

## FASHION BRANDING STRATEGY TO ENCOURAGE ONLINE STORE PATRONAGE INTENTION

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**Abstract:** Companies are developing their brand image to drive online store patronage intention. Online store patronage intention is crucial in marketing as it shows consumers' willingness to buy product in the online store and recommend the store to other consumers. However, it is currently unclear how brand image drives online store patronage intention in the context of fashion as well as the mediating variables in this relationship. This study aims to examine the influence of brand image on online store patronage intention directly and indirectly through customer perceived value and customer satisfaction. This study conducted a survey to test the proposed relationships. There were 221 respondents participating in the survey. To analyze the data, this study employed a structural equation modeling approach by evaluating the measurement model, followed by an evaluation of the structural model. This study found brand image affects online store patronage intention directly and indirectly through customer perceived value and customer satisfaction.

**Keywords:** brand image, customer-perceived value, customer satisfaction, online store patronage intention.

**Abstrak:** Perusahaan mengembangkan citra merek mereka untuk mendorong niat berpatron di kalangan konsumen. Niat berpatron sangat penting dalam pemasaran karena menunjukkan kesediaan konsumen untuk membeli di toko online dan merekomendasikan toko tersebut ke konsumen lain. Namun, perlu penelitian lebih lanjut tentang pengaruh citra merk pada niat berpatron dalam konteks fashion serta variabel mediasi dalam hubungan ini. Penelitian ini bertujuan untuk menguji pengaruh citra merek terhadap niat berpatron secara langsung dan tidak langsung melalui nilai yang dirasakan pelanggan dan kepuasan pelanggan. Penelitian ini melakukan survei untuk menguji hubungan yang diajukan. Ada 221 responden yang berpartisipasi dalam survei. Untuk menganalisis data, penelitian ini menggunakan pendekatan pemodelan persamaan struktural dengan mengevaluasi model pengukuran, diikuti dengan evaluasi model struktural. Penelitian ini menemukan bahwa citra merek mempengaruhi niat berpatron secara langsung dan tidak langsung melalui nilai yang dirasakan pelanggan dan kepuasan pelanggan.

**Kata kunci:** citra merek, nilai yang dirasakan konsumen, kepuasan konsumen, niat untuk menjadi pelanggan tetap.

### INTRODUCTION

The Indonesian fashion industry is promising. In 2023, revenue in the Indonesian fashion market is estimated to reach USD 6.02 billion with an annual growth rate of 5.22% (Statista, 2023). Being responsive to market demand is a strong driver of competitiveness in the fashion industry. The fashion industry has undergone a significant transformation facilitated by advances in innovation in the global supply system (Tokatli, 2008). Consumer pressure is an environmental impact on the fashion industry that can affect the progress that fashion brands have made. Lack of awareness regarding the skills needed by the fashion industry in the future will reduce the brand image (Bertola & Teunissen, 2018). In the fashion industry, customer satisfaction is crucial to increase brand image in a potential market.

In local fashion, consumers can use the brand image to guide shopping decisions. Brand image refers to the mental image of a product that consistently fill-up consumers' memories (Song et al., 2019). The concept of brand image has received particular

attention in the context of clothing and accessories (Song et al., 2019; Chang, 2021) and the international fashion industry (Kaur & Kaur, 2019). The assessment of a brand in fashion is subjective, as each consumer has personal preferences and comparisons when using the product. The importance of this assessment cannot be taken lightly, especially in a competitive marketing arena, indicating that many similar brands are competing in the market (Arianty & Andira, 2021). Business people in the fashion industry must constantly adjust to ongoing trends (Kusumawati, 2011). To achieve this, creating a positive perception of a brand is very relevant (Marbach et al., 2016). Brand image in local fashion can communicate the product's strength, preference, and uniqueness compared to other brands (Hakim, 2019).

Customer satisfaction needs to be built to increase the value of a product and continue to be used. If a product can meet customer expectations, the higher their satisfaction (Putu et al., 2018). This satisfaction is based on product expectations that align with current fashion trends (Sae et al., 2022). Customer satisfaction of a product or a brand reflects how thriving a fashion

industry is in marketing its products (Septiani & Any, 2020). High customer satisfaction often becomes the main driver in shaping customer intention to re-purchase (El-Adly, 2019).

How consumers value their products is essential to explore. Customer perceived value allows customers to compare brands and products in the fashion industry (Marbach et al., 2016). Customer perceived value in the fashion industry dramatically helps marketers identify important aspects of customers and improve their products or services (Jiang et al., 2016). Perceived value also impacts the price that must be adjusted in the fashion industry market (Liu et al., 2021). These are factors that can influence the success of marketers and customers, who influence each other (Pranata et al., 2020). Therefore, to gain an advantage in the fashion industry, apparel retailers must adopt a 'speed-to-market' approach to capitalize on fashion trends that their competitors have yet to present. This approach emphasizes the importance of market responsiveness and flexibility through the rapid integration of consumer preferences in the product design stage, which positively impacts profit margins for retailers. (Bhardwaj & Fairhurst, 2010).

In fashion, one's appearance is often a kind of 'thumbnail image' reflected and perceived by others, with dressing style being the entry in marking social class of individuals. Fashion is not just a way of dressing but also a channel of self-expression. Striving to dress well and look good is not a new phenomenon; this practice existed long before the modern era that we experience today (Lestari & Widjanarko, 2023). In the increasingly fierce business competition, customer satisfaction is one of the key factors that differentiate brands and allow them to survive. An investigation on customer satisfaction helps companies focus on efforts that can increase customer satisfaction (Mahmoud et al., 2018). Customer satisfaction not only benefits the company with business growth but also creates a satisfying positive experience for customers, building a strong relationship between the company and consumers (Pizam et al., 2016) Customers define value based on their experience with a brand or product in the fashion industry (Gonzalez, 2019). Marketers also need to listen to customer feedback to continuously improve their products or services.

Overall, clothing styles from the 80s or 90s have significant differences from the current generation's styles, often identified as the contemporary era (Arsita & Sanjaya, 2021). Fashion has become a crucial element in daily lifestyle, and fashion trends are constantly evolving in society, especially in the context of clothing styles (Bhardwaj & Fairhurst, 2010). In a broader context, research on online store patronage intention is essential in marketing. In particular, research

on online store patronage intention is important in marketing. By understanding online store patronage intention, businesses can plan more effective marketing strategies, including loyalty programs, promotions, and product development (Garaus, 2017). Online store patronage intention is a crucial concept in marketing that describes the extent to which customers will continue to support a business or brand, and understanding it helps in efforts to maintain and expand market share (Nair, 2018). The importance of online store patronage intention lies in its ability to predict future customer behavior, such as the extent to which they will engage with a brand or company (Zhang et al., 2021). Overall, research and understanding of online store patronage intention is crucial in a successful fashion industry marketing strategy, given its role in building close relationships between marketers and customers (Afaq et al., 2020).

In this era of globalization, the fashion industry is becoming increasingly connected with international trends influencing local style choices (Ladhari et al., 2019). People can now easily access global fashion through online purchases, expanding their options without being limited by geographical boundaries (Sebald & Jacob, 2020). This phenomenon is amplified by brands that exclusively operate online, without physical stores, providing a unique shopping experience and allowing consumers to keep up with fashion without having to visit conventional stores (Anggraeni & Rachmanita, 2015). Innovations in e-commerce have had a significant impact on the way people shop for clothes, creating an opportunity to celebrate the diversity of styles from different cultures while still maintaining the convenience of online shopping (Putri, 2021).

This study examines the effect of brand image on online store patronage intention directly and indirectly through customer perceived value and customer satisfaction in the fashion industry. This research has both theoretical and practical significance. Theoretically, this research shows how variables are interconnected in the fashion industry context (Syah & Olivia, 2022), due to a strong brand image potentially plays a significant role in shaping consumer decision-making (Kan et al., 2014). Practically, this research can guide marketers in improving brand image that leads to online store patronage intention, hoping to improve performance in their respective fashion industries (Song et al., 2019).

## **Brand Image**

Brand image is the customer's interpretation of a brand and its products and services. Research by Song et al. (2019) defined brand image as the customer's preference for a brand that customers can remember.

Song et al. (2019) stated that when consumers observe and consume a brand, it can create its impression for example, satisfied customers are likely to make repeat purchases. Brand image originates from perceptions that reflect brand associations (Chang, 2021). Brand image can give a company an advantage over competitors.

Brand image has been studied previously. A number of studies investigated the effect of logos on the brand image (Kaur & Kaur, 2019) and the marketing experience of brand image with a Starbucks (Chang, 2021). Song et al. (2019) discussed brand image in the formation of loyalty to branded coffee shops. Song et al. (2019) stated that the crucial factors in decision-making tend to represent consumers' feelings about a brand. Techniques for measuring brand image on a large scale with a comprehensive overview can be found in existing literature (Plumeyer et al., 2019).

### **The Effect of Brand Image on Online Store Patronage Intention**

A deeper understanding of the influence of brand image on online store patronage intention is crucial. Marcus (2020) stated that the higher consumers' expectations about the level of perceived satisfaction, the greater their interest in choosing a specific brand. In other words, it can focus attention on the experiences provided by the environment (Cassel et al., 2021). Brand image has the ability to stimulate and influence customers to remain loyal to the brand (Niehm et al., 2006). The impact of brand image on online store patronage intention has not been explored, even though brand image is a crucial influencing factor in the purchasing process (Odoom et al., 2021). This forms the basis of this research to examine the influence of brand image on online store patronage intention.

This study posits that brand image influences online store patronage intention. This is based on Zhu et al. (2017) stated that brand image can trigger customer memories and create trust that impacts online store patronage intention. Zhu et al. (2017) argued that there is a positive correlation between brand image and online store patronage intention. When starting a business, it must be rooted in the establishment of a brand image based on trust signals (Kaul et al., 2010). This plays a significant role in influencing customers' intentions to repeatedly use a brand. Based on the arguments above, this research formulates the following hypothesis:

H<sub>1</sub> : Brand image significantly influences online store patronage intention.

### **The Effect of Brand Image on Customer Perceived Value**

Brand image plays a crucial role in shaping customer perceptions of value. Brand image establishes customer trust in a brand, indicating the value of the quality provided (Song et al., 2019). It can be considered an indicator of product quality, reducing the risk in shopping (Pranata et al., 2020). Kim et al. (2019) stated that brand image can affect the perception of customer perceived value in terms of social relationships and financial dimensions. Customer perceived value consistently evaluates the brand (Hsin Chang & Wang, 2011).

This research argues that brand image influences customer perceived value. Hakim (2019) argued that brand image positively affects customer perceived value. Brand image can control customer thinking, leading to the emergence of customer-perceived value towards a brand (Dewi et al., 2020). Brand image can influence customers in their decision-making processes. This argument, in turn, impacts the customer's perceived product value (Sasmita & Norazah, 2015). Based on these arguments and in the context of this study, the following hypothesis is formulated:

H<sub>2</sub> : Brand image has a significant effect on customer perceived value.

### **The Effect of Brand Image on Customer Satisfaction**

A positive brand image can assist marketers in enhancing customer satisfaction with a particular brand. Mohammed & Rashid (2018) stated that brand image significantly affects customer satisfaction. Customer satisfaction serves as a determining factor in evaluating the weaknesses and shortcomings of a brand (Lahap et al., 2016). Despite this, the impact of brand image on customer satisfaction has not been studied, even though brand image reflects a customer's perception of a brand (Mohammed & Rashid, 2018). This gap forms the basis of this research to examine the influence of brand image on customer satisfaction.

This study argues that brand image affects customer satisfaction. This is based on Neupane (2015), who stated that customer satisfaction can meet customer expectations through brand image. Customer satisfaction plays a crucial role in retaining products in the market and acquiring a broader market share (Thamrin et al., 2020). A consistent brand image can create customer trust through an offering (Lahap et al., 2016). Brand image can establish a positive perception of brand quality in the eyes of customers, thereby

enhancing customer satisfaction (Sasmita & Norazah, 2015). Based on the arguments above, this research formulates the following hypothesis:

H<sub>3</sub> : Brand image significantly influences customer satisfaction.

### Customer Perceived Value

Customers perceive meeting specific needs as a critical factor. Customer perceived value is the value of something the customer perceives (Jiang et al., 2016). Customer perceived value can also be defined as recognizing the benefits of consumption practices (Marbach et al., 2016). Liu et al. (2021) stated that what customers feel during pre-purchase can explore the perceived benefits.

Customer-perceived value has been researched previously. Jiang et al. (2016) discussed customer-perceived value in the context of service quality in e-commerce—value perceived by customers through a sacrifice (Marbach et al., 2016). Jiang et al. (2016) stated that perceived value is a theory that links consumer input to service providers. Customer perceived value results in an evaluation of the overall service related to the service (Jiang et al., 2016).

### The Effect of Customer Perceived Value on Online Store Patronage Intention

It is important for marketers to understand that customer perceived value and its influence on a consumer's online store patronage intention. Rahman et al (2020) explained that customers are more likely to return when they perceive a product as valuable. This happens because the higher the buying interest, the greater the desire to shop again (Hsin Chang & Wang, 2011). A customer's positive attitude towards a brand can influence their perception of its value (Kan et al., 2014). Despite this, the impact of customer perceived value on online store patronage intention has not been studied, although online store patronage intention can reinforce customer perceptions through perceived value (Zhang et al., 2021). This gap forms the basis of this research to examine the influence of customer perceived value on online store patronage intention.

This study argues that customer perceived value influences online store patronage intention. This is based on Zhang et al. (2021), who argued that overall customer perceived value and online store patronage intention are interconnected. This is also supported by Nagar (2016), who stated that online store patronage intention is higher when it receives encouragement from a brand. Brand managers must understand the factors that can influence customer perceptions to

strengthen customer relationships. Perceived value may drive customers to take action and revisit the store (Kan et al., 2014). Based on the arguments above, this research formulates the following hypothesis:

H<sub>4</sub> : Customer perceived value significantly influences online store patronage intention.

### Customer Satisfaction

Customer response is significant to maintain a brand. Customer satisfaction is the company's expectation of customer response (Zhang et al., 2020). It includes satisfaction that arise when a person receives a product or service that meets his or her expectations and when the product or service attracts attention and meets expectations (Pizam et al., 2016). Gonzalez (2019) stated that customer satisfaction with products and services can make customers happy and satisfied. Research suggests that customer satisfaction affects emotional and psychological aspects of the consumers.

Customer satisfaction already exists in previous research. El-Adly (2019) discussed customer satisfaction in the context of hotels. Customer satisfaction is the key to the company's ability to adjust to meet the needs of its customers (Mahmoud et al., 2018). Research by Zhang et al. (2020) concluded that customers can perceive and determine satisfaction rationally.

### The Effect of Customer Satisfaction on Online Store Patronage Intention

The intention to repurchase a product holds significant importance for any business. Abdullah et al., (2018) stated that satisfied customers tend to give positive recommendations to others, which can encourage them to use the same product or brand (Jin et al., 2015). Customers will purchase a product if it aligns with their desires and beliefs (Abdullah et al., 2018). Despite this, the impact of customer satisfaction on online store patronage intention has not been studied, even though customer satisfaction can influence future customer actions (Jin et al., 2015). This forms the basis of this research to examine the influence of customer satisfaction on online store patronage intention.

This study argues that customer satisfaction influences online store patronage intention. This is based on Kan et al. (2014), who argued that a satisfied customer will provide positive reviews and can strengthen online store patronage intention. Jin et al. (2015) also argued that the relationship between customer satisfaction and online store patronage intention has a positive impact. Customers can reduce risks by trying new brands (Kusumawati et al., 2019).

Therefore, to enhance customer satisfaction, marketers should focus on product or service quality, pricing, customer service, and the overall experience perceived by customers. Based on the arguments above, this research formulates the following hypothesis:

H<sub>5</sub> : Customer satisfaction significantly influences online store patronage intention.

### **Online Store Patronage Intention**

Customer experiences with a service or product can indicate the quality delivered. Online store patronage intention can be defined as a customer's intention to purchase and recommend a product (Syah & Olivia, 2022). The intention to shop at the same store indicates meeting customer needs (Garaus, 2017). Previous shopping experiences and the in-store atmosphere can significantly influence product selection. A comfortable and positive store atmosphere can impact purchasing preferences (Afaq et al., 2020). Garaus (2017) stated that online store patronage intention creates value by minimizing the likelihood of customers switching to another store.

Online store patronage intention has been discussed in previous research. Previous study has examined online store patronage intention in the context of food choices, and the selected store can reflect a customer's lifestyle (Nair, 2018). Meeting shopping needs can enhance a positive experience (Garaus, 2017). Syah & Olivia (2022) explain that online store patronage intention shapes a customer's willingness to recommend or encourage future purchase intentions. Zhang et al. (2021) explain that the visual design of a website can enhance the quality of available information. Entertaining and educational content can influence someone's intention to become a customer.

### **The Effect of Brand Image on Online Store Patronage Intention through Customer Perceived Value**

Perception plays a pivotal role in marketing activities. Arslan & Altuna (2010) stated that it encompasses preferences, strengths, and uniqueness associated with a brand. Brand image is crucial as it influences decision-making processes (Song et al., 2019). The impact of brand image on online store patronage intention mediated by customer perceived value has not been explored, despite its significant role in encouraging customer interest in future subscriptions (Song et al., 2019). This gap serves as the foundation for this study to examine the influence of

brand image on online store patronage intention through customer perceived value.

This study argues that customer perceived value mediates the influence of brand image on online store patronage intention. This is based on Zauner et al (2015), who stated that customer perceived value is not merely the customer's evaluation of a service or product but also the benefits gained by the customer. Customers evaluate products or services based on their utility, quality, safety, and efficiency, resulting in a perceived higher value (Kusumawati et al., 2019). This is crucial because the perceived value obtained can lead to repeat purchases and even recommendations to others (Zhang et al., 2020). Based on the arguments above, this research formulates the following hypothesis:

H<sub>6</sub> : Brand image significantly influences online store patronage intention through customer perceived value.

### **The Effect of Brand Image on Online Store Patronage Intention Through Customer Satisfaction**

Understanding the impact of brand image on online store patronage intention mediated by customer satisfaction is crucial. Emotions can influence customer perceptions (Song et al., 2019). At the core of marketing concepts is satisfying customer needs, which can result in customer loyalty (Hsin Chang & Wang 2011). Song et al. (2019) also argued that satisfied customers are much more receptive to efforts recommending other relevant and efficient products. The influence of brand image on online store patronage intention mediated by customer satisfaction has not been studied before, even though repeat purchase intentions are closely linked to customer satisfaction (Abdullah et al., 2018). This gap serves as the foundation for this research to examine the influence of brand image on online store patronage intention through customer satisfaction.

This study posits that customer satisfaction mediates the influence of brand image on online store patronage intention. This is based on Lahap et al. (2016), who stated that attracting customers requires more effort and cost than retaining them. Brand image can improve product performance, enabling consumers to appreciate a brand (Hsin Chang & Wang, 2011). If there are issues with the product or service itself, it can impact perceptions and potentially lead to decreased customer satisfaction. Based on the arguments above, this research formulates the following hypothesis:

H<sub>7</sub> : Brand image significantly influences online store patronage intention through customer satisfaction.

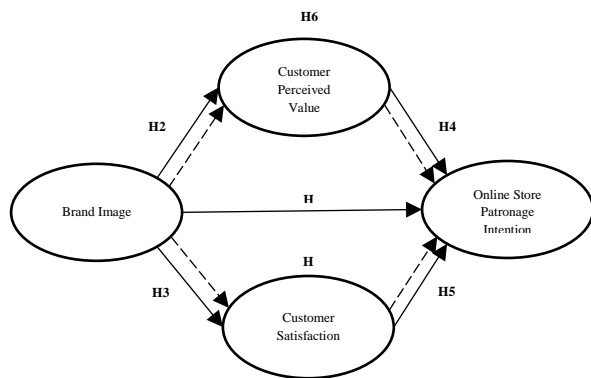


Figure 1. Research framework

**METHODS**

Local fashion is gaining consumers’ recognition. JINISO is a local fashion brand in Indonesia that offers jeans products with various popular styles among young people (Lestari & Widjanarko, 2023). Indonesia has experienced a shift in fashion trends as people increasingly adopt Western-style clothing, particularly jeans (Widiyatno et al., 2012). The proliferation of jeans brands in the market has enabled JINISO to understand the preferences of its customers. As mentioned in (Lestari & Widjanarko, 2023), JINISO has become a top jeans brand and a top-of-mind choice among the public due to its relatively affordable prices for high-quality jeans products. JINISO’s sales have reached tens of millions to billions monthly and can process thousands of packages in a single day (Putri & Februariyanti, 2022). Therefore, JINISO was selected for the current study.

The respondents in this research were individuals who had purchased products from the JINISO’s online stores. The study employs a non-probability sampling technique, specifically purposive sampling (Pratiwi et al., 2022). Respondents were asked to complete the questionnaire online using Google Forms.

The questionnaire solicits responses to statements and questions related to the measurement instruments. The study obtained responses from 221 participants. The research utilizes a rating scale from one to seven (Preston & Colman, 2000). A rating of one indicates "Strongly Disagree," while a rating of seven corresponds to "Strongly Agree." This scale is employed to maximize the accuracy of the results. The questionnaire items are adapted from previous research. The brand image variable consists of three questionnaire items adapted from Oliveira & Fernandes (2022). The customer perceived value variable consists of three questionnaire items adapted from Kusumawati et al. (2020). The customer satisfaction variable consists of three questionnaire items adapted from Kusumawati et al. (2020). The online store patronage intention variable consists of two questionnaire items adapted from (Mehta et al., 2013).

This research applied structural equation models to analyze the data. In particular, this research uses partial square structural modeling (PLS-SEM). This selection was based on the focus of this study on the prediction of the effect of brand image on online store patronage intention directly and indirectly through customer perceived value and customer satisfaction. Data analysis consists of two stages, the first is evaluating the measurement model to test whether the research instrument is valid and reliable, and the second is evaluating the structural model to test the hypotheses.

**RESULTS AND DISCUSSION**

This study involved 221 respondents who had typical characteristics. The majority of the respondents had a bachelor's degree (76.5%), while most of them were between 21 to 25 years old (63.8%). There were more female respondents (59.7%) compared to male respondents (40.3%).

Table 1. Measurement items

Construct	Code	Item
Brand image	BI1	JINISO brand has reputation for quality
	BI2	The JINISO brand has better characteristics than its competitors
	BI3	The JINISO brand is a prestigious brand
Customer perceived value	CV1	Using products from the JINISO brand can improve my image
	CV2	When using products from the JINISO brand, it creates positive feelings
	CV3	This JINISO brand product meets my desired standard.
Customer satisfaction	CS1	I like visiting the JINISO online store
	CS2	I prefer this JINISO brand online store compared other clothing online stores
	CS3	I feel satisfied when trying products from this JINISO brand online store
Online store patronage intention	PI1	I am willing to shop more at the JINISO brand online store on my next purchase
	PI2	I am willing to recommend JINISO brand online store

Source: Literature review by researchers

This study employed a measurement model evaluation with four steps. First, to determine the validity of the questionnaire items, an evaluation of the measurement model was conducted using factor loadings above 0.708 (Hair et al., 2019) because the variables are considered acceptable if the indicators' variance exceeds 50 percent (Hair et al., 2019). Table 1 demonstrates that the factor loadings for all variables are above 0.708, indicating acceptable item reliability (Hair et al., 2019).

Secondly, convergent validity is assessed based on the Average Variance Extracted (AVE) value, with a minimum threshold of 0.50 or higher, to signify that at least 50 percent of the variance in the items is accounted for (Hair et al., 2019). Table 3 illustrates that the AVE values meet the criteria for qualification and demonstrate convergent validity.

Thirdly, the values of Cronbach's alpha and composite reliability are examined, with acceptance criteria ranging from a minimum of 0.70 to a maximum of 0.95, demonstrating construct reliability (Hair et al., 2019). Table 3 indicates that Cronbach's alpha and composite reliability values meet the qualification criteria.

Fourthly, discriminant validity is assessed to determine the extent to which a construct is empirically distinct from other constructs (Fornell & Larcker,

1981). This data is confirmed when the AVE value exceeds the correlations with other variables. Table 4 demonstrates that discriminant validity is considered to be met; thus, there are distinctions between the variables.

**Table 2.** Sample characteristic (N = 221 respondents)

Description	Frequency	Percentage
<b>Sex</b>		
male	89	40.3%
female	132	59.7%
Total	221	100%
<b>Age</b>		
>35 years old	7	3.2%
16-20 years old	41	18.6%
21-25 years old	141	63.8%
26-30 years old	32	14.4%
Total	221	100%
<b>Current Education</b>		
senior high school	15	6.8%
associate program	19	8.6%
bachelor program	169	76.5%
master program	18	8.1%
Total	221	100%

Source: Authors' data (2023)

**Table 3.** Construct validity and reliability

Construct	Loading	AVE	Cronbach's Alpha
<b>Brand Image (BI)</b>		0.776	0.855
BI1. JINISO brand has reputation for quality	0.892		
BI2. The JINISO brand has better characteristics than its competitors	0.833		
BI3. The JINISO brand is a prestigious brand	0.869		
<b>Customer Perceived Value (CV)</b>		0.761	0.842
CV1. Using products from the JINISO brand can improve my image	0.889		
CV2. When using products from the JINISO brand, it creates positive feelings	0.886		
CV3. This JINISO brand product meets my desired standard.	0.841		
<b>Customer Satisfaction (CS)</b>		0.732	0.817
CS1. I like visiting the JINISO online store	0.858		
CS2. I prefer this JINISO brand online store compared other clothing online stores	0.859		
CS2. I feel satisfied when trying products from this JINISO brand online store	0.848		
<b>Online Store Patronage Intention (PI)</b>		0.791	0.736
PI1. I am willing to shop more at the JINISO brand online store on my next purchase	0.875		
PI2. I am willing to recommend JINISO brand online store	0.903		

Notes: AVE = Average Variance Extracted

**Table 4.** Discriminant validity – Squared interfactor correlation vs. Average variance extracted (AVE)

Construct	BI	CV	CS	PI
<b>BI</b>	<b>0.881</b>			
<b>CV</b>	0.860	<b>0.872</b>		
<b>CS</b>	0.849	0.859	<b>0.855</b>	
<b>PI</b>	0.820	0.827	0.809	<b>0.889</b>

Source: SmartPLS processing results (2023)

Notes: BI = Brand image, CV = Customer perceived value, CS = Customer satisfaction, PI = Online store patronage intention.

This study then employed structural model evaluation. The hypothesis testing results appear in Table 5 and illustrated in Figure 2. Brand image significantly affects online store patronage intention (0.313,  $p \leq 0.001$ ), customer perceived value (0.860,  $p \leq 0.001$ ), and customer satisfaction (0.849,  $p \leq 0.001$ ); thus, supporting H1, H2, and H3. Customer perceived value significantly affects online store patronage intention (0.349,  $p \leq 0.001$ ); thus, supporting H4. Customer satisfaction significantly affects online store patronage intention (0.244,  $p \leq 0.001$ ); thus, supporting H5. Brand image significantly affects online store patronage intention through customer perceived value (0.300,  $p \leq 0.001$ ); thus, supporting H6. Brand image significantly affects online store patronage intention through customer satisfaction (0.207,  $p \leq 0.01$ ); thus, supporting H7.

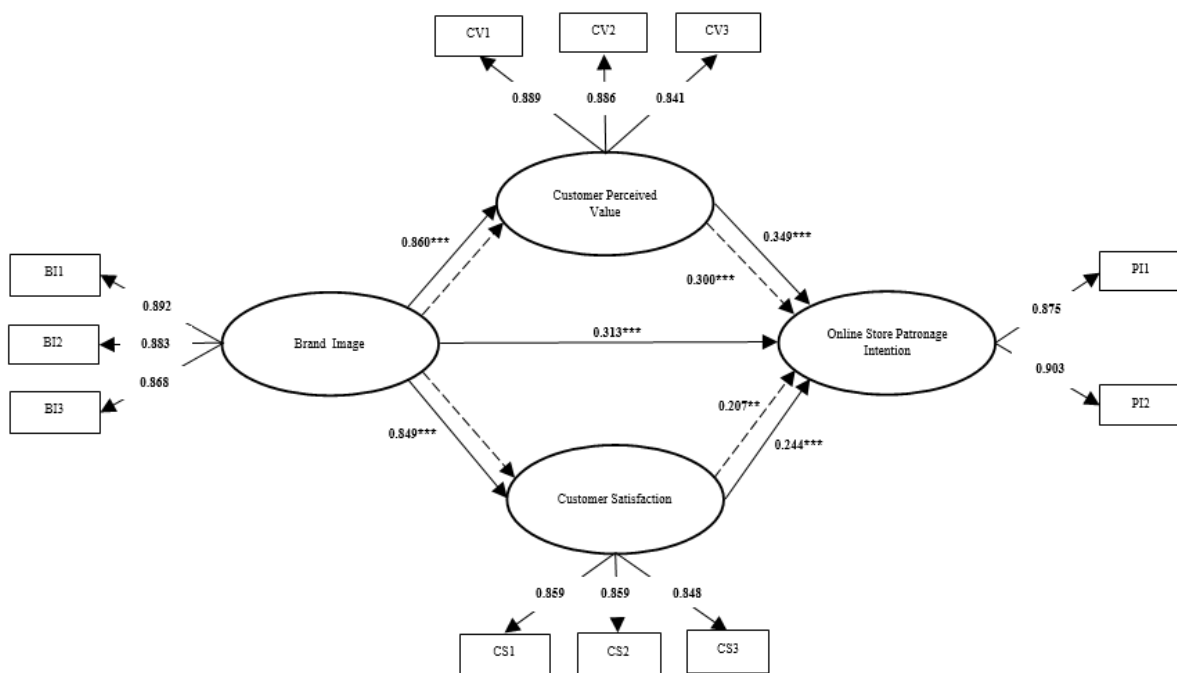
**Table 5.** Structural effects

Structural effect	coef.	se	p-val.
BI → PI	0.313	0.084	0.000
BI → CV	0.860	0.032	0.000
BI → CS	0.849	0.032	0.000
CV → PI	0.349	0.091	0.000
CS → PI	0.244	0.077	0.000
BI → CV → PI	0.300	0.081	0.000
BI → CS → PI	0.207	0.068	0.002

Notes: BI= Brand image, CV = Customer perceived value, CS = Customer satisfaction, PI = Online store patronage intention.

This research yields seven significant findings. Firstly, brand image has a significant effect on online store patronage intention. This finding has something in common with previous research on telecommunications networks (Hakim, 2019) and coffee shops (Song et al., 2019). In the digital world, it is very fast in influencing perceptions in choosing an item. This finding is important for the many new brands over time and has a big impact on the perceptions given. This is in line with Hsin Chang & Wang (2011) who state that the perception of a brand can have an impact on consumer behavior in the long run.

Secondly, brand image exerts a notable influence on customer perceived value. This finding is in line with research by Hakim (2019), which stated that brand image can significantly affect customer perceived value because it gives a different impression to customers. This research has dissimilarities to previous research, namely those focusing on telecommunications networks. The research of Song et al. (2019) differs from this study as it centers on coffee shops. Customer perceptions and experiences can significantly shape consumers' preferences for a product or brand. In the digital age, this influence occurs rapidly, impacting decisions regarding item selection. This finding holds particular significance given the continuous emergence of new brands and their substantial influence on consumer perceptions. It resonates with Hsin Chang & Wang (2011), emphasizing that a brand's perception can have a lasting impact on consumer behavior.



**Figure 2.** Structural model evaluation results

Notes: \*\*\*Significant at  $p \leq 0.001$ . \*\*Significant at  $p \leq 0.01$ .



Thirdly, brand image exerts a significant influence on customer satisfaction. This argument aligns with the research conducted by Mohammed and Rashid (2018), which asserted that brand image can significantly impact customer satisfaction. This assertion stems from the fact that when a brand possesses a positive image and aligns with customer expectations, it fosters a sense of satisfaction between customers themselves. It is worth noting that this research differs from previous studies, such as Mohammed and Rashid (2018), which focus on the social conceptualization of companies in the hospitality industry. Customers gain a profound understanding of the product or brand they wish to select through the existing image. Customer satisfaction stands as a crucial indicator for repeat purchases. In line with this statement, Lahap et al. (2016) viewed that customers' needs, desires, and expectations can be inferred from their perspective on the brand. With technology continuously advancing, it can be harnessed effectively to create more personalized customer experiences.

Fourthly, customer-perceived value significantly influences online store patronage intention. This argument aligns with the previous research (Abdullah et al., 2018), which asserted that customers choose, purchase, or use products based on their inherent attributes. Additionally, the study by Kusumawati (2011) stated that customer-perceived value substantially impacts online store patronage intention. It can happen because when a product is perceived to have significant value, customers are more willing to purchase, use, and share it widely. Providing comprehensive and pertinent information makes customers feel supported by the information, thereby enhancing its value. It is worth noting that this research diverges from previous studies that primarily focus on the experience of website design features (Zhang et al., 2021). Consequently, comprehending the value customers perceive during their shopping experience is paramount.

Fifthly, customer satisfaction affects online store patronage intention. This argument concurs with the research by Jin et al. (2015), which posited that recognizing positive perceptions and experiences plays a pivotal role in predicting visitor behavior. Furthermore, the study by Abdullah et al. (2018) asserted that customer satisfaction significantly impacts online store patronage intention, fostering repeat purchases from the same marketer. This research diverges from previous studies that aimed to examine the influence of culture on supermarket consumers (Kan et al., 2014). Marketers can anticipate customers' willingness to recommend products or services to others. Obtaining reviews or feedback from satisfied customers serves as

a testament to the quality of the product or brand in the eyes of the public. Consequently, comprehending the market's needs and tailoring offerings to the target audience is crucial to making them appealing.

Sixthly, in the context of the relationship between brand image, customer perceived value, and patronage intention, research shows that brand image significantly impacts patronage intention through customer perceived value. This finding aligns with the results of Arslan & Altuna's (2010) research, which revealed that creating a positive brand image has positive consequences for consumers' intention to protect their perceived value. This concept is reinforced by research by Zauner et al. (2015), which emphasizes that consumers tend to evaluate products and services based on their usefulness, quality, and positive perceptions that can be generated. A strong brand image can have a substantial influence, encouraging consumers to purchase because they want specific values they want to feel. By providing positive brand image perceptions, companies increase consumer interest in buying and using products and simultaneously increase the value perceived by consumers, forming a solid foundation for the success of marketing strategies.

Lastly, the influence of brand image on patronage intention through customer satisfaction is essential in marketing. A strong brand image can provide consumers with a positive experience, build a favorable perception of the brand, and, in turn, increase customer satisfaction (Abdullah et al., 2018). The sustainability of patronage intention can be influenced by the extent to which customer satisfaction is met through positive interactions with the brand (Lahap et al., 2016). In this context, when consumers feel great pride from their experience with the brand, they are likely to have stronger intentions to continue patronage. Therefore, the influence of brand image not only creates a positive initial impression but can also play a role in building and maintaining customer satisfaction as a critical factor in influencing their intention to remain loyal and subscribe to the brand.

## CONCLUSION

Marketers should focus on creating a positive brand image to shape customer perceptions and enhance the perceived value of their products or services. Elevating quality expectations and aligning with customer needs can lead to higher customer satisfaction and lasting brand-consumer relationships. Understanding and nurturing customer-perceived value is crucial for encouraging repeat business and increasing customer loyalty. Overall, this research offers valuable insights for marketers seeking to understand

and leverage the influence of brand image on customer behavior. It emphasizes the importance of creating positive brand experiences, fostering customer satisfaction, and building lasting brand-consumer relationships.

### **Theoretical Implications**

The findings of this study have theoretical implications. Firstly, brand image has a significant effect on online store patronage intention. This theoretical implication is significant because previous research discusses consumer experience in Pop-up stores (Cassel et al., 2021). Secondly, brand image significantly influences customer perceived value. This theoretical implication is important because previous studies focus on online shopping (Hsin Chang & Wang, 2011) and coffee shops (Song et al., 2019). Thirdly, brand image significantly impacts customer satisfaction. This theoretical implication is significant since prior research has concentrated on examining social conceptualization in the hospitality sector (Mohammed & Rashid, 2018). Fourthly, customer-perceived value significantly influences online store patronage intention. This theoretical implication is noteworthy since prior research has concentrated on website design features (Zhang et al., 2021).

Fifthly, customer satisfaction significantly affects online store patronage intention. This theoretical implication is significant as previous research has centered on discussing the influence of customer culture on hypermarkets (Kan et al., 2014). Sixth, brand image significantly influences online store patronage intention with the mediation of customer perceived value. This theoretical implication is crucial as it discusses customer experiences in Turkey (Arslan & Altuna, 2010). Lastly, brand image significantly influences online store patronage intention with the mediation of customer satisfaction. This theoretical implication is significant as it discusses customer experiences in restaurants with halal labeling (Abdullah et al., 2018).

### **Managerial Implications**

The findings of this study offer managerial implications. Firstly, brands that have a very positive image may gain consumer loyalty and encourage these loyal consumers to give recommendations to others. When consumers perceive a brand positively, they tend to become loyal customers and even commit to using or buying repeatedly. A positive brand image encourages customers to be more prepared to pay higher prices. Therefore, brand management must

maintain a good brand image to influence customer repurchases. This research not only affects sales growth but also impacts their business continuity.

Secondly, brand image is paramount in shaping consumers' perceptions of a brand. Marketers convey and propagate the brand through advertising, social media, and face-to-face interactions. Marketers need to comprehend how customers assess products and services. Crafting value in alignment with customer needs is crucial. Assessing the efficacy of a marketing campaign can be achieved by analyzing how consumers perceive the value of product offerings. Feedback or reviews serve as metrics. Discounts in promotional activities can impact consumers' perception of value.

Thirdly, marketers play a crucial role in cultivating elevated quality expectations among consumers. Consequently, this fosters a sense of satisfaction and high expectations for quality brands with a positive image. Consumers experience profound satisfaction, prompting marketers to formulate strategies to sustain this level of satisfaction. As these strategies evolve, the brand image becomes even more entrenched in the minds of consumers, fostering a closer and more enduring relationship between the brand and the consumer.

Fourthly, positive experiences with products and services motivate customers to return. Customer perceived value influences the decision to re-engage, with higher perceived value intensifying the motivation to return. A state of customer satisfaction typically fosters the belief that the subsequent transaction will also yield the same level of satisfaction. Marketing success bolsters loyalty and cultivates robust customer relationships by implementing appropriate strategies.

Fifthly, customer satisfaction frequently motivates customers to provide positive reviews to others about products and brands. These positive reviews contribute to building a favorable reputation for the brand. Furthermore, these positive interactions cultivate a supportive emotional connection between the customer and the brand. The primary factor that fortifies this connection is the perceived quality of the product or service. In this regard, customers recognize the role of quality in nurturing a positive image and emotional connection with the brand.

Sixthly, brand image shapes the intention to become a loyal customer by being supported by customer perceived value in a marketing context. Aspects such as brand reputation, product quality, a positive brand image, and more, as perceived by customers, can influence their preference for a particular brand. The next step is to build online store patronage intention to keep using products or services from a specific brand. This relationship relates to

customer loyalty to the brand and willingness to continue purchasing or using its products or services. Therefore, marketers need to encourage consumers to perceive the brand (a good brand image) positively. When customers perceive a high value in the product or service, this, in turn, influences their intention to remain loyal customers of that brand.

Lastly, brand image encourages customers to have the intention of being repeat buyers as a form of their satisfaction. Customer perceptions of a brand they have built can create satisfaction, which is likely to drive them to have a stronger intention to become repeat customers of that brand. Marketers should consistently strive to build a positive brand image that generates customer satisfaction. High customer satisfaction then contributes to an increase in customers' intention to continue using their products. Therefore, this relationship is a vital concept in marketing, and marketers should focus on understanding and leveraging brand image to build and maintain a loyal customer base.

### Limitations and Future Research Suggestions

Despite the contributions of the current study to the fashion marketing literature, this study has limitations that provide opportunities for future research. This study has included brand image but its relationship with brand satisfaction has not been the focus of the current study. On the basis of Suminto et al. (2021), future studies may investigate the influence of brand image on brand satisfaction. Furthermore, this study is related to local brand in the fashion context among Indonesian consumers. To enrich the fashion marketing literature, future studies may consider examining the current model, or the extended one, relating to foreign brand among Indonesia consumers. It is also possible to examine the interplay among variables relating to Indonesian local brand among international consumers.

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