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Influence of Brand Signature, Brand Awareness, Brand Logo, Brand Image, Brand Attitude, Brand Reputation and Brand Performance: A Study on Apparel Industry

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ABSTRACT

The aim to conduct this study to assess the influence of brand signature, brand awareness, brand logo, brand image brand attitude, and brand reputation brand performance a study on apparel industry. The Attribution theory (Heider 1958) is reviewed in this paper as the hypothetical perspectives which show the improvement of the hypothesis. In this research, quantitative technique can be used. The results are tested with the help of PLS-SEM based on 300 survey questionnaires out of which 275 is useable. The results tell that brand signature, brand awareness, brand logo, brand image brand attitude, and brand reputation has a significant impact on brand performance.

Keywords: brand signature, brand awareness, brand logo, brand image brand attitude brand reputation

Background of Study

Recently, the rising of consumer consciousness has made consumers choose to purchase their familiar and favorable brand. Therefore, if businesses want to defeat their competitors, they have to make consumers love to buy their products and brands. The brand signature is a key as aspect of identification in branding (Van den Bosch et al., 2006). Brand signature can be constructed to attain particular responses dependent upon the nature of the communications and desired marketing objectives. Brand signature is an original, distinctive design based on the brand personality and identity that is carried across all brand communications (Foroudi 2016). A brand signature can be an efficient management tool to orchestrate the desired features that an organization wishes to convey to its stakeholders, specific in global market. A brand signature can add value for stakeholders and should clearly connect the name and logo of the organization it represents in the global marketplace (Foroudi et al., 2014). Brand awareness means the ability of a consumer can recognize and recall a brand in different situations (Ekinci 2018). Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see a product category, they can recall a brand name exactly, and brand recognition means consumers has ability to identify a brand when there is a brand cue (Keller 2003). Brand awareness



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consists of brand familiarity, and brand recognizable, and consistency in brand reputation and prefaced by brand performance implementation (Macdonald 2000). Brand signature is recommended as a tool useful for the service industry to manage their global hotel brand reputation and performance. A brand name offers a symbol that can assist consumers to identify service providers and to predict service results (Wang et al., 2019). Brand image



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has been defined as "perceptions of the brand that reflect consumer associations in the mind of the consumer" (Keller 1993). Brand Image is how customers think of a brand. It can be defined as the perception of the brand in the minds of the customers. Brand image develops over time. The customers form an image based on their interactions and experience with the brand (Yasin et al., 2007). These interactions take place in many forms and not necessarily involve the purchase or use of products and service (Hornig et al., 2012). Brand image has also been suggested to be an organization or cultural activity's characteristic that sets it apart from others (Camarero et al., 2010). Brand attitude is an opinion of consumers toward a product determined through market research. The brand attitude will tell what people think about a product or service, whether the product answers a consumer need, and just how much the product is wanted by the consumer. Creating an awareness concerning a cause or an initiative may eventually lead to positive and desirable changes in brand attitude (Foroudi et al., 2014). Brand attitude is the evaluative dimension of brand image, which results from consumer's beliefs and feelings towards the brand's attributes and benefits (Keller 2003). Brand attitudes represent the synthesis of all relevant brand elements present in consumers' memory and derived from experiencing the brand in various levels. Brand awareness is largely acknowledged as an antecedent to brand attitude. (Melewar et al., 2001) This relationship is supported by associative network memory models according to which the development of brand associations occur through linkages which are anchored on the nodes of brand awareness existing in consumers' memories (Keller 2003). Brand attitude refers to the habitual tendency of consumers to react to the brand in a way that they like or dislike, through learning and reinforcement. It is the basis for forming consumer brand behavior (such as brand selection) and represents consumers an overall evaluation of a brand (Ramesh et al., 2019). Brand attitudes include cognitive, emotional, and behavioral tendencies. Cognitive component is the consumer's evaluation of the relevant elements of the brand (Chaudhuri & Holbrook 2001). According to (Dowling 2001), the reputation of a brand/company is a combination of reliability, admiration, benevolence, respect, and confidence in current and plausible future actions of an organization – a combination which can easily be lost (Chun 2005). Brand reliability is advancing the understanding of factors that dilute or enhance brand strength; provides greater understating on the limits of brand extendibility; and provides insights on the value of building a brand portfolio (Xie and Peng 2014). The important role of branding has been studied extensively as it relates to the clothing industry which is fast growing in homogeneity. Sustainable clothing fashion is a rapidly growing concept that is not yet fully understood academically (Kutsenkova 2017). Through an examination of several forms of research centered around the emerging phenomenon of sustainable clothing fashion, there are several gaps that could provide the most successful context for mobilizing the movement through the global market. (Šerić, et al., 2019) in order to measuring the influence of branding strategies largely depends on brand loyalty which is a measure of the attachment the customer gives to a brand. (Aaker 1991), According to new research, the industry has grown 21% over the past three years. When compared to the luxury market, which saw mediocre growth in 2016, it's clear that fast fashion retailers are growing in favor. The concept of brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to achieve success among competitors (Zenker & Braun 2010). In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader. Awareness towards a brand and product has a critical role in aiding comparisons between products and consequent purchase (Herrera and Blanco, 2011). In order to achieve this



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feat, they need to understand consumers' buying behavior in order to help them evaluate the service being offered (Sharma et al., 2017).

Research Objectives

The impact of brand signature, brand awareness, brand logo brand image on brand attitude. The impact of brand attitude on brand reputation. The impact of brand reputation on brand performance

Research Questions

What is the impact of brand signature, brand awareness, brand logo brand image on brand attitude? What is the impact of brand attitude on brand reputation? What is the impact of brand reputation on brand performance?

Attribution theory (Heider 1958)

Attribution theory is concerned with how individuals interpret events and how this relates to their thinking and behavior. Heider (1958) was the first to propose a psychological theory of attribution, but Weiner and colleagues (Weiner 1986) developed a theoretical framework that has become a major research paradigm of social psychology. Attribution theory refers "to the perception or inference of cause" (Kelley and Michela 1980), how individuals may succeed or fail in dynamic interactions and what causes inferences they may make about particular behavior (Kelley and Michela, 1980). Attribution theory assumes that people try to determine why people do what they do, i.e., attribute causes to behavior (Jones et al, 1972). A person seeking to understand why another person did something may attribute one or more causes to that behavior. A three-stage process underlies an attribution: (1) the person must perceive or observe the behavior, (2) then the person must believe that the behavior was intentionally performed, and (3) then the person must determine if they believe the other person was forced to perform the behavior (in which case the cause is attributed to the situation) or not (in which case the cause is attributed to the other person). Attribution theory has been applied extensively in marketing and consumer behavior studies (Mizerski et al., 1979), and used to explain consumer decision-making (Mizerski et al., 1979). Attribution method determines the likelihood of satisfaction of consumers' attitudinally (Weiner, 2000). Furthermore, image favorability impacts consumer attitudes and behavior (Sen and Bhattacharya, 2001). This study applies attribution theory in relation to brand signature. In which supposes that people who attempt to understand the behavior of others by attributing feelings, beliefs, and intentions to them.

Brand Signature on Brand Attitude

Brand signature can be described as a halo that consumers use to infer an evaluation of products and services with which they are familiar (Henderson, 1998). Consumers may rely on existing attitudes towards brand name and logo when forming attitudes toward s a company or brand and can be changed over the time. Attitudes towards brand can be thought of as consumers' general liking or lack thereof. Advertising helps firms develop strategic positions to differentiate them and provide goodwill from consumers (Aitken et al. 2008). A brand signature can be an efficient management tool to orchestrate the desired features that an organization wishes to convey to its stakeholders, specific in global market. A brand signature can add value for stakeholders and should clearly connect the name and logo of the organization it represents in the global marketplace (Foroudi et al., 2014) For these reasons, global organizations spend substantial resources money, time, and research on brand signature development, which reflects organizational identity and helps shape its image in a positive way (Ban, 2001).

H1 Brand Signature has significance impact on Brand Attitude

Awareness of Brand on Brand Attitude



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Brand awareness consists of brand familiarity and brand recognizability. Consumers' awareness towards the company or brand can be emerged as one of the stepping stones in the customer purchasing process. (Keller, 1993). The higher degree of awareness can improve consumers' possibility to purchase a product or services. It can provide the company with long-standing sustainable competitive advantage. Social marketers highlight on generating awareness between the public to affect attitudes, association, and beliefs towards a particular organization or brand (Foroudi et al., 2014). Consumers' awareness is an instrument whereby businesses use to impact on consumer attitude to brand or company by creating association and belief of a target audience towards a particular organization, or product. In order to identify the success of consumer attitude to brand or company, it is important to create favorable brand association and brand belief (Foroudi et al., 2016). Brand awareness can be defined as customer's capability to distinguish and recognize a brand in diverse contexts. Kwon and Lennon, 2005, Awareness can effect perceptions and attitudes. Brand awareness reflects the salience of the brand in the customer's mind (Aaker, 1996). Creating an awareness concerning a cause or an initiative may eventually lead to positive and desirable changes in brand attitude (Henderson & Cote, 1998). The attribute usually perceived as satisfying which can be viewed more favorably and can be resulted in a more positive attitude toward the brand. (Batra & Ahtola, 1991). On the other hand, an attribute that is not perceived as satisfying can be observed as unfavorable and can be resulted in a more negative attitude toward the brand (Riel & Ban, 2001).

H2: Awareness of brand has significance impact on Brand Attitude

Brand Logo and Brand Attitude

Brand logo communicates a reliable message and the personality of the brand to the target audience globally. Companies make an effort to create understanding and familiarity with the product via its brand logo to increase both existing and prospective customers' recognition (Bernstein, 1986). Brand logo with unique symbolic meaning to help consumers identify their companies in a crowded marketplace and form images they associate with those identities (Argenti, 2007; Landa, 2006; Roy & Banerjee, 2014; Wheeler, 2006). Associations are triggered in memory through color's referential meaning. Thus, the color of a brand logo, corporate symbol, and other brand-related communications should activate related color associations, which contribute to the perception of a brand's personality (Labrecque & Milne, 2011; Kerckhove & Bock 2014). Brand logos and all other aspects of modern corporate communications are of vital importance (Panigyrakis & Kyrousi, 2018). Extending previous findings regarding the effects of design complexity and exposure in advertising to the field of brand logos, two experiments tested the effects of that is brand recognition and brand attitude (Grinsven & Dasb 2014).

H3: brand logo has significance impact on Brand Attitude

Brand Image and Brand Attitude

Brand is the total accumulation of customer experiences (Rahi, 2015). The brand is the identity of the product and image explains that is brand valuable or not explained that brand is as important as product itself (Kim et al., 2015). It differentiates the product with other products. Brand is an emblem or symbol and this symbol motivate the customer to buy their product (Rahi, 2015). A symbol may be called differently like logo according to the easiness or trademark moreover the key role of a brand is to distinguish a product with other on behalf of quality or service. It creates trust between customer and manufacturer and gives competitive advantages (Chernatony & Malcolm 1998). Consumer brand attitude based on two constructs (brand association and brand belief Pappu et al. (2005), Washburn & Plank (2002). BI comes when customers have overall experience



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about the brand. BI research emphasize on identity of you product if the product has unique qualities it will attract the customer and will create good BI. Hence, in order to maintain the brand identity it is important to maintain consistency about quality and services (Yoo & Donthu 2002) Research also explains that to attain customer attention via services and quality is the best tool to build strong image in customer minds (Rahi, 2015)

H4: Brand image has significant impact on brand attitude

Brand Attitude and Brand Reputation

Brand reputation refers to how a particular brand whether for an individual or a company is viewed by others. Reputation is one of the most important assets for a brand. Your brand reputation signals to consumers whether or not you can be trusted with their time, energy, (Riel, 1995). A favorable brand reputation means consumers trust your company, and feel good about purchasing your goods or services (Dowling, 2001). A certain reputation of the corporation/brand is created and customers choose the brand with the image that best fits with their self-image. (Foroudi et al, 2017). Firms deliver a promise to customers through brand, from which expectations are formed. If promises are not kept, customers have a poor experience. Global brand reputation studies have focused on the effect of the logo, brand, and consumers' attitude on company reputation (Chun, 2005). As a part of corporate identity management, managers should try to project their company's logo and name in order to create or maintain a favorable image and reputation (Dutton et al., 1994). It has been point out that a consumer evaluation of corporate reputation has been discussed as the basis of corporate identity messages transmitted by the brand logo and brand name (Foroudi et al, 2016)

H5: Brand attitude has significant impact on brand reputation

Brand Reputation and Brand Performance

Brand reputation is an immediate picture of a brand based on the aggregated multiple images held by both its internal and external stakeholders over the years (Fombrun, 1996). It is essential to understand that brand reputation is not always the catalyst for sales and profit to rise. Brand performance is the result of desirability and profitability in a brand. Brand performance delivers top-line growth while reducing costs to improve the bottom line (Gotsi & Wilson 2001) It can be a consequence of improved current or future brand performance which can improve brand loyalty, brand re-purchase, and brand recommendation (Sabaté & Puente, 2003). If a brand faces any small undulation in reputation alteration, for instance product/service related issue, a hotel brand performance can have a like impact on brand loyalty and brand re-purchase as the main business outcomes which may last indefinitely (Xie & Peng 2009). Customers consider themselves to be similar to brands that demonstrate appealing actions. (Karaosmanoğlu et al, 2011) put it, "individuals consciously assess the organization's reputation when evaluating a company; however, they tend to base their final evaluations on the emotional appeal that organization holds for them (Monaco et al, 2000). Reputation is a perceptual representation of a company's past actions and future prospects that describes the firm's overall appeal to all of its key constituents when compared with other leading rivals (Fombrun, 1996). Brand reliability advances the understanding of factors that dilute and enhance brand strength, provides greater understanding on the limits of brand extendibility and provide insights on the value of building a brand portfolio. Brand goodwill is a cognitive type of reputation which is based on the functional capability of a brand (Oh, 2002). Brand goodwill is affect oriented and concerns the "non profit motivated actions (Wang et al., 2014)

H6: Brand reputation has significant impact on brand performance

Methodology



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this research is totally focused upon the Descriptive research. Methodology is an extensive theory for determining what are the different technique is methodical, hypothetical analysis method to a field of study.

These measures are used to find out the impact of brand signature, Brand logo awareness of brand, and brand image on brand attitude on brand reputation as well as reputation on brand performance at clothing industry of Karachi, Pakistan. Usually, it includes the concepts such as quantitative or qualitative, mixed. In this section examination emphasizes on brief summary about all the techniques & procedures which are used in this study for obtaining the results. The quantitative type of research is used to make researcher study more simplify. It normally includes collection and converting of data into numerical form as to apply calculation on the data for analysis in order to get some results and conclusions. The results obtain helps the research to interpret the relation amongst the variables studied. The aim of my research is to investigate the relationship b/w brand signature, awareness of brand, Brand logo and brand image on brand attitude on brand reputation as well as reputation on brand performance.

The aim of this study is to see the relationship of dependent variable that is brand performance to see the impact among them with the help of explanatory technique is used. The data for this research has been gathered from the adopted questionnaire and based on the evaluation of the outcome through investigative quantitative approach to transmit the outcome of the research. The collection of the data is formed by primary resource. The target audience has been gathered from consumers of clothing. This research is totally focused upon the clothing industry. The research design is used to explain about process that how to conduct and collect data for the study. To conduct this research, correlation analysis is used, which is a kind of research design applied to determine the association and link/relationship between the variables. Correlation design suggests that whether the relationship between the variables exists or not (Sekaran & Bougie, 2016). This study is for the institution purpose. For current research, Karachi is being considered as a geographical location due to the financial issue as well time of data collection is limited. Target audience is both male and female age is between 20-60 years. The target population of my research is the people who are using brand in clothing. The study is totally support on non-probability sampling technique, as mentioned above that the data collection taken from the clothing industry and the convenience method research is done so on the basis of random sampling so that the respondent on the random basis will give a chance to share their valuable knowledge. In this research, PLS-SEM technique is used to test hypothesis via SMART PLS software. The reason of using PLS-SEM is that it has vast potential for the SEM based researches (Hair et al., 2011). Researchers across the disciplines have appreciated its ability to model factors and composites that makes it a favorable method for research, also can be used for prediction purposes (Henseler et al., 2016). PLS SEM doesn't require data to be normally distributed and is non parametric statistical model (Hair Jr. et al., 2014).

Data Analysis

Factor Loadings

In factor loadings for all the items were above 0.70, which is as per the criterion (Fornell & Larcker, 1981) the composite reliability (CR) was calculated for the evaluation of internal consistency reliability for each variable. The criteria for evaluating the composite reliability is that it should be higher than 0.70 (Hair et al, 2011) and same criteria is met in this research. Average Variance Extracted (AVE) should be greater than 0.50, which is the mean of the squared loadings of indicators (Hair Jr et al., 2014). If it meets the criteria, i.e. above 0.50, it indicates that more than half of the indicators' variance is explained by the latent variable (Hair et al., 2011). Here, in this research, the AVE for each



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variable is above 0.50, which is as per the required criteria.

Factor Loading

ITEMS	Factor Loading	Adapted Source
Brand Signature , CR= 0.79 , AVE = 0.659		
The clothing brand name is easy to remember	0.844	
The clothing brand name is always timely does not get out of date	0.779	Klink (2003)
Brand awareness , CR= 0.829 , AVE = 0.619		
This clothing brand name is very well known	0.770	
This clothing brand is very visible	0.853	Haemoon Oh(2000)
This clothing brand is heard of a lot	0.733	
Brand attitude, CR= 0.884 , AVE = 0.604		
This brand is appealing	0.752	Nancy Spears and Surendra N. Singh (2004)
This brand is good	0.752	
This brand is pleasant	0.749	
This brand is favorable	0.813	
This brand is likable	0.817	
Brand image , CR= 0.844 , AVE = 0.643		
I am very satisfied with my overall experience at this restaurant	0.764	
Overall, this restaurant puts me in a good mood	0.81	
I have really enjoyed myself at this restaurant	0.81	Rahi (2015)
I am satisfied with service quality at the restaurant	0.793	Kim and Kim (2005).
I am satisfied with food quality at the restaurant	0.804	
I feel satisfied for choosing the restaurant to eat at	0.778	
Brand reputation , CR= 0.861, AVE = 0.609		
This brand is reputable	0.718	Veloutsou & Moutinho 2009 ;Xie and Peng
The services and products provided from	0.780	
This brand makes honest claims	0.818	
This brand is concerned about consumers	0.802	
Brand logo , CR= 0.854, AVE = 0.662		
This brand logo is very representative	0.839	
This brand logo is attractive	0.836	Henderson and Cote (1998)
This brand logo is sophisticated	0.764	
Brand performance , CR= 0.849, AVE = 0.585		
I am willing to recommend the brand of this company to others	0.804	
I am willing to recommend this brand to others	0.750	
I am willing to consider this brand as my first choice compared to other brands	0.785	(Jing Zhang and Yong He 2013)
I am willing to maintain long-term cooperative relationship with this brand	0.717	

This table clarifies the outer loading, composite reliability (CR) and average variance extracted (AVE) which demonstrates that all values above than 0.5 that mean average variance extracted is exact and composite reliability values additionally above than 0.7 that demonstrates the reliability of the variables and statistical importance.

Convergent Validity

To check the estimation model, there is required to check the convergent validity to discover the relationship among two variables and convergent validity describes how positively variables are connected with each other (Cunningham, Preacher & Banji, 2001).

Discriminant Validity (FLC AND HTMT)

It discovers the positive and negative effect on the construct and diverse construct in the model are correlated with every constructor. They haven't any relationship to recognize the discriminant validity there is expected to check the Fornell-Larcker criteria (Henseler, Ringle, & Sarstedt, 2015). Heterotrait-Monotrait ratio (HTMT) to construct the level of results (Hair et al., 2012) value ought to be greater than another build that demonstrates the square of the correlation of the variance. All the diagonal values are the square root of average variance extracted (AVEs) and undervalues is the correlation of different variables



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which is less than the above values.

Table 4.3

Fornell-Larcker Criterion

	BA	BA	BI	BL	BP	BR	BS
Brand Attitude	0.777						
Brand Awareness	0.519	0.787					
Brand Image	0.604	0.370	0.802				
Brand Logo	0.412	0.450	0.219	0.814			
Brand Performance	0.363	0.408	0.313	0.544	0.765		
Brand Reputation	0.530	0.562	0.393	0.497	0.604	0.780	
Brand Signature	0.408	0.359	0.266	0.478	0.369	0.410	0.812

Table 4.4

Heterotrait-Monotrait Ratio (HTMT)

	BA	BA	BI	BL	BP	BR	BS
Brand Attitude							
Brand Awareness	0.667						
Brand Image	0.769	0.528					
Brand Logo	0.503	0.608	0.304				
Brand Performance	0.433	0.538	0.408	0.719			
Brand Reputation	0.649	0.761	0.527	0.637	0.762		
Brand Signature	0.630	0.633	0.447	0.795	0.600	0.666	

The values of Heterotrait-Monotrait ratio (HTMT) ought to be less than 0.85 which checks the concern of discriminant validity. The Heterotrait-Monotrait ratio (HTMT), it's a new principle for examining discriminant validity (Henseler et al., 2015).

Path Analysis:

In path analysis, path values show the inference of one variable on other variable. In path the P value indicates significant impact when its value should be less than 0.05 (Sharafat, 2018), and T value indicate significant impact when its value should be greater than 1.96 (Sharafat, 2018). In table VI shows that the impacts of brand attitude -> brand reputation (T=3.312, P=0.001), brand awareness -> brand attitude (T=7.140, P=0.000), brand image -> brand attitude (T=4.238, P=0.000), brand logo -> brand attitude (T=6.090, P=0.000), brand reputation -> brand performance (T=3.312, P=0.001), brand signature -> brand attitude (T=2.419, P=0.001), thus, hypothesis H1 H2 H3 H4 H5 H6 was supported.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remarks
brand signature -> brand attitude	0.135	0.134	0.055	2.455	0.014	Supported
brand awareness -> brand attitude	0.241	0.242	0.057	4.238	0.000	Supported
brand logo -> brand attitude	0.141	0.142	0.058	2.419	0.016	Supported
brand image -> brand attitude	0.448	0.448	0.074	6.09	0.000	Supported
brand attitude -> brand reputation	0.53	0.527	0.074	7.14	0.000	Supported
brand reputation -> brand performance	0.604	0.604	0.046	13.218	0.000	Supported

The above table exhibits the path coefficient and significance of the internal model. For



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instance, the initial part portrays the direct impact, while brand attitude has significant impact on brand reputation (Jung & Seock 2016) same as brand awareness as has significant impact on brand attitude, brand image also has significant impact on brand attitude, brand logo has significant impact on brand attitude, brand reputation has significant impact on brand performance last but not the least brand signature has significant impact on brand attitude (Foroudi 2018, (Hatch & Schultz, 1997, Grinsven & Das 2014)

Discussion

As the result shows significant effect in H1 through showing P value with in criteria so it's supported. It is proved that Consumers pick out the clothing brand firms by its signature. (Foroudi et al., 2014).The result shows significant effect in H2 through showing P value with in criteria i-e 0.000 so it's supported the proposed hypothesis. As a result, brand awareness was revealed to be significantly and directly affected by brand attitude The irony of the above statement is considerable, since, to create a favorable brand attitude, clothing industry should rely solely on the attitude towards the consumers' awareness and its main elements recognizability and familiarity (Foroudi et al., 2019).The result shows significant effect in H3 through showing P value with in criteria i-e 0.016 so it's supported the proposed hypothesis. Organizations must recognize the design implications for all responses because multiple responses may be bring out and its implementation is thus essential. (Henderson et al., 2004).The forth hypothesis is also supported by having Prob value 0.000. brand image create attitude of brand subsequently by forming association to buy again and again (Ramesh et al 2018).The result shows significant effect in H5 through showing P value with in criteria i-e 0.000 so it's supported the proposed hypothesis. As a result, the findings illustrate that consumers attitude towards brand has positive impact on consumers' perception towards brand reputation. There is also a fit with the perspective advocated by Henderson et al. (2004), in that a company's logo helps communicate the company's goals, the message of which should be consistency (Bottomley & Doyle, 2006; Klink, 2003).The last hypothesis is also supported by having Prob value 0.000. An enduring, favorable brand reputation ensures a favorable brand performance and develops a positive attitude in stakeholders towards the organization (Riel, 1995; Riel and Balmer, 1997).

Coefficient of determination and Blindfolding

Below results show the value of R² and Q². As a rule of thumb R² should be more than 0.1. (Hair et al., 2012). The value of Q square should be greater than 0 (Stone, 1974). the values of Q square are >0 or with significant signs. Model that uses SEM analysis, thus it shows that the model is good.

Assessment of R square and Adjusted R square

	R Square	R Adjusted	Square Q ² (=1-SSE/SSO)
Brand Attitude	0.509	0.502	0.276
Brand Performance	0.365	0.362	0.190
Brand Reputation	0.280	0.278	0.151

This table demonstrates the strong relationship in the model. For instance, it characterizes as the best fit in the model that has a positive significant connection with other variables (Wetzels, Odekerken Schröder, & Van Oppen, 2009).

Conclusion

The purpose of this research was to find the relationship between discover the



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Influence of brand signature, brand awareness, brand image, brand logo, brand attitude, brand reputation on brand performance The main focus of this study is to investigate the effects of the factors on brand performance on clothing brands in Karachi. In this research data was collected through survey questionnaires in hard copy as well as through online, total 300 responses were collected on which different tests were run through SPSS out of which 275 useable data were then analyzed through Smart PLS. Different tests were run such as pilot study, convergent, discriminant validity and path analysis through bootstrapping. The findings of the research show that brand attitude has significant impact on brand reputation, because when the brand has an attitude by their goodwill so they will be reputed. Same as brand awareness also has significant impact on brand attitude. The reason related to it is the more consumer is aware of your product the more it will get reputation. The another hypothesis also supported in this research is brand image also has significant impact on brand attitude. This study shows how brand signature, awareness of consumers, brand logo and brand image have the significant impact on brand attitude and how the brand attitude helps in the development of brand reputation and brand performances.

Recommendations

- Suggested that one of the most vital features that seize a business in aiding its customers get brand awareness in the service provided is quality. To be able to achieve this, every business should be able to distinguish the true expectations and requirements of their consumers. Experts in this field argue that if an organization wants to develop a sustainable future, they should make it their prime responsibility to know the requirements of their customers (Ryu & Jang, 2008).
- Today's competitive market, combined with word of mouth through the Web, amplifies the impact customer loyalty has on financial performance at a restaurant, particularly so with establishments that are part of a chain or larger system.
- Before you can successfully use any inbound marketing tactics to build your brand, you must have a clear understanding of your company's value proposition. A clear value proposition states what you do, how you do it, who you do it for, and what makes you different from competitors. It's at the core of all inbound marketing tactics and improving your brand image.
- Providing on-going value to your target market is vital to better brand recognition and becoming the well-respected "go-to" person in your field.
- Brand identity is everything visual about a brand, including color, design, and a brand's logo. It's the manner in which a corporation, company, or business presents itself to the public. Your logo should be attractive.

Managerial implication

Manager's first need to define a brand's values and then ensure employees' values and behaviour are consistent with them. Historically, management has provided leadership through defining a brand's values. However, with the recognition of corporate branding, and therefore the critical role staff play, they need to be included in the internal debate about defining a brand's values. While management will still be required to initiate the process, staff should be encouraged to contribute to discussions. This study has important implications for the service managers. The present research demonstrated that customers use a repertoire of coping strategies in managing service failures. It was found that customers perceive vulnerability in high severe failure and engage in action coping and instrumental coping strategies to resolve the problem. Thus, service managers should devise recovery strategies that encourage customers to discuss the problem with the organization and find acceptable solutions. This would bring the failure to the service



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providers' attention helping them to adapt, monitor and maintain the service delivery process. Managers play a significant role in the development of the organization, with physical artefacts increasingly becoming part of the vocabulary of management thinking at a visible level of the organization.

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