

Evaluating the Effect of Brand Image and Store Image on Apparel Repurchase Intention in Bangalore Retail Stores

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Abstract

This study evaluates the effect of brand image and store image on apparel repurchase intention in Bangalore retail stores. The objectives are to study the demographic profile of apparel consumers and to examine the impact of brand image and store image on repurchase intention. A descriptive research design was adopted, and data were collected from 112 respondents through a structured questionnaire. The study used non-probability convenience sampling, and the unit of analysis was individual apparel consumers. Data were analyzed using SPSS 17.0 and SmartPLS 4 with descriptive statistics, reliability, validity, and structural model testing. The path coefficient results show that brand image has a significant positive effect on repurchase intention ($\beta = 0.174$, $p = 0.033$). Similarly, store image has a significant positive effect on repurchase intention ($\beta = 0.400$, $p = 0.000$). The findings confirm that both brand image and store image play important roles in influencing repurchase intention. The study is limited to apparel consumers in Bangalore retail stores with a sample size of 112 respondents. The results contribute to understanding consumer behavior in the retail apparel sector of Bangalore.

Keywords: Brand Image, Store Image, Repurchase Intention, Apparel Consumers, Retail Stores, Consumer Behavior

1. Introduction

The retail sector plays a vital role in the growth of modern economies, contributing significantly to employment, income generation, and consumer welfare. Among various segments, the apparel retail industry has been expanding rapidly due to changing consumer lifestyles, increasing urbanization, and rising disposable incomes (Kumar & Joseph, 2017). In cities such as Bangalore, often referred to as India's fashion and technology hub, consumers are highly exposed to both domestic and global brands, which has intensified competition among retailers. In such a competitive environment, retaining customers has become as important as attracting them, since long-term profitability largely depends on repeat purchases and customer loyalty (Gupta & Sharma, 2020).

One of the key factors influencing customer behavior is brand image, which reflects the set of associations, perceptions, and emotions consumers attach to a brand. A strong and positive brand image can create trust, reduce perceived risk, and encourage customers to buy again (Keller, 2003; Faircloth, Capella, & Alford, 2001). Alongside, store image has also emerged as an important determinant of consumer decisions. Store image refers to the attributes of a retail outlet such as ambience, layout, cleanliness, staff behavior, and overall shopping experience (Bloemer & Ruyter, 1998; Thang & Tan, 2003). A favorable store image not only attracts consumers but also motivates them to revisit and repurchase from the same store.

With growing competition in the apparel retail sector, especially in urban centers like Bangalore, it is becoming increasingly important to understand how brand image and store

image shape consumers' repurchase intentions. While global research has highlighted these relationships, studies in the Indian context remain relatively limited, making it necessary to explore this issue further. Such research will not only contribute to academic understanding but also provide practical insights for retailers to design strategies aimed at sustaining customer loyalty in the dynamic apparel market (Pradhan & Roy, 2019; Wu, 2015).

2. Review of Earlier Literature

The concept of repurchase intention is a cornerstone of consumer behavior research, representing a fundamental proxy for customer loyalty and long-term business viability, and its antecedents have been rigorously explored within marketing literature, with brand image and store image emerging as two of the most critical and interrelated determinants, particularly within the experiential context of apparel retail. Brand image, fundamentally characterized by Keller (1993) as the perceptual schema of brand-related associations held in consumer memory, operates as a pivotal cognitive heuristic that allows consumers to navigate complex purchase decisions by inferring quality, value, and symbolic meaning, thereby reducing perceived risk and fostering an emotional connection that translates into loyal, repeat purchasing behavior. This is especially potent in the fashion industry, where products are not merely utilitarian but serve as extensions of personal identity and social belonging, meaning a strong, positive brand image that resonates with a consumer's self-concept is a powerful driver of repurchase intention, as empirically supported by studies across various cultural contexts which confirm that brands fulfilling symbolic needs can command significant price premiums and unwavering customer loyalty (Bian & Moutinho, 2011; Nguyen et al., 2021). Complementing this, the construct of store image, comprehensively defined by Lindquist (1974-75) as the total aggregate of a consumer's subjective perceptions of a retail outlet based on both functional attributes such as merchandise quality, pricing, assortment, and convenience and psychological attributes including store atmosphere, service quality, and overall ambience is equally paramount, particularly for brick-and-mortar retailers where the physical environment constitutes the primary interface with the customer. The significance of store image is magnified for apparel, an archetypal "experience good" that necessitates direct interaction, trial, and sensory evaluation, making the in-store experience shaped by factors like visual merchandising, layout navigability, staff expertise, and fitting room facilities a decisive factor in not only the initial purchase but also the formation of intentions to return, as a positive store image cultivates satisfaction, hedonic value, and a sense of trust, directly influencing patronage behavior and insulating the retailer from competition, a relationship robustly validated in retailing studies (Pan & Zinkhan, 2006; Grewal, Levy, & Kumar, 2009). Crucially, the literature suggests that while brand and store image are distinct constructs, they operate in a synergistic dyad; a powerful brand can attract consumers to a store, but a disappointing store image can undermine the brand's equity, whereas a compelling store environment can enhance the perception of the brands it carries and become a destination in its own right. This interplay is especially relevant in the contemporary retail landscape of a metropolitan Indian city like Bangalore, characterized by a confluence of global brands and local retailers, heightened consumer awareness, and intense competition, where studies on Indian consumer behavior indicate a sophisticated shopper who is increasingly brand-conscious yet also highly discerning about the retail experience, valuing both the symbolic capital of a brand and the functional and emotional benefits delivered during the shopping journey (Gupta & Arora, 2017). Capore and Gupta (2025) review the influence of brand and store image on repurchase

intention in the apparel industry. Brand image, including perceived quality, emotional appeal, authenticity, and self-congruence, strongly impacts consumer loyalty and repeat purchases. Store image, encompassing physical aspects like layout, cleanliness, and merchandise, as well as psychological factors such as comfort and atmosphere, affects satisfaction and return intention. The study emphasizes the role of omnichannel retailing, digital store aesthetics, social media engagement, and experiential marketing in shaping consumer perceptions. Demographic and cultural factors moderate how brand and store images are perceived. A consistent and positive brand-store image across all touchpoints reinforces trust and loyalty. Overall, strategic management of both brand and store image is crucial for fostering repurchase behavior in apparel retail. Capore and Gupta (2025) investigates factors influencing customer repurchase intention in retail chain stores in Jamshedpur. Using data from 210 respondents, the research employs SPSS 17.0 and Smart PLS 4 for analysis. Findings indicate that store image and customer satisfaction significantly affect repurchase intention, while perceived value is not statistically significant. A strong store image, including store layout, service quality, and brand reputation, encourages repeat purchases. Customer satisfaction further reinforces loyalty and repeat behavior. The study emphasizes practical strategies for retail managers to enhance retention and competitiveness. Overall, it highlights the critical role of store image and satisfaction in fostering consumer loyalty in emerging urban retail markets. Therefore, this study is situated within this well-established theoretical framework, aiming to investigate and quantify the simultaneous effects of these two pivotal forces the intangible allure of the brand and the tangible reality of the store experience on the repurchase intentions of apparel consumers in Bangalore's dynamic retail market, thereby contributing a nuanced, context-specific validation of existing global theories.

3. Hypotheses Development

Repurchase intention is widely regarded as an important outcome of consumer satisfaction, loyalty, and perceived value (Hellier et al., 2003). In the context of retailing and apparel, both brand image and store image are recognized as critical factors shaping customer decisions to return for future purchases. Prior studies provide strong theoretical and empirical foundations for linking these variables with repurchase intention.

3.1 Brand Image and Repurchase Intention

Brand image represents the perceptions, associations, and symbolic meanings consumers attach to a brand (Keller, 1993). A positive brand image creates trust, enhances satisfaction, and drives consumer loyalty (Aaker, 1996). Research has shown that customers tend to repurchase apparel from brands that provide consistent quality and emotional value (Yoo & Donthu, 2001). Wu et al. (2011) confirmed that brand image directly impacts purchase intention and loyalty, especially in competitive markets. In the Indian retail context, Das (2014) emphasized that strong brand positioning influences repeat patronage and loyalty. Given these findings, it is reasonable to argue that brand image significantly affects repurchase intention of apparel in Bangalore retail stores.

Hypothesis 1 (H1): There is a significant effect of brand image on repurchase intention of apparel in Bangalore retail stores.

3.2 Store Image and Repurchase Intention

Store image reflects consumers' perceptions of a retail outlet based on factors such as ambience, layout, merchandise quality, and service quality (Bloemer & de Ruyter, 1998). A favorable store image encourages positive attitudes toward the retailer and enhances the likelihood of repeat visits (Grewal et al., 2003). Nguyen and Leblanc (2001) highlighted that store image contributes to customer trust and retention, particularly in service-oriented contexts. Diallo (2012) further demonstrated that store image and store brand perceptions strongly influence purchase intention in emerging markets. In the Indian retail sector, Mishra (2016) noted that modern store formats with attractive atmospherics and reliable service quality foster repurchase behavior. Therefore, it can be proposed that store image significantly affects repurchase intention of apparel in Bangalore retail stores.

Hypothesis 2 (H2): There is a significant effect of store image on repurchase intention of apparel in Bangalore retail stores.

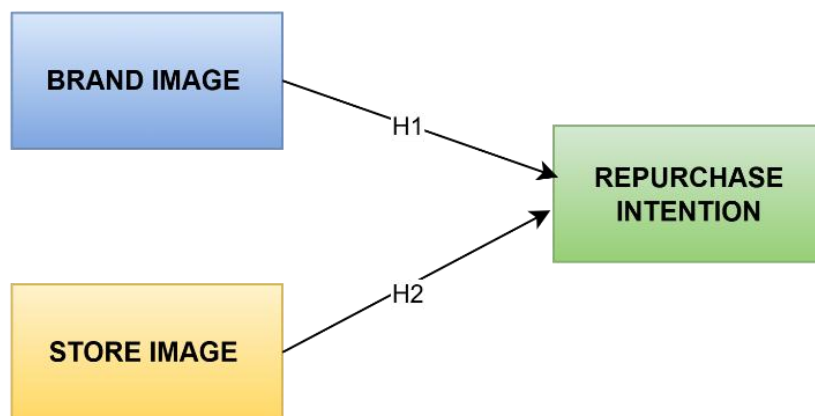


Figure No. 1: Conceptual Framework

4. Statement of the Problem

In today's competitive retail environment, especially in metropolitan cities like Bangalore, consumer loyalty and repeat patronage are crucial for the survival and growth of apparel retailers. While price and promotions often attract first-time buyers, long-term success depends on factors that influence repurchase intention. Among these, brand image and store image play a significant role, as consumers increasingly evaluate not just the product but also the overall shopping experience and the reputation of the brand. Despite the rapid growth of retailing in India, particularly in the apparel sector, there is limited research focusing on how brand image and store image jointly impact repurchase intentions of apparel consumers at the city level. Moreover, with rising competition between domestic and international brands in Bangalore, it becomes essential to understand which factors drive consumers' decisions to repurchase apparel. Therefore, this study seeks to address the gap by evaluating the effect of brand image and store image on apparel repurchase intention in Bangalore retail stores.

5. Objectives of the Study

1. To study the demographic profile of apparel consumers in Bangalore retail stores.
2. To examine the effect of brand image and store image on apparel repurchase intention in Bangalore retail stores.

6. Hypotheses of the Study

1. There is a significant effect of brand image on repurchase intention of apparel in Bangalore retail stores.
2. There is a significant effect of store image on repurchase intention of apparel in Bangalore retail stores.

7. Research Methodology

Component	Details
Research Design	Descriptive
Population	Apparel consumers in Bangalore retail stores
Sample Size	112 respondents
Sampling Technique	Non-probability, convenience sampling
Unit of Analysis	Individual apparel consumer
Data Type	Primary data, Secondary Data
Instrument	Structured questionnaire (5-point Likert scale for constructs, categorical for demographic variable)
Key Variables	Independent Variables: Brand Image, Store Image Dependent Variable: Repurchase Intention of Apparel
Data Collection Method	Survey
Data Analysis Tools	Descriptive statistics, Reliability, Validity, Structural Model
Data Analysis Software	SPSS Statistics 17.0, SmartPLS 4

Table No. 1: Gender of the Respondents

Options	No. of Respondents	Percentage
Male	37	33
Female	75	67
Total	112	100

Source: Computed Primary Data

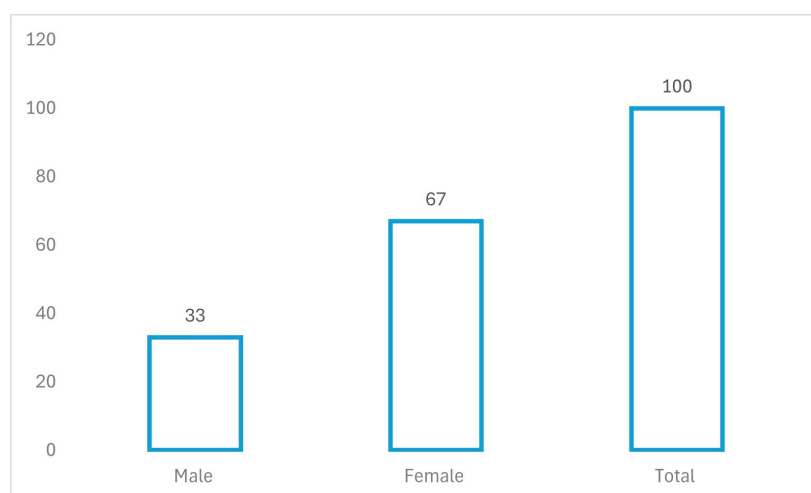


Figure No. 2: Gender of the Respondents Percentage

Table 1 presents the gender distribution of apparel consumers in Bangalore retail stores. Out of 112 respondents, 37 were male, representing 33% of the sample, while 75 were female, accounting for 67%. This indicates that a larger proportion of the respondents were female, suggesting that women constitute the majority of apparel consumers visiting retail stores in Bangalore. The higher participation of females may reflect their greater involvement or interest in apparel shopping. Overall, the table provides a clear insight into the gender composition of the study's consumer sample, which is important for understanding demographic patterns in retail behavior.

Table No. 2: Outer Loading – Matrix

	BRAND IMAGE	REPURCHASE INTENTION	STORE IMAGE
BI1	0.861		
BI2	0.631		
BI3	0.744		
BI4	0.767		
BI5	0.761		
RI1		0.792	
RI2		0.862	
RI3		0.766	
SI1			0.781
SI2			0.760
SI3			0.641
SI4			0.700
SI5			0.661

Source: Computed Primary Data, BI: Brand Image, RI: Repurchase Intention, SI: Store Image

Based on Table No. 2, all outer loading values for Brand Image, Store Image, and Repurchase Intention are above the recommended threshold of 0.50, indicating that each indicator contributes adequately to its respective construct. Among Brand Image items, BI1 (0.861) shows the strongest loading, while BI2 (0.631) demonstrates acceptable but relatively lower reliability. For Repurchase Intention, all three indicators (0.766–0.862) exhibit strong loadings, confirming high measurement reliability, with RI2 (0.862) being the most influential. Similarly, Store Image indicators range between 0.641 and 0.781, with SI1 and SI2 showing stronger contributions, while SI3 and SI5, though lower, still meet the acceptable threshold. Overall, since all loadings surpass the minimum criterion, the measurement model demonstrates satisfactory indicator reliability, supporting the validity of the constructs (Hair et al., 2019).

Table No. 3: Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BRAND IMAGE	0.819	0.845	0.869	0.572
REPURCHASE	0.739	0.780	0.849	0.652

INTENTION				
STORE IMAGE	0.757	0.769	0.835	0.505

Source: Computed Primary Data

Table No. 3 demonstrates that all constructs meet the recommended thresholds for reliability and validity. The **Cronbach's alpha values** for Brand Image (0.819), Repurchase Intention (0.739), and Store Image (0.757) are all above the benchmark of 0.70, confirming acceptable internal consistency (Nunnally & Bernstein, 1994). Similarly, both **composite reliability measures (rho_a and rho_c)** exceed the suggested threshold of 0.70 (Hair et al., 2019), indicating strong construct reliability. Furthermore, the **Average Variance Extracted (AVE)** values for all constructs surpass the minimum requirement of 0.50, with Brand Image (0.572), Repurchase Intention (0.652), and Store Image (0.505), thereby establishing convergent validity. Overall, the results confirm that the constructs in the model exhibit satisfactory reliability and validity.

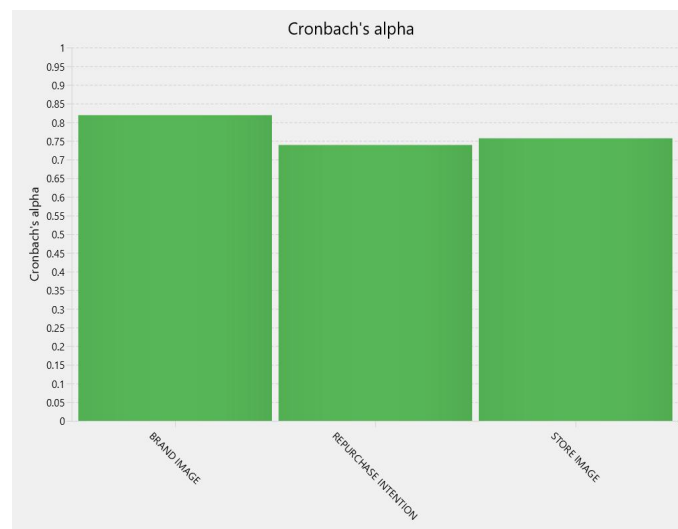


Figure No. 3: Cronbach's alpha

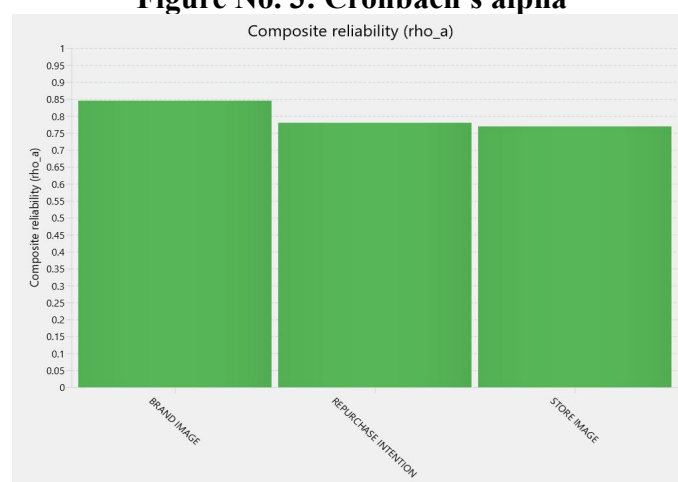


Figure No. 4: Composite reliability (rho_a)

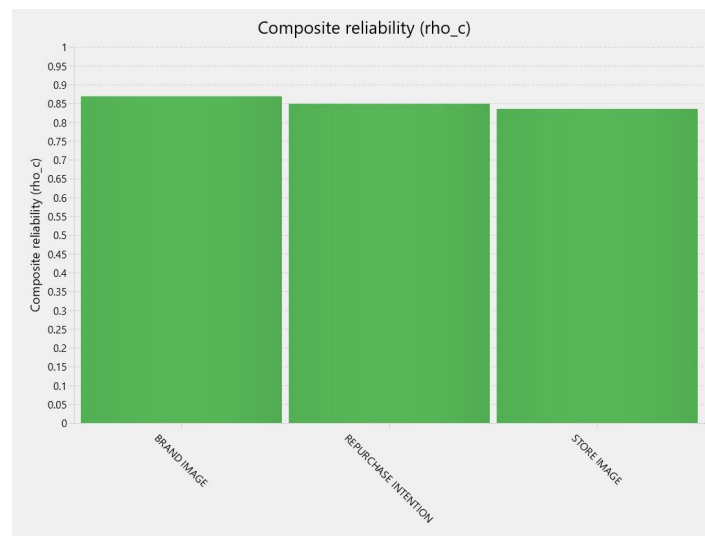


Figure No. 5: Composite reliability (rho_c)

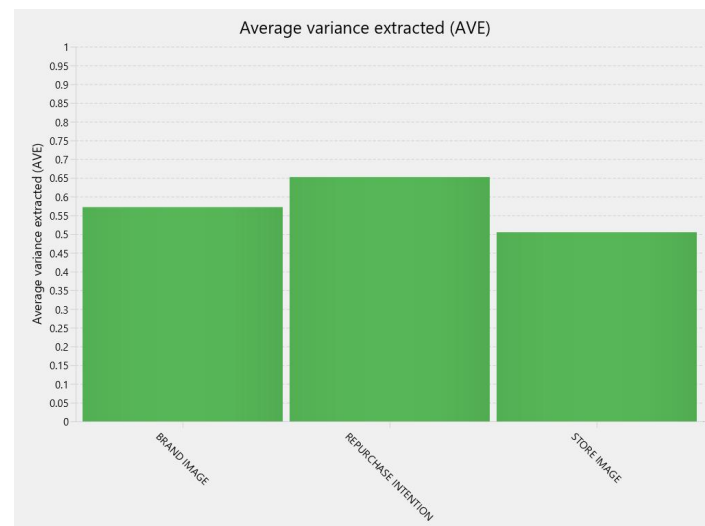


Figure No. 6: Average variance extracted (AVE)

Table No.4: Path Coefficients - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BRAND IMAGE -> REPURCHASE INTENTION	0.174	0.196	0.081	2.137	0.033
STORE IMAGE -> REPURCHASE INTENTION	0.400	0.411	0.092	4.332	0.000

The results of hypotheses testing using path coefficient analysis are presented in Table No. 4. The path between **Brand Image and Repurchase Intention** shows a significant effect ($\beta = 0.174$, $T = 2.137$, $p = 0.033$), thereby supporting **Hypothesis 1**. Similarly, the path between

Store Image and Repurchase Intention also shows a significant effect ($\beta = 0.400$, $T = 4.332$, $p = 0.000$), thus supporting **Hypothesis 2**. Therefore, both proposed hypotheses are accepted, confirming that brand image and store image significantly affect the repurchase intention of apparel in Bangalore retail stores (Hair et al., 2019).

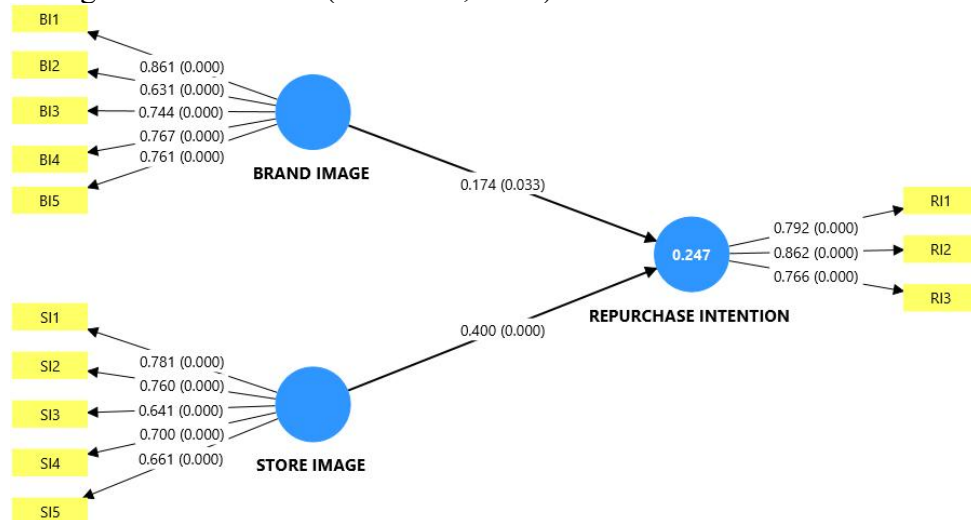


Figure No. 7: Structural Model showing Path coefficients and p values

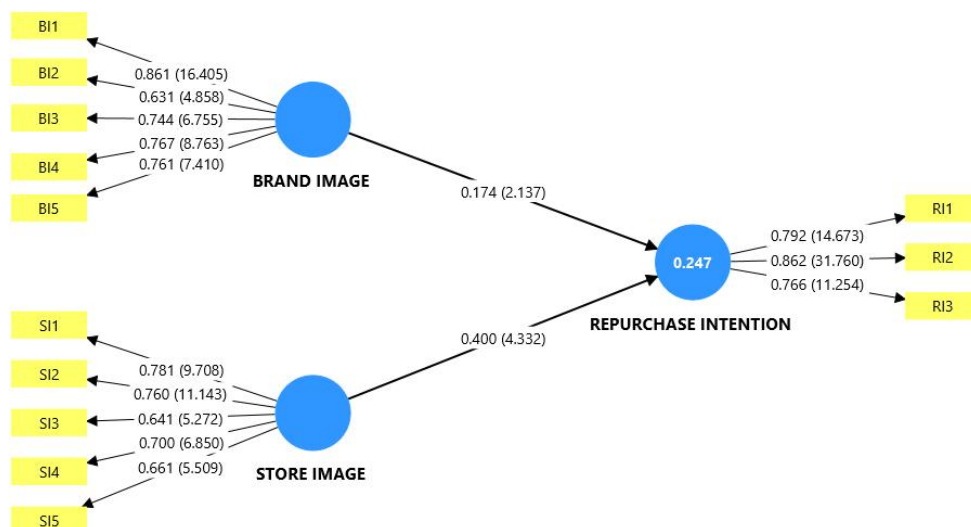


Figure No. 8: Structural Model showing Path coefficients and t values

8. Suggestions

Based on the study, it is suggested that Bangalore retail apparel stores should give consistent importance to both **brand image** and **store image** when aiming to enhance repurchase intention. For **brand image**, retailers are encouraged to carefully manage how customers perceive their brand by ensuring that the identity, values, and associations remain clear and positive in customers' minds. Efforts such as maintaining a recognizable brand presence, ensuring that customers feel confident in their choice, and fostering strong associations with quality apparel can help reinforce brand-related perceptions that lead to repeat purchases.

For **store image**, retailers should recognize that customer decisions to repurchase are strongly influenced by their perceptions of the shopping environment. It is therefore suggested that

retail stores pay close attention to how their stores are presented and experienced by customers. Elements such as layout, arrangement, atmosphere, and the overall impression customers take away from the store should be consistently aligned with customer expectations. A store environment that is welcoming, organized, and positively perceived will encourage customers to revisit and continue purchasing apparel.

In addition, it is suggested that both brand image and store image be managed in a complementary manner, since customers form purchase decisions not only based on how they view the brand but also on how they experience the retail environment. By ensuring harmony between brand perception and store experience, retailers can build a stronger foundation for encouraging repurchase intention.

9. Conclusion

This study set out to evaluate the effect of brand image and store image on repurchase intention of apparel in Bangalore retail stores. The analysis confirmed that both brand image ($\beta = 0.174$, $p = 0.033$) and store image ($\beta = 0.400$, $p = 0.000$) have a significant effect on repurchase intention, with the model explaining 24.7% of its variance. These findings validate the proposed hypotheses and highlight that both constructs are essential drivers of customer loyalty and repeat patronage. Theoretically, the study contributes to consumer behavior and retail marketing literature by confirming the role of branding and store experience in influencing repurchase behavior. Practically, the findings provide actionable insights for retailers to prioritize strategies that enhance both brand perception and in-store experience. Overall, the study concludes that maintaining a strong brand identity while simultaneously delivering a positive retail environment is critical to sustaining long-term customer relationships and driving repurchase intention in Bangalore's dynamic retail sector.

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