Impact Of Perceived Quality And Brand Image On Purchase Intention With The Moderating Role Of Store Image: A Case Of Pakistani Consumer Market

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Abstract: the objective of this study is to determine the moderating role of store image among perceived quality, brand image, and purchase intention. This study used a survey design to collect data from the general public. Two hundred and fifty-six questionnaires received out of four hundred and eighty-five distributed. The results showed that perceived quality and brand image has a positive and significant impact on consumer purchase intention. Furthermore, store image also has a significant role in enhancing consumer attraction toward the purchase intention. In future researcher, the researcher may include some other variables

Index Terms: Consumer Marketing, Retail Business, Perceived Quality, Brand Image, Store Image, Purchase Intention, Consumer Behavior.

1 INTRODUCTION

BASIC food items retailing business has evolved as growing industry in Pakistan from Kiryana store to a super store (Business Week, 2005). Asian market saw promising development in the division, activated by improved financial conditions, increment in extra cash, and educated dynamic. Pakistan has seen promising development in the division, bolstered by ascend in GDP in 2007-08 (FBS, 2010), which later fell because of monetary crunch, and such a large number of organizations pooling in. Little and Medium Enterprises (SMEs) are essential to a creating economy as it gives work openings locally, yet in addition empower nearby creation as opposed to import. Pakistan is a lot of ward upon its SMEs, as about 93% of arrangements in Pakistan fall under this classification (Zahir, 2003). In SMEs, there are a ton numerous divisions included which share little or significant add up to Pakistan’s GDP. Among SMEs, most significant are retail, eatery, lodgings and discount arrangements. There organizations represent 53% of all SMEs, and contributes correspondingly to the GDP of Pakistan, alongside different administrations like protection, guard, correspondence and transport. Discount and retail segment has an inexact development of 4.95% and its GDP commitment has expanded from 13.8% in 1970 to 17.1% in 2008. Of the considerable number of businesses in Pakistan (ESP 2009-10), Wholesale and retail division utilizes 34.5% of the workforce.

In most recent couple of years pattern of state-of-the-art retail locations is get progressively mainstream, one purpose for it shortage of time to search for various stores for various items and other explanation is quick urbanization. So present day stores are finding their place by offering all under one rooftop or we can say that across the board so there is no compelling reason to surf through the entire market for the necessary item. The deals of these stores isn't simply credited to basic food item things, yet in most recent couple of years there is gigantic increment in deals of non-basic food item things also (Aurora, 2012). In this time of competition, every organization desires to increment or probable preserve up their objects deal within the market. Every association wishes to recognize how the buy choice of clients can be assessed. Developing patron focus has brought on clients to decide to shop for their natural and top brand. Thrusly, if agencies want to conquer their rivals, they want to make consumers love to purchase their gadgets and types. On the point while clients need to buy an object, and a logo call can visit their psyches at the double, this clarifies why a branded object can have better piece of the general industry. Previous researches attempted with the guide of (Kuwait, et al, 2009; Fatima and Sherazi, 2012; Rizwan et al, 2014), found that logo contributed to customer buying decisions. Ongoing researches (Grewal, Krishnan, bread cook and borin 1998; monore, 1990; Dods, Monroe and Grewal, 1991; divder, liefeld and Heslop, 1991; lee, 2008; Li, Huang, & Yang 2011); kiuang chi, et al 2009; and Oliver 1999) highlighted that brand and customer choice of purchase have a strong relationship. In an ensuing report performed by methods for Roy & Chau (2011), the conclusive outcomes of the glance at demonstrated that low rate, past experience; brand connection, item consideration, and logo accept have an excellent impact on their purchase decision. Up to now, such type of study has not yet been conducted which accepts or rejects the above findings. The objective of this study is to explore the complicated topic about perceived quality–purchase intention in which store image have significant role. This study takes the case of Pakistan which is a developing country and has quite different business environment than developed countries studies earlier. This study contributes to existing literature in several ways. First, this study is among the first to find the relationship in Pakistan. Secondly, it outlines recommendation for management to improve brand image in dynamic business environment in Pakistan. Rest of the paper is organized as follows. Section 2 presents survey of previous studies. Section 3 outlines our proposed methodology. Section 4 presents our main findings and finally,
section 5 offers conclusions and some important policy recommendations.

2.2 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Brand picture has been characterized as the purchaser's psychological image of the contribution (Dobni & Zinckhan, 1990). A lot of observations about a brand the customer frames as reflected by brand affiliations (Keller, 1993). The contemplative or passionate discernments shoppers connect to explicit brands' Liljander, Polsa & Riel (2009). A brand implies the complete relationship with brand in the brains of customers and that lead to mark observation (Keller, 1993). Berry (2000) inspected marking in customer administration settings, what was seen as progressively significant was the brand's "which means" that purchasers comprehends from the administration encounters they have. This investigation proposes an application to business sectors where little no. of makers offer items to an enormous no. of independent companies. A large portion of the scientists and specialists have put accentuation on the best way to assemble and oversee very much manufactured brands (Keler, 1993; Hisman et al., 1998; and Chung and Liu, 2009). Brand is a significant apparatus to convey methodologies of showcasing and market situating to the client and organization (Ghaure & Cateora, 2010). Mort (2008) presented the idea of store picture and characterized it as the manner by which the customer's brain pictures the store, incompletely by its utilitarian characteristics and mostly by its environment of mental properties (James et al. 1976), then again, characterized store picture as "a lot of mentalities dependent on assessment of those store characteristics considered significant by customers." Grewal et al. (1998) referenced that a store's devouring condition, administration level, and item quality are purported store picture. Customers have various enduring observation or pictures, in their appraisal of retail outlets. It is viewed as basic that the store picture, related with the parent brand, by one way or another backings the store marked item class (Arndt, 1967) and mitigates the apparent danger of purchasing the classification. Store picture as a five-dimensional develop comprising of item assortment, item quality, value, esteem for cash, and store environment (Collins-Dodd and Lindley, 2003), which is like Ail channel and Keller's (2004) five-dimensional grouping. Item assortment alludes to a customer assessment of the assortment of item types in the store. Item quality alludes to purchasers' emotional assessment in regards to the nature of the items. Value alludes to customers' judgment of the efficiency of the items. Customers have various enduring observation or pictures, in their appraisal of retail outlets. Retail location give nature, product, and administrations that they feel mirror the store's picture just as the buyer mental self-view. Significant retail establishments and general stores have started to concentrate on the need to manufacture a solid store picture for their outlets (Fahey, 1990). The store's name is a data rich signal to its picture. Notice of the store's name in this way brings out a striking store picture in customers' psyches. Srihadi et al., (2015) found that purchasers once in a while utilized store names to depict a prototypical store (e.g., "Like Sears"). Numerous specialists have recommended that brand mindfulness and brand inclination are the principle constituents of center brand picture (Aaker and Keller, 1990) and (Shukla, 2011). These goals ought to obviously show whether the buyer will proceed with or leave the firm; they incorporate activities, for example, offering positive remarks about the firm (Boulding et al., 1993), suggesting the firm (Pappu, Quester & Cooksey, 2007; Samiee, Shimp & Sharma, 2005). Seen quality has been appeared to decidedly influence customers' buy expectation (Richardson et al., 1996b; Phan. 2016). Seen worth and nature of store-marked clothing items are the primary drivers of customers' buy aim (Tran et al., 2020). Keller, (2001) characterized brand judgment as buyers' genuine beliefs about brands dependent on how they joined execution and picture affiliations including apparent quality, validity, thought, and predominance. Shoppers may have an assortment of mentalities toward brands, the most significant as far as buy expectation identifies with apparent quality, especially for new brands (Hoyer and Brown, 1990). Grewal et al. (1998) led an investigation with respect to retail location which presumed that the brand name impacts buyers' picture of the store in a positive manner. Brand picture is precursor factors that influences declared picture of store (Dhruv, 1991). Olshavsky (1985) found that the brand quality was a significant sign to the store picture. It infers that customer's certain impression of brand would bring about the ideal store picture. This case has some businesslike help. (Bread cook et al. 1994) noticed that stock quality is has an immediate connection with store picture. Miguel, Moliner, & Callarisa (2006) found that apparent quality has significant impact on decision of client in this manner solid brand picture would leads towards progress of store picture, while in the comparative style inadequately apparent brand would bring about the harm of tempest store picture. Congruity hypothesis underpins the prerequisite to simultaneously examine the impacts of brand name, store name and markdown. It was observed that consumer intention to purchase a brand significantly effect by the store image. Thus, the store image contribute the purchasing decision of any item (Dods et al., 1991; Grewl et al., 1998). It is, therefore, shopping malls owner has started to make their name and monogram more attractive and clarity in name. As most of consumer has started to load information online through internet. Thus it is important for retailer to make communication easy and fast (Tren et al., 2015). The builtin quality of any item along with store recommendation collectively influence on consumer selection and purchasing (Dods, Monre, and Grwal, 1991).

Figure 1: Theoretical Framework

HYPOTHESIS
H1: Brand image has positive impact on purchase intention
H2: Perceived quality has positive impact on purchase intention
H3: Store image moderate the impact of brand image on purchase intention
H4: Store image moderate the impact of perceived quality on purchase intention
3. METHODOLOGY

Research Design
Research design is the summary of methods to achieve the research objective. An effective design is necessary for a good study. Therefore, the research objective have a significant role in selection of appropriate research design. As author aim to investigate the relationship among brand, perceived quality and purchase intention, therefore causal research design is suitable for this study.

Population and Sample
The population of the present study was the general public. In this study, the researcher employed the purposive sampling method for the selection of the participants. Purposive sampling refers to intentionally chosen sample according to the needs of the study. This means the researcher selects participants because they have indicated their willingness to participate in the study.

Measurement Scale
This study adopted a survey design because it was easy and convenient to be conducted through interviews or questionnaire instruments, or both. In this study, questionnaires were employed as appropriate method to collect response from respondents. Table-1 contains the source of questionnaire along with variables detail. Five point Likert scale used to record the responses of individuals.

Table-1: Source of Questionnaire

<table>
<thead>
<tr>
<th>Variable Name</th>
<th>Number of Items</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand image</td>
<td>7</td>
<td>Naeem, 2014</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>6</td>
<td>Aziz et al, 2012</td>
</tr>
<tr>
<td>Store Image</td>
<td>6</td>
<td>ERDIL, 2016</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>5</td>
<td>ERDIL, 2016</td>
</tr>
</tbody>
</table>

Data Collection
As researchers have to collect large number of data with low cost and minimum time period therefore, the research used convenience sampling techniques to collect the data. Two hundred and fifty six questionnaire were received out of 485 distributed questionaries. The dropped questionnaire were either incomplete or did not received from the respondent.

Data Analysis Techniques
In next step, collected data were recorded into software program. Before conducting hypothesis testing, the researcher conduct data screening test to make sure the authenticity of data. In this study, author used reliability test, confirmatory analysis and SEM estimation test. Aforementioned test were exercised in SPSS and AMOS software.

4. RESULTS

Descriptive and Co-relationship stats
Table 2 describe the descriptive statistics along with co-relationship stats. The result depicted that mean value of all the construct of study above 3.5 which indicate that variable are important for the customer. The co-relationship value indicate that all the variable are moderately associate with each other and significant.

<table>
<thead>
<tr>
<th>Variable Name</th>
<th>Mean</th>
<th>St. D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand image</td>
<td>3.6458</td>
<td>0.58496</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>3.5198</td>
<td>0.5610</td>
</tr>
<tr>
<td>Store Image</td>
<td>3.7895</td>
<td>0.68912</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>3.6236</td>
<td>0.5978</td>
</tr>
</tbody>
</table>

To test the hypothesis of this study, researcher follow the method used by Sauer and Dick (1993) to analyze the moderating effect of store image. The researcher examined two model to check moderation effect. One model without moderation effect and second with moderation. The results of both model were compared afterward to accept or reject the hypothesis. The finding of SEM implied that the developed model fulfil the model fit conditions. The result for model fit of both models with and without moderation presented in table below.

Table: Model Fit Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Acceptance Criteria</th>
<th>Model Without Moderation</th>
<th>Model With Moderation</th>
</tr>
</thead>
<tbody>
<tr>
<td>degree of freedom</td>
<td>235</td>
<td>289</td>
<td></td>
</tr>
<tr>
<td>Chi-square</td>
<td>422.10</td>
<td>480.51</td>
<td></td>
</tr>
<tr>
<td>Chi-square/df</td>
<td>&lt;3</td>
<td>1.80</td>
<td></td>
</tr>
<tr>
<td>GFI</td>
<td>&gt;0.90</td>
<td>0.93</td>
<td></td>
</tr>
<tr>
<td>TLI</td>
<td>&gt;0.90</td>
<td>0.95</td>
<td></td>
</tr>
<tr>
<td>CFI</td>
<td>&gt;0.90</td>
<td>0.92</td>
<td></td>
</tr>
<tr>
<td>RMSEA</td>
<td>&lt;0.08</td>
<td>0.06</td>
<td></td>
</tr>
<tr>
<td>SRMR</td>
<td>&lt;0.05</td>
<td>0.04</td>
<td></td>
</tr>
<tr>
<td>p-Value</td>
<td>&lt;0.05</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

On the base of model fit table values, illustrated the adequate fit between the research model and accumulated data. Further to this, R-square values (0.72) indicated that predictor variables were explain the dependent variable approximately 72%. The research model results indicated that perceived quality, and brand image were significantly and positively influenced on purchase intention.

Model with Moderation
The results of model as described in table above indicate that all the model fit indicators have values higher the cutoff values. This confirmed the model fit requirements for research model. Further to this, chi-squares value in table indicated the difference of 58 (approx.) and the p-value less than 0.05. This significant difference of two models endorsed moderating effect of store image. Figure below showed the path and estimate of regression coefficient.
From the figure above depicted that the brand image, perceived quality and store image have significant and positive impact on purchase intention with beta values 0.59 (p-value=0.000), 0.49 (p-value=0.019) and 0.30 (p-value=0.003) respectively. The result indicated that brand image have highest impact on purchase intention as compared to other two predictor perceived quality and store image. In term of moderating effect, it was observed that both terms BI * SI and PQ * SI have positive and significant impact on purchase intention with beta values 0.48 (p-value=0.000) and 0.36 (p-value = 0.005) respectively. Hence, all the variables accepted on the bae of analysis of this study.

**Major Findings:**
The key predictor of the purchase intention is the Brand Image. Finding of this researcher is amply with the previous studies, such as Jafar & Lap, (2012). Further to this perceived quality also have significant contribution to explain the purchase intention of a customer. This finding concided with the previous study conduct by (Kashif, Samasi and Sarifuddin, 2015). As for store image as predictor also played a major role in purchase intention of the individual. This conclusion supported by the previous study conducted by (Kashif, Samasi and Sarifuddin, 2015). An overview of things that uncoovers accompanying consequences, the relationship and relapse research having indicated various features based totally on these we talked about connection most of the indicator, general, and mediator factors. Store Image impact on the connection among the apparent first-rate and purchase expectation. The brand Image might expand the estimation of the R2 inside the instantly connection of unfastened and ward variable, which underpins our speculation three. Observation is the person knowledge about improvement. View of fee is made via the improve were given via the customer, Customer at that factor deciphers that facts and afterward discernment is made. This impression of price affects the buy goal of purchaser. This accept as true with in the back of the logo that the object will serve similar blessings the manufacturer guaranteed that the object has. Each commercial enterprise puts forth its high quality tries to construct advantageous Image within the psyche of purchaser. Image of emblem is worked around the extreme benefit of the object. Brand Image have an effect on the expectation to buy a specific logo even as shop Image upgrade the ambitions to buy that brand. The fundamental rousing variable is accept as true with of customer. At the factor while consumer trusts on keep that is result of fantastic keep Image then it moreover builds the expectations to shop for unique logo reachable on that brand. Store Image relies on this planet, management nice and item excellent presented by way of shop. Store Image likewise emphatically affect the Image of the emblem. In the occasion that store Image is appropriate within the psyche of customer, at that point impact of the objects will likewise be acceptable, and this will enhance the consumer has to buy from that shop.

5. CONCLUSION
This research gives quantity of crucial commitments. The major dedication is toward present writing. Second, is the directing activity store Image in the implemented model of emblem Image, saw exceptional and buy aim. Third, this investigation affirms the discoveries of beyond examinations in numerous culture. In this examination, directing task of keep Image was elevated in the two relations of emblem Image and saw exceptional with buy intention. Client for the duration of their buys considered keep Image, because the huge retail location are constant inside the costs. They presented diverse improvements battles from regular clients, in mid of the truth that the especially rumored keep stored up the record in their customer. The consumer connection is the honestly matters for them, when you consider that they gives specializes in consumer shopping for. In Pakistan the oil charges are expanding little by little so the extra a part of the clients offers want to the big shop from wherein they buys all fundamental food object gadgets from beneath one rooftop. On the off danger that the management can improve a certain something, at that factor they have to consciousness on the store fine. It can conceivably spark off better store Image. At the factor when a retail chain conveys remarkable objects, it might be going to decidedly impact the client's purpose in the direction of the retail place. This implies regardless of whether shoppers see the nearness of excessive quality to be in concordance with the retail, it isn't always possibly going to enable the store to Image. Truth be informed, this settlement might be going to harm the customer's view of approximately the retail region. In future researcher may add socio-socioeconomics factors, as an example, age and sexual orientation as arbitrator of extravagance manufacturers shopping behavior.

**CONFLICT OF INTEREST**
The author declares no conflict of interest is associated with this article.

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