Investigating the impact of product-related and service quality attributes on re-purchase intention: Role of customer characteristics and customer satisfaction

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ABSTRACT

Pakistan is experiencing an enormous increase in the acceptance of western apparel shopping among people. To bind this opportunity, it is necessary to understand ensure the repurchase intention among customers. Hence this research article explored the impact of Service and Product related attributes on Re-purchase Intention: Role of customer characteristics and customer satisfaction in an apparel shopping context. The importance of product attributes and service attributes to the result of repurchase intention has been well documented. In the past, scarce studies will be done to check this relationship. The theoretical repurchase model was developed and tested using SEM on experiential data of 350 apparel brand customers. In Pakistan's scenario, the study's significance is that the clothing industry is becoming more frequent and increasingly focused on developing brands. Simultaneously, the Pakistan textile and clothing brands industry became more and more developed and strongly influenced the international market worldwide. The current research finding will enable marketers to realize the value of product and service attributes and depict the different factors of customer characteristics and customer satisfaction impact on repurchase intention for ensuring continuity among old customers. Furthermore, the current research will make a valuable addition to increasing repurchase intention literature for marketers.

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Introduction

The business environment is dynamic, and a business-centric approach is understood and applied by various organizations to get a competitive edge. In the current competitive dynamic business environment, marketing experts keep trying to give their best to expend as many resources as possible to transfer dreams into reality programs that are considered to satisfy existing customer needs and build up a long period of constant connection with the customer. Because we live in an era where people's consumption pattern is changing day by day, it is easy to behold current customers rather than a magnet for new customers.

Further, it is more expensive and intends more challenging for most firms to catch a fresh customer than they like to continue service or maintain accessible ones (Nunkoo et al., 2019). Hence, for both academicians and practitioners, it would be tough to recognize that how should improve customer satisfaction, trust and loyalty be enlarged because not only this has to be unstated, but also firms have to calculate the result of customer satisfaction, belief, and commitment on their footprints of repurchase intention. That's why marketing managers are also very much keen on understanding what stage of trust or loyalty can be transformed into enlarged customer retention repurchase intention, and thus sustainable growth and extensive-term profitability (Upamannu, Gulati, Chack, & Kaur, 2015).

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In this study, the intrinsic elements of customer characteristics discussed how customers think while purchasing intention. Further, customer satisfaction possibly participates in developing strategic association of Product-related attributes and service quality with repurchase intentions. According to (Wong & Dean 2009), The essential elements underneath customer characteristics in the 'traditional' foremost sacrifice are the time factor, price, consumer relationship proneness, and knowledge.

This study focuses on customer repurchase intention toward the branded clothes in Pakistan as far as Pakistan's fashion industry concern has excellent export potential regarding its niche markets. The successful differentiation point in marketing can be acquired through market segmentation, branding or Product differentiation, to name only a few aspects. In such marketing strategies, the organization is working what is usually known as "niche marketing". (Parrish, Cassill, & Oxenham, 2006) including the Middle East, India, United States, and Europe, but it is unable to valve into them because of the lack of skilled technicians and human resources, who play a crucial role in assuring goods' quality production. As the rivalry for new market segments and customers enlarged, CS also became a significant factor in specific businesses' success (Management, Excellence, Regional, & Management, 2014).

In this competitive environment, it is required that marketers do more concentration on other aspects and the customer itself (Raza et al., 2020). These days' customers are fetching more aware and demanding day by day, and their liking changes rapidly from time to time. A successful business can only maintain itself and survive when the marketers have a clear image of customers' needs and want the potential to build strong and long customer relationships with organizations and the actual business model.

The research objective of this study is to develop a model to find out a relationship between SQ and RPI, the relationship between PRA and RPI, the moderating effect of customer characteristics on both relations, and further the mediation of customer satisfaction in both relationships:

- i. *To determine the relationship between Service Quality and Repurchase Intention in branded clothes users.*
- ii. *To determine the relationship between Product-Related Attributes and Repurchase Intention in branded clothes users.*
- iii. *To determine the mediating effect of customer satisfaction on Service Quality and Repurchase Intention in branded clothes users.*
- iv. *To determine customer satisfaction's mediating effect on Product-Related Attributes and Repurchase Intention in branded clothes users.*
- v. *To determine the moderation effect of Customer Characteristics on the relationship of Product-Related Attributes and Repurchase Intention in branded clothes users.*
- vi. *To determine the moderation effect of Customer Characteristics on the relationship between Service Quality and Repurchase Intention in branded clothes users.*

There are many studies in the area of the apparel industry sector. In the Pakistan scenario, Pakistan has become a booming rising economy, especially the textile sector, as Pakistan's textile industry has highly developed in the latest years. Pakistan's clothing sector is contending to boost its market share and earnings share in the marketplace. Among all these companies, branded apparel has accelerated the usual clothing gear according to consumers' interests. Comparatively branded clothes sold at low cost and the other sold at a high price during both the products have a similar quality and other product features; the next question lift why is that? Brand allied studies always have continued with the key concern with both marketers and the organizations, which is because of its high significance and direct correlation with consumers (Zeb et al., 2011).

Social exchange theory (Liu, Leach, & Bernhardt, 2005) proposes that an individual's tendency to continue a relationship depends on the comparison level of alternatives and a person's satisfaction. The social exchange theory is characterized as emotional estimation such as (satisfaction with the conclusion of quality, satisfaction with process quality) and rational evaluation (For example, trust, learning) (Chou & Hsu, 2016).

Therefore, this study's primary purpose is to examine the rising patterns of customer repurchase intention in Pakistan's specific region by analyzing product-related attributes and service-related attributes' relative effects. The context also investigates the moderate consequence of customer characteristics on repurchase intention. Furthermore, the mediation of customer satisfaction also essential to measure in these relationships.

Literature Review

Theoretical and Conceptual Background

Repurchase intention

The leading theory of repurchase Intention is fundamentally customized and implemented from social psychology and the marketing area. Social Exchange Theory (Upamannu et al., 2015) interprets repurchase intention in social psychology perception as a purpose to maintain or to continue in a link referred to as relation continuation. Customer Repurchase Intention is indicated as a sign of defensive marketing strategies that decide business failure and success(Cronin & Taylor, 1992). Customer Repurchase Intention evaluation can be obtained from surveys assessing current users' trends to repurchase or purchase a specific brand, product/service belonging to the same company. The "repurchase intention" and "behavioral intentions" are identical builds (Upamannu et al., 2015). Customer Repurchase Intention indicates to the consumer or individual the possibility that an individual will keep on to buy company-specific products or services in the future(Fang et al., 2011; Mirza et al., 2020). It is vital for the companies to categorize

customer retention very watchfully and what it means to understand that particular industry. The previous marketing research has featured the substance of customer repurchase intention indicating the purpose of frequent buy a specific product or service and retain the affiliation with the retailer (Chou & Hsu, 2016).

According to (R. L. Oliver, 1980), loyalty is considered as highly held promise to repeat purchase or re-buy a specific product or service again and again in the future, despite different situational aspects and successful marketing strategies efforts having the potential to reason increase in churn-rate behavior. Specifically, repeat purchase is only possible with creating and managing long term relationships with customers through adapting a firm's offering and through consistently providing superior value and enhancing customer satisfaction (R. Oliver & Westbrook, 1993). The effect of post-purchase decision making is often to ensure that the consumer is involved in buying a value-added service (Farhan & Nabeel, 2020; Zia, 2021)

Zeithaml, Berry, & Parasuraman (1993) argued in the previous studies that two repurchase stages are known. The first one intends to re-buy, and the second stage wants to engage the customers in positive word-of-mouth and suggestion to others. In the past, there has been a particular debate in the marketing research literature or studies is past purchasing behavior and one-time purchase are interrelated with specific customer behavior shortly (Ibzan, 2016).

Product-related Attribute

In the recent few years, the brand has increased its significance. The most essential and effective tool of the company's product or service is branding. The matter or combination of brands, such as the logo, trademark, image, identity, name, character, rhymes, personality, mascot, color, value and evolving entity, create the brand (Ebrahim & Fan, 2012). Companies are always ready to spend many amounts to create a brand and enhance products' quality.

Kim & Chan-Olmsted, (2005) In categorize to check the impact of product-related attribute values on the structure of brand attitudes, it is essential to calculate approximately the relationship between brand attributes and product attitudes. To check the depth of brand attitudes is a composite substance as an attitude is a complex set of affective, cognitive and behavioral procedures between an attitude entity and a consumer. While there are several diverse models of attitude that have been planned, the most generally established approach to modeling attitudes is a multi-attribute concept in which attitudes are a purpose of the connected attributes and profit that are most significant for the attitude objective itself.

Product information licenses consumers to practice new information more practically and better use evaluation strategies, which directs them to identify an ideal choice. Once products are multifaceted, consumers have the required job of identifying related attributes. Experts can better differentiate relevant and irrelevant information and recognize characteristics next to which commonly available alternatives can detract, thus falling the cognitive attempt compulsory for decision making (Heitmann, Lehmann, & Herrmann, 2007).

Ko et al. (2011) argued that many cross-cultural studies have recommended that Product attributes control consumers' purchase intentions another way depending on consumers' nationality and other distinctiveness such as culture and lifestyle. The impact on the whole quality, perceived value and repurchase sense ahead consumer behavior in requisites are different. This research study aims to verify the relation between product attributes and repurchase intention with the moderating role of customer characteristics?

H1: PRA (Product-related attributes) has a positive relationship with repurchase intention.

Service-Quality Attribute

In Today's modern era, delivering the service offered quality is a robust approach for any business's success in this competitive environment (Ramseook-Munhurrin, Naidoo, & Lukea-Bhiwajee, 2010). According to (Ramseook-Munhurrin et al., 2010), service quality is generally defined in a scenario as a difference between the service quality brought by the organization and the second thing, the service performance in which employees usually suppose theoretically. Service quality is also defined as a comprehensive conclusion or attitude involving the overall quality or advantage of the service (Ramseook-Munhurrin et al., 2010). The Service Quality Measurement determines the difference between the expectations/perceptions and is often direct to as a disconfirmation model (R. L. Oliver, 1980). The essential kinds were Reliability, courtesy, responsiveness, competence, access, 'communication, credibility, security, understanding or knowing and tangibles (Ramseook-Munhurrin et al., 2010). In 1988 they progressed the SERVQUAL, scope which distinct to five dimensions. The first one is Reliability (it is the capacity to execute the promised service reliably and expected), the second one is Responsiveness (it is compliance to listen or help the customers and provide assistance on time), the third one is Tangibles (it is physical appearance/facilities, equipment, and seem of personnel capacity), the fourth one is Assurance (knowledge/information and consideration of employees and their capability to inspire, 'trust and confidence), and the last one is Empathy (caring, personnel interest the firm gives to its customers). The SERVQUAL tool for measuring SQ has been criticizing for several criticisms. Most researchers in the services sector have captiousness the SERVQUAL dimensions, and they come with the statement that the dimensions convert with the type of service researches.

In the competitive business environment, service quality is considered one of the most critical factors in the organizations' progress. Furthermore, service quality is also recognized as a crucial determinant that permits an organization to differentiate from other organizations. It also helps an organization to get a sustainable competitive advantage which the other organization doesn't have.

H2. SQA (Service Quality related attributes) has a positive relationship with repurchase intention.

Customer Satisfaction

Yi & Gong, (2009) In the previous studies, researchers elaborate on customer satisfaction as a cognitive and sentimental reaction to the service encounter meet-up. Researchers also argue that customer satisfaction contains both emotional and mental mechanisms. The cognitive factor directs a customer's evaluation of the perceived expected performance in conditions of its potential in assessment with some pre-evaluated expectation standards. Research shows that customer satisfaction is an essential fundamental source of an organization's success or failure and is also necessary for organizations. It has a substantial and positive impact on its overall financial performance (Hee & Suh, 2003).

The level of overall pleasure or satisfaction felt by the customer in response to the ability of the product and service quality to accomplish the customer's needs, expectations and requirements concerning the product-related and service-related attributes (Matzler, Fuchs, & Schubert, 2004). In advanced management theory, customer satisfaction is one of the most imperative and fundamental drivers of customer satisfaction, quality, productivity and repurchase intention. It also is that once the consumer is happy, the Product or service is re-buy. Researchers argue the most key effects and customer satisfaction theories (Matzler et al., 2004). Customer satisfaction is a marketing technique that evaluates how services or products bring by a firm in the market or surpass a customer's expectation. Customer satisfaction is now recognizing as the corporate level strategy and base on a relationship between marketing and management departments and one of the most authentic sources to get a competitive edge. The expressive tool consists of various feelings such as happiness, bliss and disappointment (Ashraf et al., 2018). According to (Cronin & Taylor, 1992), there is a constructive and robust link between customer satisfaction and customer repurchase intention. That's also since scholars have recognized and are well known for the large concentration in the literature. According to (Zeithaml et al., 1993), customer's behavioral intentions can be calculated by several components like repurchase intentions, customer satisfaction, positive/negative word-of-mouth, customer loyalty, feedback, long-term relationship complaining or problem-solving behavior and price sensitivity.

H3: CS (Customer Satisfaction) mediates the relationship of PRA (Product Related Attribute) with RI (Repurchase Intention)

Yi & Gong, (2009) argued and comes with the logic in the exit-voice theory which supposes that there is always an option for the dissatisfied customer of never using or consume the Product or services of the provider again and looking for switching to use the products or service of another company. (Cronin & Taylor, 1992) accomplished that the level of service delivered to the customers, the service itself and usually the customer satisfaction with the service provided had a straight impact on the intentions of customers to go or continue with the present service provider in the future or not, for this firms are investing heavily on a long term relationship with the customers whether they are satisfied with the services. There is a fact that always a satisfied customer occurrence with a service, firms could encourage the customer to increase their usage of an organization service and intentions in the sense of repurchase in the future (Lam, Shankar, Erramilli, & Murthy, 2004). Oliver (1980) proposes satisfaction into three proportions. The first one is co-native, cognitive comes on second and thirdly is affective, which wrap up in repeat usage. Customer satisfaction often plays the task of mediating among customer perceptions and creating behavioral intentions in service quality (Cronin & Taylor, 1992).

Most previous studies propose that usually CS with a service is linked to return to a similar service supplier and exhibit customers' satisfaction as a powerful instrument to keep the customers loyal in the future and assure the positive repurchase intentions. This research shows that overall customer satisfaction has a mediating effect on product-related attributes and service quality attributes.

H4: CS (Customer Satisfaction) mediates the relationship of SQA (Service Quality Attribute) with RI (Repurchase Intention)

Customer Characteristics

Attributes of Product or service are defining features that distinguish a service or Product what a consumer has in mind regarding the service/product or has and what is concerned with its buy or use. (Keller, 1993).

Product-related attributes are elaborate as the components essential for dealing with the final consumers' service or product intention. Therefore, they narrate to a product working or service necessities. Product-related attributes contrast by Product or service category from which category it belongs. In previous studies as a comparison with product-related details with non-product-related attributes are further elaborate as external characteristics of the service/product that narrate to its buy or use. (Keller, 1993)

The traditional main sacrifice elements consist of price, knowledge, time, and consumer relationship proneness (Wong & Dean, 2009). The degree of price consciousness is distinct as the customer is focused on paying low prices for specific products or services. Price is considered as one of the most vital marketplace cues most of the consumer segment is price-conscious. The persistent control of price variation is due in element to the certainty that the price sign is here in all consumer purchase circumstances and at least signify to all customers the quantity of economic payout that necessarily is a surrender in arrange to link with a known buy matter. (Lichtenstein, Ridgway, & Netemeyer, 1993).

H3. CC (Customer Characteristics) moderate the relationship of PRA (Product Related Attribute) with RPI (Repurchase Intention)

Strict in this approach, price represents the quantity of money that a consumer willing to spend that must be given up. For that reason, higher prices inversely involve buy probabilities. The degree to which a store's customer focuses mainly on paying a low price is

defined as price consciousness. The impact of the price is thought to be the value of the trade-off between quality and price. (Rondán Cataluña, García, & Phau, 2006).

The perception of the price indication for some customers can be characterized more closely as reflecting price consciousness. Different researchers in previous studies have been used the term "price consciousness," which refers to a price-related cognition (Lichtenstein et al., 1993).

The feeling of time pressure is essential to customers while shopping. Increasingly, shop keepers concentrate on their offer towards the customers who highlight time pressure because the shop keeper knows the importance of customer short time pressure. (Wong & Dean, 2009). Time pressure refers to customer time accessibility, which can be considered a price or a sacrifice as mentioned above and will most be expected to refer to customers' customer time value assessments (Srinivasan & Ratchford, 1991).

We also investigate consumer relationship proneness as a customer characteristics (Mai & Zhao, 2004) found the study's relationship that shoppers make small purchases for the specific Product and regular visits to a similar store, signifying that they may be a connection between customer prone or customer repurchase intention. Scholars in previous studies elaborate that there is an intrinsic relation between relationship proneness with repurchase intention and further also argued that importance is formed from a relational settlement resulting from interacting with the retail service provider by dipping exchange doubt and helping the consumer appearance reliable and stable expectations (Wong & Dean, 2009). Furthermore (Vázquez-Carrasco & Foxall, 2006) establish the relationship that consumer affiliation proneness is linked to relationship benefits as well as customer satisfaction, including the critical service attribute by the service provider, appealing in a strong "positive word of mouth" communications, and displaying the repurchase intention to stay in the long term relationship.

H4. CC (Customer Characteristics) moderate the relationship of SQA (Service Quality-Related Attribute) with RPI (Repurchase Intention)

Research and Methodology

As far as the current study concern the research philosophy, as we discussed above, is "positivism" because there are the minor amount biases in the data, and the results are found after the analysis in this research are ideal, the researcher has no individual assessment and infer outcomes and deliberate on figures.

As presented research is quantitative, it follows the deductive approach because, in this research, the research intention is narrow down from a common problem to a specific problem. This research is also going to test the theory through a hypothesis.

In this research, data were collected by questionnaire from respondents of apparel brand customers. The simple random technique is used for data collection. For which I collect data from the general public. The data was collected all through the period of Oct 2019 to Nov 2019. The information was collected initially from different users of Apparel brand clothes. There were 350 questionnaires in total; out of these 350 questionnaires collected, 287 questionnaires were completed in all aspects. After collecting the completed questionnaires, these questionnaires were veiled and entered into SPSS lead for additional analysis.

However, this current research study to collect data from respondent's quantitative techniques was applied. In this perspective, the survey method was chosen from the data collection technique. The main population is the users of those apparel branded clothes. In Pakistan, these apparel-branded stores in a large number many national and multinational brands are operating. For example, Outfitters, Breakout, Stone Age, Cougar, Levis, Fifth Avenue, React, Cambridge men, Ideas, charcoal, Uniworth, Next, Leisure Club, Bonanza have their outlets and stores in the main cities of Pakistan. The reason behind such selection is that this research aims to investigate how much service and product-related attributes impact customer repurchase intention, so the customers of these national and multinational branded clothing stores are targeted.

Theoretical Framework

Figure 1: Theoretical framework

Measurement Development

Table 1: Scales and related sources

Variable	Dimension	Source
Product-Related Attributes	9	(Heitmann et al., 2007) (Suri & Monroe, 2003) (Izak & Son, 2007)
Service-Related Attributes	5	(Ramseook-Munhurrun et al., 2010)
Customer Characteristics	5	(Wong & Dean, 2009) (Bettencourt, Gwinner, & Meuter, 2001)
Re-purchase Intention	6	Zeithaml et al. (1996) Cronin et al. (2000) Wang et al. (2004)

Note: To gauge the latent construct, scales were adopted from different authors. all items were closed-ended and were accessed on the 1-5 point Likert scale.

Result and Analysis

For conducting this research total of 350 questionnaires were distributed and collected. First of all, questionnaires were verified through the data screening process. During this process, 63 out of 350 were not considered to include due to missing values or data using the "case listwise deletion method". this technique has the favorable pragmatic position in a way that it is broadly utilized as a part of different multivariate procedures and it doesn't require extra calculations.

Outliers should be identified as part of data analysis (Hair, 2010). In the present research, outliers have been detected using a box plot technique through a statistical package for social sciences (SPSS) software. After carefully analyzing the outliers, 60 cases are omitted for further data analysis.

Descriptive statistics (Demographics)

This study was conducted in the mid of 2020, which involves 350 current apparel brand clothes users in Pakistan. 63 out of 350 were returned incomplete, and they were excluded from data analysis. Overall, 287 responses were correct and taken for data analysis, as shown in Figure 1. The response rate of this study is 82%. As explained in Table 2, there were 100 male and 186 female participants (33.4% and 64.8%, respectively). So, the ratio of female participants is slightly high than male respondents.

Table 2: Demographical Characteristics

Demographical Characteristics	Groups	Frequency	Percentage
Age	18-25	242	84.3
	26-33	32	11.1
	34-41	12	4.2
	41 above	1	0.3
Gender	Male	101	35.2
	Female	186	64.8
Education	Intermediate	46	16
	Graduation	129	44.9
	Master	103	35.9
	Other	9	3.1
Experience Level	0-5	235	81.9
	6-10	38	13.2
	11-15	6	2.1
	Other	8	2.8
Designation Level	Managerial	70	24.4
	non-managerial	215	74.9

Descriptive Statistics (Variables)

Table 3 explains respondents' response analysis in terms of their total number "N", minimum, maximum, mean and standard deviation. The minimum response rate can be "1," which means strongly disagree, "2" means disagree, "3" means neutral, "4" means agree, and the maximum can be "5," which means strongly agree. There are a total of thirty questions which are covering the evaluation of product-related attributes. This table's mean average value is 3.24, which means most of the responses are between agreeing and neutral most of the answers fall in between neutral and agree.

Descriptive Statistics (N=287)

Table 3: Respondents' response analysis in terms of their total number

Q			PRA		SQA		RP		CC		CS	
	Min	Max	M	S.D.	M	S.D.	M	S.D.	M	S.D.	M	S.D.
Q1	1	5	2.82	1.196	3.08	1.252	3.05	1.165	3.14	1.154	3.14	1.154
Q2	1	5	3.13	1.047	3.21	1.153	3.07	1.166	3.30	1.091	3.30	1.091
Q3	1	5	3.45	1.196	3.29	1.139	3.37	1.120	3.19	1.150	3.19	1.150
Q4	1	5	3.45	1.036	3.45	1.108	3.32	1.081	3.22	1.169	3.22	1.169
Q5	1	5	3.22	1.161	3.50	1.191	3.31	2.664	3.32	1.172	3.32	1.172
Q6	1	5	3.26	1.178			3.45	1.178				
Q7	1	5	3.30	1.125								
Q8	1	5	3.27	1.135								
Q9	1	5	3.35	1.190								
Valid N												
(listwise)												

Reliability Analysis

The consistent tendency found in repeated measurements is referred to as Reliability (Hensel, 1998). A technique is used in research to check the consistency and stability of measurement tools. For this Cronbach's alpha is used to access the Reliability (Fornell & Larcker, 1981). the recommended value for Cronbach's alpha is 0.60 (Gliem & Gliem, 2003). It can be seen from Table 4 that the constructs used in this study are reliable because all values of Cronbach's alpha are above the threshold value, which is 0.60.

Table 4: Reliability analysis results

Construct	Mean	SD	CC	PRA	SQA	RPI	CS
CC	3.24	.85	---				
PRA	3.25	.70	.37**	---			
SQA	3.31	.89	.62**	.37**	---		
RPI	3.26	.91	.36**	.41**	.50**	---	
CS	3.33	.80	.57**	.41	.58**	.41**	---

**P<.01; Pearson-two tailed, SD= Standard Deviation, CC= Customer characteristics, PRA= Product related attributes, SQA= Switching cost, RPI= Re-purchase intention, CS=Customer satisfaction

Validity

Validity means whether the researcher is measuring the same as what the researcher is claiming to analyze. Construct validity is used to measure what it intends to measure and the questionnaire's accuracy (Hair, 2010). There are two categories of construct validity discriminant and convergent validity.

Convergent validity indicates the construct factors that are supposed to be related to each other or associated. Researchers use compound Reliability and standard variance remove to measure convergent validity. According to (Awang, Wan Afthanorhan, & Asri, 2015), AVE's value must be greater than 0.50, and the value of CR must be greater than 0.60 to measure the convergent validity. As in the table, CR's value is superior to 0.60, and the value of AVE is outstanding than 0.50, so the convergent validity is adequate.

Discriminant validity means the construct factors that are supposed to have no relationship or are not interlinked. According to (Awang et al., 2015; Fornell & Larcker, 1981; Hair, 2010), ASV should be less than AVE. In the table, it is evident that ASV is less AVE.

Table 5: Validity scores

Construct	CR	AVE	MSV	ASV
PRA	.73	.59	.17	.09
SQA	.77	.56	.09	.06
CS	.79	.54	.06	.07
CC	.85	.53	.21	.06
RPI	.81	.58	.13	.08

PRA: Product Related Attributes, SQA: Service Quality Attributes, CS: Customer Satisfaction, CC: Customer Characteristics, RPI: Repurchase Intention

Model Fit Indices

While the model fitness is determined through different matrices of the goodness of fit suggested in early studies (Hu & Bentler, 1999). Model fitness is said to be how much correlation was explained by the proposed model between variables. If the proposed model and observed model correlations are significantly different, the model is not fit and vice versa. Table 6 explains the values of the goodness of fit and error. GFI and CFI values describe the model's fitness, and the value of GFI and CFI should be greater than 0.7. In this study, the GFI value is 0.945 and CFI is 0.920; these results show that our model fits because its values are more significant than 0.7. This model is an absolute fit as both values are above 0.9. This table also explains the error that falls in this model. There should be a minimum error in the model to prove its fitness. Minimum error is another dimension to look at the model's fitness; in a model, RMR and RMSEA values explain the error is falling. The value of RMR should be less than 0.08, and the value of RMSEA should be less than 0.07. Our study results the value of RMR is 0.04, which is less than 0.08, and the value of RMSEA is 0.06, which is also less than 0.7 so, this proves that our model has a minimal error. As we already had discussed, the minimum error is also a scale to measure the model's fitness so, our model is fit that this has a minimum error.

Table 6: Values of the goodness of fit

Model Fit	Values
GFI	.94
CFI	.92
RMR	.04
RMSEA	.06

Correlation

This study explains the correlation between variables. In the table, it is experiential that all analysis variables are significantly correlated with each other. The highest correlation is found between customer characteristics and service quality attributes which is 0.62. It is found that the correlation between customer satisfaction and quality attributes is 0.58, the correlation between customer characteristics. Customer satisfaction is 0.57, the correlation between repurchase intention and service quality attributes is also 0.50, the correlation value between repurchase intention and Product related attributes, customer satisfaction and Product associated attributes, customer satisfaction and repurchase intention is the same 0.41, the correlation between product-related attribute and customer characteristics, service quality attributes and Product related attributes is 0.37, and the correlation between repurchase intention and customer characteristics is 0.36.

Table 7: Correlation between variables

Items	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
Factor Loading (PRA)	0.59	0.65	0.60	0.56	0.52	0.52	0.52	0.53	0.55
Factor Loading (SQA)	0.77	0.70	0.81	0.61	0.56				
Factor Loading (CS)	0.67	0.66	0.69	0.69	0.62				
Factor Loading (CC)	0.67	0.66	0.69	0.69	0.62				

Path Analysis

Table 8 shows the regression weights and significant level of hypothesis relationship. This table explains the results of the two hypotheses of our study, H1, H2 respectively. This table provides evidence that the service quality attribute positively impacts repurchase intention, and the p-value is also less than 0.05. The relationship between Product-related Attribute and repurchase intention is also positive. The product-related Attribute has a positive impact on repurchase intention, and the p-value is also less than 0.05. SEM analysis exhibited optimistic estimates and S.E about independent variables to the dependent variable.

Table 8: The regression weights and significant level of hypothesis relationship

Paths	Estimates	S.E.	P
CS←PRA	.189	.094	0.009
CS←SQA	.675	.080	0.000
RPI←CS	.136	.130	0.000
RPI←PRA	.311	.101	0.000
RPI←SQA	.418	.106	0.000
CMIN/DF=2.91,	GFI=0.91,	CFI=0.94, RMR=0.05	RMSEA=0.07

Mediation

Table 9 is about the mediation results of this study. The third and fourth hypotheses suggest the mediating effects of customer satisfaction on repurchase intention through product-related attributes and service quality attributes. The table interprets the mediation results assuming that the indirect effect's value must be lesser than the total effect to prove that the mediation exists. In the third hypothesis, customer satisfaction mediates the relationship between repurchase intention and product-related Attributes. The value of the indirect effect is denoted by path c' is 0.368. The importance of total development is 0.695. Hence, the indirect effect's value is lesser than the full effect it means to exist. In the fourth hypothesis, in which customer satisfaction mediates the relationship between repurchase intention and service quality attribute, the indirect value is 0.499, and the importance of total effect is 0.605 the value total of the whole impact is higher than an indirect effect, which also proves that mediation exists in this relationship too.

Table 9: Moderation results of this study

Model Fit	CMIN/DF	GFI	CFI	RMR	RMSEA
Direct Effect	2.44	.91	.94	.04	.06
Indirect Effect	2.91	.95	.93	.06	.05
Structural Relationship		Path a	Path b	Path c	Path c'
PRA→CS→RPI		.529	.428	.695	.368
SQA→CS→RPI		.768	.236	.605	.499

Moderation

Table 9 is about the moderation results of this study. The fifth and sixth hypotheses propose the moderating effects of customer characteristics on repurchase intention through service quality attributes and product-related Attributes. The table exhibits the moderation results on hypothesis number 3(a). The table shows us that the GFI value is .97 and the CFI value is .98, which means that the model is fit. The RMR value is .04, and the RMSEA value is .066. Both values predict a minimum error in this moderation, whereas, in hypothesis number 3(b), the table shows us that the GFI value is .98 and the CFI value is .99, which means that the model is fit. The RMR value is .03, and the RMSEA value is .039. In this hypothesis, both values also predict a minimum error in this moderation, so we can say that this moderation is fit and error is also below the threshold level. This table also shows that the interaction term is significantly positive, which means our hypothesis is approved.

Table 10: Model Fit

Model Fit	CMIN/DF	GFI	CFI	RMR	RMSEA
Moderation 1	2.21	.97	.98	.04	.066
Moderation 2	1.43	.98	.99	.03	.039
Structural Relation			Estimates	S.E	P-Value
PRA→RPI			.167	.117	0.000
PRA*CC→RPI			.425	.130	0.000
SQA→RPI			.483	.131	0.000
SQA*CC→RPI			.142	.146	0.000

Hypothesis Results

The below Table 11 explains this study's hypothesis and its acceptance and rejection based on analysis done in the current and previous chapters. Hypothesis 1 is about product-related attributes that positively influence repurchase intention, which is approved in this study as shown in Table 7 in path analysis. Table 7 shows that the relationship is supported significantly with a 0.311 estimated value; if the value of Product related Attributes will increase by 1 point, then a 0.311 percent change will occur in the value of a dependent variable. The importance of the table also exhibits that model is fit with minimum error values.

The second theory is regarding the positive influence of service quality-related attributes on repurchase intention, which is also proved in this study. Table 7 shows the relationship is also approved significantly with a 0.418 estimate value.

The third and fourth hypothesis is about the first and second moderating influence of this study. Customer characteristics moderate the relationship between Product-related Attributes on repurchase intention and service quality features that impact repurchase intention. The results of this study have also proven this hypothesis in Table 9. Table 9 moderating table where Product-related Attribute on repurchase intention is highly significant with 0.425 estimates value moderating effect of customer characteristics and service quality Attribute on repurchase intention is also significantly high with 0.142 estimate value moderating effect of customer characteristics.

Table 11: Acceptance/Rejection of Hypotheses

Sr. #	Hypothesis	Approved	Rejected
1	PRA(Product related attributes) has a positive relationship on RPI(Repurchase intention).	✓	
2	SQA(Service Quality related attributes) has a positive relationship on RPI(Repurchase intention).	✓	
3	CS(Customer Satisfaction) mediates the relationship of PRA(Product Related Attribute) with RI(Repurchase Intention).	✓	
4	CS(Customer Satisfaction) mediates the relationship of PRA(Product Related Attribute) with RI(Repurchase intention)	✓	
5	CC(Customer Characteristics) moderates the relationship of PRA(Product Related Attribute) with RPI(Repurchase Intention)	✓	
6	CC(Customer Characteristics) moderates the relationship of SQA(Service Quality Related Attribute) with RPI(Repurchase Intention)	✓	

Discussion

This chapter will primarily grant a summary of the findings. Herein, mainly the conclusion and outcomes of the research study are evaluating once more. After that, the managerial implications of the current study are described. The recent research will be pursued by the recommendations and conclusions regarding the findings. In the last section of the present chapter, the study's limitations are explained, including future research suggestions.

It was revealed that Product related Attribute has a positive relationship with repurchase intention. That was expected since the product-related Attribute is likely to provide more awareness of branded clothing products. Based on these findings, it can be affirmed that customers can purchase branded clothing products once there is knowledge through promotion, advertisement, usage, or the visit.

In previous studies, researchers highlighted that service quality positively influences repurchase intention in online shopping and conventional retailing (Cronin & Taylor, 1992). A study done in China has investigated the relationship between service quality and repurchase intention and found the positive influence of service quality on repurchase intention (Zhu et al., 2009). So, many studies have proved this relation and its importance for consumers and organizations. This study has also confirmed the above-discussed association and has given us the answer to question number 2 that service quality positively influences repurchase intention.

The mediation of customer satisfaction has also been confirmed by this study in the relationship of product-related attributes and service quality attributes with repurchase intention. The association indicated that customer satisfaction is a substantial factor in triggering the repurchase intention of the customer. For instance, once the customers are satisfied with the products and services, it ultimately starts the customer to develop purposes of repurchasing. Furthermore, customer characteristics have also moderated on the relationships of product-related attributes and service quality attributes with repurchase intention. The positive consumer impressions suggest that individuals' have about their peers' buying habits significantly impact their buying perceptions. Therefore, it will be worthy of commenting that customer characteristics measure the customers' repurchase intentions substantially when satisfied with the products or services.

Conclusions

However, this study makes a theoretical contribution in different ways. Firstly, this study has extended the literature by exploring the customers' repurchase intention triggered by product-related attributes and customer characteristics. In this regard, the prior research studies claimed that repurchased customers' preferences could only be triggered by the customer's perceptions of being satisfied using the specific brand (Raza et al., 2020). Secondly, Pakistan is a developing country. Therefore, the clothing industry can also be considered as a growing industry. This study has explored developing countries like Pakistan and growing industries like the textile and clothing industry. However, this industry of Pakistan has a strong influence on local and international customers. Therefore, this study has contributed to the industrial assumptions by exploring that customer satisfaction and customer characteristics are crucial aspects of delivering quality products. These directly trigger the customers' repurchase intention. Therefore, by considering these implications, it will be worthwhile to mention that this study has contributed to the literature on repurchase intention and the textile and clothing industry.

Sales are the most crucial factor. It plays a vital role in modifying customer mindset; apparel clothing companies can use sales promotions marketing strategy to express the brand in the decision-making process from a customer point of view.

- In integrated marketing communication, fashion magazines can offer better and authentic outcomes to marketers to increase product sales compared to other marketing media vehicles. Also, the use of celebrity endorsement in movies will help to improve better results.

- Brand name in the apparel clothing industry is essential for customers. Still, alongside that extra necessary characteristic like product features, the marketing managers should also explain its quality and fashion.
- Brand positioning based on brand image and dependability, trust, perfect and friendly, creative, and emotional personality character involuntarily magnetizes the extrovert customers to illustrate their reliable characteristics. So marketing managers need to place their brand consequently.

The research study draws on both the segments of gender female/male of age group 20-35 as a sample; however, on a large scale, female customers may react differently in the different situations if the age cluster segment is distended. Due to limited resources and the time shortage constraint, the current research has been restricted to only 350 respondents of branded apparel users, which could have been done on a large scale, sample size, or additional respondents to make the research study extra authenticated and realistic. Accordingly, these two above highlighted barriers bound the examiner to know the outcome of this present research in the intact society because conclusions or findings based on this current study are not appropriate to the culture. The recent research is based on a sample taken from only 4 to 5 cities.

Also, this research study used fashion apparel as a vital entity for hypothesis testing. Customers may act in a different way and a different situation when reacting to distinct product classes. Consequently, potential research studies may consider these characteristics to include female/male applications and customer samples to other dissimilar product classes.

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