Supported	0.037

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H2: Brand Intimacy -> Customer Brand Engagement	0.134	2.245	Supported	0.016
H3: Brand Involvement -> Customer Brand Engagement	0.36	6.09	Supported	0.098
H4: Brand Psychological Ownership -> Customer Brand Engagement	0.003	0.062	Rejected	0
H5: Brand Trust -> Customer Brand Engagement	0.201	3.699	Supported	0.042
H6: Customer Brand Engagement -> Purchase Intentions	0.607	16.071	Supported	0.585

Notes: Critical t-values. *1.96 (P < 0.05); **2.58 (P < 0.01).

Discussion and Theoretical Implications

The results of this paperexpand the current knowledge base by giving empirical evidence for the impact of brand interactivity, brand intimacy, brand involvement and brand trust on customer engagement.The current research also examinedthe influence of CBE on PI in the fashion apparel sector.Results of this research are intriguing. The findings are almost consistent with the expected associations discussed in previous studies. Overall, the empirical findings of this study have confirmed almost all of our hypotheses, only one hypothesis is rejected.

This research found that in the fashion apparel sector brand interactivity, brand intimacy, brand involvement and brand trust influence CBE.Moreover, the results also verified the role of CBE in promoting the buying intention.The findings revealed that the brand interactivity affects CBE, which is consistent with the past study of (Gligor & Bozkurt, 2020). Brand intimacy influences customer engagement;which is in line with previous researchof (Read et al., 2019). Intimacy involves a strong bond and tremendous intrigue between the customer and the brand. Based on the best knowledge of authors, this study is one of the first research initiatives on the association between brand intimacy and CBE in the fashion apparel context.The findings also demonstrated that brand involvement affects CBE. The findings are consistent with the research of (France et al., 2016). Furthermore, brand involvement plays asignificant role in promoting engagement.

However, the association between brand psychological ownership and CBE (H4) was not supported. The results are inconsistent with previous study of (Kumar & Nayak, 2019b). The findings reveal that psychological ownership's sense of the brand is having a negative impact on CBE. The empirical findings have shown that a brand trust among non-customers can be a predictor of CBE,which is in line with previous researchof (Agyei et al., 2020).Results revealed that CBE positivelyaffects purchase intention, which finds support in the research of (Kumar & Nayak, 2019a).

This study adds to the existing literature base by examining CBE in the fashion apparelcontext, in order to respond to calls for the contextual specific research of the concept(Kumar, Rajan, Gupta, & Pozza, 2019; Roy, Shekhar, Lassar, & Chen, 2018).Researchersconducted empirical research in anemerging economy and expandedthe engagement literature.While developing economies present a considerabledevelopmentpotential for multi-national corporations(Islam, Rahman, & Hollebeek,

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2018),limited CBE research has been carried out in the emerging markets (Hollebeek, 2018; Islam et al., 2019), as conducted in this research.

Conclusion

Customer brand engagement has attracted increasing attention from academics and practitioners. Companies are increasingly redesigning their marketing strategies to enhance customer engagement with their products and services. However, the hyper competition is increasingly making these efforts more difficult with the passage of time. It can be concluded that the presentpaperunderlines the significance of CBE for contributing to the purchase intention in fashion apparel brands. Although the literature on customer brand engagement is developing considerably, empirical studies on its drivers and outcomes are minimal. This research was carried outfor creating and testing a research model to improve our insight by examining how CBE is built using brand interactivity, brand intimacy, brand involvement, and brand trust in the fashion apparel industry. The suggested model addressed the major issue in CBE by focusing on non-brand owners rather than current brand buyers.The results demonstrate that brand interactivity, brand intimacy, brand involvement and brand trust positively influencesCBE. Furthermore, this research also found that CBE positivelyaffectsPI.Therefore, this paper broadens the perspective of the research and the content of customer engagement. This research would provide various new insights into this embryonic concept and its ramifications for CBE.This paper expands the knowledge base of CBE in the fashion apparel industry. This study call for other researchers to create novel premises to better understand the underexposed paradigm of CBE.

Managerial Implications

The findings of current paper propose many managerial implications. The results demonstrate that marketers can build strategies to promote their fashion apparel brands that will encourage CBE to improve their buying intentions. CBE's positive effect on purchase intention requires fashion clothing companies to make various platforms available to non-customers as well, including Facebook branded pages and blogs, to engage them. This researchbroadens CBEliterature in the fashion apparel sector in various ways.Ithas practical implications for managers who are responsible for developing communication strategies.From a management perspective, the results of this research invite marketers to review the use of brand interactions in the formation of CBE.Managers should focus on non-customers of brands because non-brand owners can also develop intention to buy the fashion apparel brand.

Limitations and Future Research

This research is not without limitations.These limitations can be opportunities for future researchers. This research only relates to the fashion apparel sector. Future studies should explore other industries including tourism, hotels and restaurants to confirm the findings presented in this study to strengthen cross-sector validity.As a convenience sampling method adopted in this research. Therefore, further

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research should employ random sampling; it willenhance the reliability and validity of results.In future studies, the proposed model can be tested using other methodologies. Researchers may investigate additional variables such as brand quality, brand awareness, brand meaningfulness, brand self-congruity, brand imageand other possible variables that affect CBE.

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