

Impact of Brand Image on Customer Patronage Intention: with Special Reference to the Fashion Retail Industry

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The fashion retail industry is rapidly growing over the past decade. When selecting the fashion retail outlet, most of the consumers are highly considering popular textile outlets. This study mainly focused on understanding the impact of brand image on customer patronage intentions while investigating customer brand trust's effect on the fashion retail industry's purchase intention. The researcher used the quantitative method. A structured questionnaire was used to gather primary data from the sample, and the sample was selected through a convenience sampling technique. Specific objectives were developed for the study, and four hypotheses were formulated to determine the relationship among the key construct. The researcher has used descriptive analysis, regression, and frequency tests to analyze the data gathered. The result of the study shows that brand image plays a significant role in building customer brand trust, which has both direct and indirect effects on customer patronage intentions. Brand trust is an essential driver of customer patronage intentions. This survey has covered four popular fashion retail outlets' brands in the Western province, and thus, the results cannot be generalized to the population. This research would help the managers and directors of the organizations to make decisions, and this study will be the foundation for future researchers.

Keywords: *Brand Image, Brand Trust, Fashion Retail Industry, Patronage Intentions*