An Analysis of the Relationship between Family Firm Image with Brand Loyalty and Purchase Intention

Vania Shafiq1, Anam Tariq2, Saroosh Tariq3

Abstract

Our research aims to study the impact of family firm image on brand loyalty and purchase intention. Our study also examines the mediating role of brand attachment on the relationship between family firm image and brand loyalty. Furthermore, our study analyzes the moderating role of attachment style (i.e., anxiety) and mediating role of brand attachment on the relationship between family firm image and purchase intention. Primary data was collected from 180 customers of Nishat Linen in Lahore through a convenience sampling technique. Our empirical findings support our hypotheses that family firm image has a significant positive impact on brand loyalty and purchase intention. In addition, results indicate that brand attachment influences customers' attitudes and customers prefer their family perceived brand over other brands. Moreover, our findings support a moderated mediation model.
Keywords: Attachment style, Brand Attachment, Brand loyalty, Family firm image, Purchase intentions.

It is becoming very challenging for any business to build a good brand identity in a competitive business environment. This study examines a family firm's image, and due to its creative skills, firms can increase their customers' attachment to the brand, make them loyal to the brand, and make more purchases. This paper highlights the significant mediating role of brand attachment on the relationship between family firm image and brand loyalty and the relationship between family firm image and purchase intention. The firms have a unique image in which families involve, invest, and make different from others. "Family persons make rare to the family firms, making them different from their non-family complement" (Berrone, 2012; Craig, 2008; Kellermanns, Eddleston, & Zellweger, 2010).

The history, value, and image of a business create a better perception in the mind of consumers; through this, they attain a competing advantage. (Gallucci et al, 2015; Presas, 2014). Family firms use different ways to develop a valuable image and identity for the firm's products to achieve the brand. Communication with customers about the family firm's image and personality enhances sales, generating profits for a firm. Family firms have marked the firm's image in the mind of the end consumers to increase the growth of overall firms so that the research about the topic becomes very valuable (Poza, 2013). It enhances the value of the business and creates a competitive advantage to make it different from others (Prugl, Astrachan, Botero, & Binz, 2018).

Family firm image is a new area for research in marketing and is necessary for the growth of brand loyalty and purchase intentions (Hauck & Prügl, 2015; Kellermanns, Kraiczy, & Hack, 2014, Pieper, Baldauf, Binz, & Hair, 2013; Santulli, Calabrò, & Gallucci, 2015; Cheng, Chang, Eggers, Covin, & Kraus, 2016). The family firm's image has created the reasons for the success or loss due to its image and capabilities, which makes the perception in the mind of customers (Chrisman, 2007; Gao & Kim, 2013, Chen et al., 2016; Prügl & Hauck, 2015). Marketers and researchers investigate family firm image and investigate how customers change their minds, perceive things, and the ways of

purchasing (Kenning & Beck, 2015; Binz et al., 2013). However, few studies focus on the image of the business firm (Sageder, Feldbauer, & Mitter, 2018).

The study highlights the significance of retaining customers based on the family firm's image. The reputation of family firms' impact on users' behavior remains vague (Sageder et al., 2015). This study helps understand how the image of family firms passes to the customer's (positive) reactions compared to the brand that has non-family firms. Family firms face problems if they do not fulfill the customer's desires according to their image, promise, and authenticity. Customers change their behaviors and purchases depending upon the product's quality and services. A good image of the firm and high-quality leads to generating high profit and growth of overall businesses. This research uses customer interference theory, proposing that customers have their opinions about brands they use as an informational feature; hence, they utilize it to describe the style of businesses. Customers increase their utilization of products and alter their behaviors toward brands according to the image, style of the family firms, and creativity. This research has various characteristics depending on their internal part, and the other one is the outside behavior external part. So, this research holds high scope, molding a vast net that utilizes any brand for growth and practical phenomenon for practice in any brand and achievements and growth of any business to succeed. Brand loyalty is valuable for the success of any business. To enhance brand loyalty, the role of the family firm image is most important, in which family business creates and develops the brand identity to achieve the advantage of differentiation from others.

It is vital to provide the family firm's image to enhance brand attachment, leading to brand loyalty and improving purchase intentions. Customers change their behavior with the image of brands. It may lead to low loyalty and decrease the purchase intentions with the low level of a brand's image. Brand image is an integral component of the firm's reputation and loyalty. Customers have interacted with the family firm's image, becoming loyal to the brand. The firm's image provides products with quality and many facilities to satisfy customers because

1 2 3 Business Studies Department, Kinnaird College for Women, Lahore, Pakistan. Corresponding Author: anam.tariq@kinnaird.edu.pk

dissatisfied customers may produce negative word of mouth. Attachment to the brand enhances the customer's relationship with the brand, and favorable behaviors of customers have been suggested by a previous study (Japutra et al., 2014; Brocato et al., 2015). So, this study has contended that not every customer is amenable to developing a durable connection with the brand by using a moderator (attachment anxiety). The underlying reason for the selection of family-owned firms it is approximately 99% of registered SMEs in Pakistan and significantly contribute to employment genderation and economic growth (Poza., 2013). So, this study has worked on the family firm image with purchase intention and loyalty by the mediating role of brand attachment. Therefore, this study aims to find how a family firm image may improve loyalty and purchase intentions in the clothing industry of Lahore.

Customers have their own opinions about brands that they use as customers describe brands based on the informational feature, they use to describe the nature of businesses. Brands have different features based on their internal part, and the other one is the external part outside their feeling. The internal part of a brand is linked to its shape, and the external link brand is linked to the organizational level and demographic level, which does not directly affect the product (Szybillo & Jacoby, 1974). In other cases, some intrinsic features are not available due to the new utilization of the product having no previous experience (Bredahl, 2004; Westjohn, Zdravkovic, & Magnusson, 2011). On the other side, the intrinsic features link with the external features due to the demographic change. Advertising is a tool to help the customers decide about purchasing a product or disposing of products; all are dependent on the customer's thinking toward products.

Advertisement includes all the terms about the product's information like benefits it, uses ways and prices. All new customers have a great source of information through advertisement, and they have no internal features to judge the benefits of the product. After the advertisement, customers decide to purchase the product and evaluate it with the features presented in the commercials. This theory has the "if-then" linkage through which they have internal sense feelings and external features feeling about the product. Singular interference of memory is the most critical factor in deciding on the individuals' product. Overall, interference is the most critical concept in understanding the customer's behavior and purchasing habit and makes it easy for customers to decide to make purchases (Kardesetal., 2004). Following are the research objectives of our study:

- To investigate the positive impact of the family firm's image on brand loyalty.
- To investigate the positive impact of the family firm's image on purchase intention.
- To investigate the mediating role of brand attachment on the relationship between family firm image and purchasing power of customers.
- To investigate a mediating role of brand attachment and a moderating role of attachment style (i.e., anxiety) on the relationship between the family firm image and brand loyalty.

Customers have positive and negative interference in the family firm's image. In the case of positive interference, they favor the brand and support its attitude; however, in negative interference, they dislike the brand and do not favor it. Customers create favorable relations with the brand and avoid hearing negative information about their brand, which they like and believe in its authenticity and good quality (Cheng et al., 2012). Customers who have a great attachment to a brand have attachment styles in which the attachment anxiety is due to product-harm issues (Whelan & Dawar 2014). The interference is based on the experience; therefore, the new customers should base on features they see in advertisements or other views. So, the customer interference theory deals with the customers' perception and behavior towards the family firm image. This study helps us increase a family firm's brand, and a family's brand needs to retain its customers. The impact of a family firm's identity on a customer's behavior endures vaguely (Sagederetal, 2015). The family firm image enhances brand loyalty and purchasing perception through the role of attachment, but some do not become loyal due to attachment styles in which attachment anxiety. Customers increase their purchases and change their behaviors toward brands according to the family firms' image, authenticity, and nature.

Literature Review and Hypothesis Development

Family Firms Image and Brand Loyalty

The family firm image predicts the customer's loyalty, repurchase intentions and attachment to brands due to their honesty (Haumann et al., 2014; Lam et al., 2012). Identifying the product's brand is the most essential element for loyalty, which describes its all driver. Customers' experience with product quality has a loyalty level with brands (Doran, 2017; Crogan & Kinsley, 2012). There is a direct relationship between the family firm's image and its quality and status, leading to brand loyalty. Quality directly influences customers' loyalty toward brands due to its unique nature (Chen & Hu, 2013). Customer satisfaction influences brand attachment, enhancing customer loyalty (Bernardo et al., 2013). The quality of the banking sector leads to the attachment of customers and becoming loyal to the brand (Correia, 2014; Mandhachitara & Poolthong, 2011). The quality and image of the firm directly affect behavioral and attitudinal loyalty (Li & Zheng, 2013).

Quality, image, and personality impact customers' loyalty (Casidy et al., 2014). Researchers investigate that brand connection has vital for customers' brand relationships (Thomson, 2018). Identifying any brand is explained as "a customer's received state of individuality with a brand" (Stok burger et al., 2012). They measure the customer's sense and feeling toward the brand, attachment level, and loyalty (Reimann et al. 2012). The primary task of the firms is to provide authenticity to the brand through which customers feel that this is an honest and quality brand and become loyal to the firm. Each firm can create loyalty with customers with high-quality products and services (Batra et al., 2012; Roux & Magnoni, Stokburger et al., 2012; Sen et al., 2015). Hence, the following is our proposed hypothesis:

H1: The image of a family firm has a significant response to brand loyalty.

Family Firm's Image and Purchase Intentions

The diversity of customers' Purchasing strengths with the brand's image all the customers change their purchasing strengths with the brand's image, which they can smoothly trust (Aaker, Vohs, & Mogilner, 2010). Family brand image enhances intention to purchase because customers enhance their purchasing power with their standard quality and behavior in the product (Herbst et al., 2012). Marketers use various investments and tools to develop a high, standard image and identity for the firm's products to achieve the brand. Communicating with customers about the family firm's image and personality enhances sales, generating profits.

Customers increase their purchases and change their behaviors toward brands according to the family firms' image, authenticity, and nature. The brand image is associated with brand equity because it enhances the value of the brands in the mind of customers. It links with the two dimensions. One is the brand's experience, and the other is a brand identity that enhances the knowledge of customers about the brand and changes the business's nature. Brand image is associated with the differential of products, quality, and nature of businesses.

The brand attachment, which links within the brand image and purchase intentions, is the authentic behavior of a business that leads to stability and rarity of customers with the brand (Moulardetal., 2016; Garrity, Rice, & Moulard, 2015). Family firm image links with customers' features about the brand and its behavior toward purchases and consumption patterns. Customers' relationship with the brand due to the brand attributes their thinking pattern and benefits which attached them towards the family firm image.

Brand image is the input or valuable factor to create firm-customers relationships. Every customer wants the high quality, authenticity, and trusted nature of businesses which leads to the experience and remains consistent with the brands. Family firms face problems if they do not fulfill the customer's desires according to their image, promise, and authenticity. Customers change their behaviors and purchase level low because customers link to products due to their quality and high services. A good image of the firm and high-quality leads to generating high profit and growth of overall businesses. All brands have the goals of trust, safety, rarity, stability, and status of good quality, which increases their profits and market shares values. Therefore, we hypothesize:

H2: The image of a family firm has a significant effect on intentions to purchase

Brand Attachment mediate between Family Firm Image and Purchase intentions

Customers want the future well-known everything about the brand and their work and keep all their information (Güldenberg, Kraus, O'Dwyer, Vallaster, & Eggers, 2013). "The amount to which consumers receive that brand managers are fundamentally persuaded in that they are ardent and concerned about giving their product" (Folse, Moulard, & Raggio, 2016). They trust the family firm's image. The manager makes their firm different through brand authenticity (Fritz, Bruhn, & Schoen Mueller, 2017; Moulardetal., 2016). The "Brand attachment, explained as a name that is received as unique, valuable, simple, and no slight to

itself and/or consumers" (Guèvremont, Malär, Grohmann, Morhart, & Girardin, 2015; Eggers et al., 2013). The marketer says that authenticity is a good manner to attach customers to brands and facilitates branding (Newman & Dhar 2014). Customers feel secure with the brand's attachment (Japutra, Ekinci, & Simkin 2014). Once customers are attached to the brand become loyal and influence others (Johnson, Thomson, & Jeffrey, 2015). To understand the authenticity of a brand it is necessary to explain its elements, such as the stability and rarity of the customers towards brands (Rice, Moulard, & Garrity, 2015; Moulard et al., 2016). Rarity is associated with "the amount to which customers receive that a brand is amazing or atypical related to the struggle". Individuals remain closed to brands for the uniqueness of a brand which leads to the firm's decision-making activities and good behaviors of skilled management. Family firms focus on their unique identity for the stability and rarity of customers with brands (Huisman, 2014; Moulard et al., 2016). Hence, we hypothesize:

H3: Brand attachment mediate the response between the image of the family firm and purchase intentions

Brand Attachment mediate and Attachment style Moderate between Family firm image and Brand loyalty

Customers show positive behavior and always bond with brands even brands show unethical and bad manners with customers is the brand attachment. The attachment with the brand is the positive behavior of the customers (Park et al., 2010). Brands maintain the family firm's history and traditions (Krappe, Goutas, and Schlippe, 2011; Sagederetal., 2018; Sagederetal., 2015). Brand attachments mediate, and attachment styles are moderators between family firm images and brand loyalty. Customers have some fear about the quality of products and neglect the purchase of products due to attachment styles. It may create problems to remain close with brands and become loyal to brands. The customers with low attachment anxiety remain close to the brand and make high purchases with stable relationships. The customers who have high anxiety attachment with the brands face more problems and stress to make relationships with the brand, establish loyal and high purchase behaviors. Attachment styles have two strategies: a hyper-activation strategy between the high anxiety for attachment and others for high avoidance of becoming attachment, which is a deactivation strategy.

High trust and emotional engagements are necessary to remain loyal to the brand (Tanford et al., 2016). These two are the components to remain loyal and closely attached to brands (Tanford & Baloglu, 2013). Customers who have strong trust in brands and benefit from the brand's authenticity have more attachments toward the brand, change in purchasing patterns and behaviors. Brand authenticity influences customers' perception, attachment level, and loyalty toward the brand (Tanford, 2016; Tanford et al., 2013). Loyalty and intentions to purchase are highly linked with the authenticity and quality of the trusted firms. Behaviors of customers and attachment to brand lead to loyalty intentions. Loyalty consists of the rating systems: the poor to good give according to their behaviors and intentions (Tanford et al., 2013). Communication is an important element of loyalty to the brand in which employees clearly explain their

messages to the customers and the features of the products (Raab et al., 2016). Through the brand, authenticity creates brand attachments, described as "the power of the connection linking the brand with the identity" (Park et al., 2010).

The family firm's image has different elements of variety and emotions for the attachments toward the brand. In most research, brand attachments are used as mediators that link with the emotions and experiences of the customers. Brand identification is more associated with the attachments to the brand and remains loyal. This identification is the "keeping a personal relationship with the brand and is thus a form of brand loyalty". Family firms explain that communication is the main scale for rewards to customers. Brand attachment, loyalty, and purchases have positive relationships that change by the quality of the brands in the customer's mind (Park et al., 2010). Brand attachment changes the customer's minds, loyalty, investment amount, and commitment toward brands. Loyalty changes the customer's visiting capacity towards the firm for purchasing purposes, "behaviors of loyalty are defined as per visit hours, visits in share (SOV) and share-of-folders (SOW)". Attachment influences customers' attitudes. They prefer their brand rather than others, even hearing negative about it (Schmalz & Orth, 2012).

Loyalty is based on the purchasing pattern, but in some cases, customers only visit and repurchase for need fulfillment. They do not consider them loyal customers (Tanford & Baloglu, 2013). Attachments influence the loyalty of the customers and their visiting level, so attachment styles influence brand attachment and brand loyalty and brand attachment, authenticity mediated betwixt family firm image, purchase intention, and brand loyalty. Customers have their own opinions about brands that they use; they have a beneficial feature for describing the style of businesses. They have different characteristics depending on their internal part, and the other one is the outside their expectations external part. The internal part link with the shape, while the external part link to the organizational level and demographic level, which does not directly affect the product (Szybillo & Jacoby, 1974). In other cases, some intrinsic features are not available due to the new utilization of the product having no previous experience (Bredahl, 2004; Westjohn, Zdravkovic, & Magnusson, 2011). On the other side, the intrinsic features link with the external features due to the demographic change. Advertising is a tool to help the customers decide about purchasing a product or disposing of products; it depends on the customer's thinking toward products. Customers who have a great attachment to a brand have attachment styles in which the attachment anxiety is due to product-harm issues (Whelan & Dawar 2014). The interference is based on the experience; therefore, the new customers should base on features they see in advertisements or other views. The customer interference theory deals with the perception of the customers and behavior towards the image of the family firm.

The family firm is a concept that involves different fields that consist of the financial sector, innovation, succession, and industries (Kim & Gao, 2013; Chen, Liu, Yang, & Chen, 2016; Calabrò, Filser, Kraus, Cheng, & Mensching, 2016). Family firm image is an exciting concept for research in marketing and necessary for growth (Hauck & Prügl, 2015; Kellermanns,

Kraiczy, & Hack, 2014, Pieper, Baldauf, Binz, & Hair, 2013; Santulli, Calabrò, & Gallucci, 2015; Cheng, Chang, Eggers, Covin, & Kraus, 2016). The firms have a unique image in which families involve, invest, and make different from others (Berrone, 2012; Kellermanns, Zellweger, & Eddleston, 2010).

The unique history, value, and image of the business create a better perception in the mind of consumers; through this, they attain a competing advantage. (Presas, 2014; Gallucci et al., 2015). Family firms use various methods to develop a standard image and identity for the firm's products to achieve the brand. The advertisement included all the terms about the information about the product like benefits it uses ways and prices. All new customers have a great source of information through advertisement, and they have no internal features to judge the benefits of the product. Communicating with customers about the family firm's image and personality enhances sales, generating profits. Hence, we hypothesize:

H4: Brand attachment mediate the relationship, and Attachment style moderates the connection between the Family firm image and brand loyalty
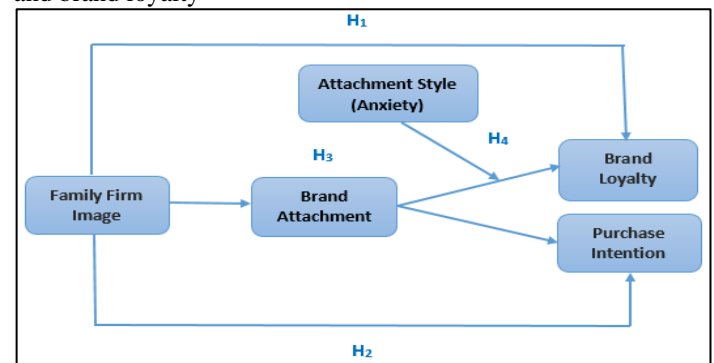

Figure 1: Conceptual Model

Research method and measurements

This section entails elements of research like the purpose of study, setting of research, time scope, analysis of units, and the type of study. Hayes attained mediation analyses with the bootstrap approach process for the hypotheses testing. To test the hypothesis that the family firm image affects brand loyalty with the mediating role of brand attachment and moderating of brand anxiety. The mediated moderation analysis was performed using (Model 14) to test the mediating role of brand attachment on the relationship between family firm image and purchase intention. Model 4 of process Hayes was used. The bootstrap of 1000 was with the test's confidence interval set as 90%.

Data collection and Samples

The questionnaire data was gathered through an online questionnaire and via email and utilized a survey filled with questions when interacting with respondents. The question will be quantitative questions close-ended and in English, using structured survey questions. The individual level is the unit of analysis. The target population is customers of the Nishat brand in Lahore, and this sample is chosen because Nishat is a family firm image and performs its task effectively. The item response theory is used for the selection of sample size. Item response theory is widely utilized in education to adjust items in questionnaires and number questions

on their position and skills. According to the item response theory projected (Nunnally, 1978), the investigator had to multiply 10 by the total number of items according to this item response theory. As per the item response theory, the sample size of this research is 180 (10*18). The study setting was the survey to measure the latent variables to collect the one-time and quantitative data. This executed research was a cross-sectional study, and data for this implementation were collected at one point in time, using the administered technique of a research questionnaire. One of the significant purposes of a cross-sectional study is to find out the results collected at one time period from the targeted population. Another advantage is that the data has been gathered at one time.

Results and findings

Description, measurement and reliability of variables

We measured the family firm image adopted from existing literature (Beck & Kenning, 2015) on four items utilizing a seven-point Likert scale (1 is strongly disagree, 7 strongly agrees), have Cronbach Alpha 0.67, which shows internal consistency. Brand attachment is measured by adopting the (Park et al.,2010) five items using seven points Likert scale (1 strongly disagrees, 7 strongly agree) has the Cronbach's coefficient of 0.75. Brand loyalty is calculated by a seven-point Likert scale adopted items of (Yim et al.,2008) three items with internal consistency by alpha's 0.64. the following variable is Purchase intentions, measured by seven points Likert scale adopted three items from existing literature (Shukla., 2010). The moderating variable measured using a seven-point liker scale, three items adapted from existing literature (Mende and Bolton, 2011), has an alpha value of 0.81. The overall reliability has 0.78, which presents perfect reliability that the data is trustworthy and presents that the internal consistency is high in all variables. The reliability analysis of variables is computed in the check of internal compatibility. Reliability refers to "the degree to which quantifies are free from errors and therefore represent consistent results". So, to find the internal compatibility or reliability of scale items, "Cronbach Alpha" is used to calculate internal compatibility. All the variables are reliable because of incompatibility. The alpha is examined as satisfactory and acceptable at 0.6 and above it (Larcker & Fornell., 1981).

Correlation analysis

The coefficient of correlation represents the relationship between the variables. The correlation matrix shows that family firm image has a positive relationship with brand loyalty (p<0.01, r is 0.610), which suggests that family firm image growth will increase customers' brand loyalty. The family firm's image is vital to increase brand loyalty. The brand attachment has a significant positive relationship with a family firm image (r= 0.56, p<0.01) to maintain loyalty. The family firm image positively relates to purchasing power (r =0.50, p<0.01). The moderator of this study has a significant relation of (r= .07, p<.01), which shows the moderate relation between brand attachment and loyalty.

Table 1: Descriptive, Reliabilities and Correlations of model

	M	SD	R	FFI	BA	PI	BL	Anxiety
FFI	5.92	.415	.674	1				
BA	5.91	.295	.752	.562	1			
BL	5.88	.487	.642	.610	.486	1		
PI	5.93	.473	.741	.499	.459	.647	1	
Anxiety	5.80	.483	.819	.420	.077	.422	.028	1

**. Correlation is significant at the level of 0.01 (2-tailed).
Source: Data has been extracted from SPSS 21

Table 2: Results of Hypotheses Testing

Model 4				
Outcome: B. Attach				
Model Summary	R	R- sq	F	P
	0.5615	0.3153	81.9619	0.0000
Model				
	Coeff	t	P	LLCI	ULCI
Constant	3.5505	13.5514	0.0000	3.1177	3.9837
Avg FFI	0.3996	9.0533	0.0000	0.3266	.4726

Outcome: PI					
Model Summary	R	R-sq	F	P	
	0.5441	0.2960	37.2173	0.0000	
Model					
	Coeff	t	P	LLCI	ULCI
Constant	1.0829	1.7810	0.0766	.0775	2.0883
FFI	0.4019	4.6272	0.0000	0.2583	0.5455
B. Attach	0.4182	3.4273	0.0008	0.2165	0.6200

Direct Effect of X on Y					
Effect	SE	t	P	LLCI	ULCI
0.4019	0.0869	4.6272	0.0000	0.2583	0.5455

Indirect Effect of X on Y				
B.Attach	Effect	Boot SE	LLCI	ULCI
	0.1671	0.0544	0.0764	0.2604

Source: Data has been extracted from SPSS.

Table 3: *Results of Hypotheses Testing*

Model 14				
Outcome: B.Attach				
Model Summary	R	R- sq	F	P
	0.5615	0.3153	81.9619	0.0000
Model				
	Coeff	t	P	LLCI	ULCI
Constant	3.5505	13.5514	0.0000	3.1177	3.9837
FFI	0.3996	9.0533	0.0000	0.3266	.4726

Outcome: Loyalty					
Model Summary	R	R-sq	F	P	
	.6807	0.4634	37.7815	0.0000	
Model					
	Coeff	t	P	LLCI	ULCI
Constant	11.9902	1.7809	0.0767	.8571	23.1232
FFI	0.4147	4.7007	0.0000	0.2688	0.5606
B.Attach	-1.7060	-1.4925	.1374	-3.5962	.1842
Anxiety	-1.8961	-1.6618	0.0983	-3.7828	-.0094
Int-1	.3649	1.8881	0.0607	.0453	.6844

Direct Effect of X on Y					
Effect	SE	t	P	LLCI	ULCI
0.4147	0.0882	4.7007	0.0000	0.2688	0.5606

The conditional indirect effect of X on Y of the moderator			
Anxiety effect	Boot-Se	BootLLCI	BootULCI
B.Attach	5.3333	.0570	.0051	.1907
B.Attach	5.6667	.0472	.0693	.2222
B.Attach	6.3333	.0608	.1500	.3423

Indirect moderation mediation			
Anxiety	Effect	Boot SE	LLCI	ULCI
	0.1458	0.0756	0.0277	0.2807

Source: Data has been extracted from SPSS.

Analysis and discussion

The demographic characteristics involved in this research were: (1) gender, (2) education, (3) age, (4) marital status, (5) income included for analysis. Total respondents were 180, of which males are 44 (24.4%), and females are 136 (75.6%) involved. Empirical findings show that 38.9% of the respondents lies between the age of 35 to 39 years, the age of 40 to 44 years is 26.7%. The age between 45-49 years is 18.9%, and above 50 years involved the remaining 15.6%. In total, 11 customers indicate their level of education as an intermediate which is 6.1%

of total respondents. The 59 customers have a bachelor's degree, which is 32.8%. In total, 91 customers indicated a master's degree as their education level, which 50.6% of total respondents. The remaining 19 customers indicate another in terms of education level, which is 10.6% of customers. Moreover, 65 (36.1%) respondents are single, and the remaining 115 (63.9%) are married in this study. The monthly income statistics found that respondents were earning under Rs. 25,000 is 58 (32.2%), between the range of Rs. 25,000 – Rs. 35,000 are 44 (24.4%), the customers who earn Rs. 35,000 – Rs. 45,000 incomes are 59 (32.8%), and the range above the Rs. 50,000 are remaining 19 (10.6%). The results show that all variables are correlated, family firm image is positively related to brand loyalty (r= .610, p=<.01). Brand attachment mediates between family firm image and loyalty (r=.56, p=<.01). Family firm image and purchase intentions are positively related (r=.50, p<.01). The moderator presents the relation between family firm image and loyalty (r=.07, p<.01).

Empirical findings show that all the hypotheses are significantly supported, family firm image enhances brand loyalty and purchase intentions. Moreover, our results found significant mediation analysis and moderated mediation model. The family firm image positively influences purchase intentions with a mediating role of brand attachment (model 4). Family firm image positively influence to purchase intentions (β=0.4019, t=4.6272, p=0.0000, LLCI= 0.2583, ULCI= 0.5455) supporting Hypothesis 2. The result of the mediation model indicates that the clear indirect effect through Brand attachment was significant since both class intervals are of the same sign (effect= 0.1671, Boot SE=0.0544, Boot LLCI= 0.0764, Boot ULCI=0.2604), supporting hypothesis 3. Brand attachment has a positive relationship with purchase intention (β= 0.4182, t=3.4273, p= .0008, LLCI=0.2165, ULCI=0.6200). The brand attachment has a significant positive effect on purchase intention as a mediator as both class intervals are of the same sign and the value of p is less than 0.10. This model shows that the family firm's image has a positive direct and indirect effect on purchase intention. The R-value of the model is (0.5615), which shows this model is a good fit. The family firm image is positively related to brand attachment (β=0.3669, t=9.0533, p=0.0000, LLCI=0.3266, ULCI=0.4726). Both LLCI & ULCI values have the same signs, so the relationship between variables is significant. Here mediator and moderator are both found to have an insignificant impact on y individually, but both together have a significant impact on y. This analysis shows that the Family firm's image has shown an important effect on Brand loyalty (effect= 0.4147, t= 4.7007, p=0.0000, LLCI=0.2688, ULCI= 0.5606), supporting Hypothesis 1. The family firm image has a significant effect on brand attachment (coefficient .3996, se.0441, t 9.0533, p.0000, LLCI .3266, ULCI .4726), but brand attachment has no significant effect on brand loyalty (coefficient -1.7060, SE 1.1431, t-1.4925, LLCI -3.5962, ULCI.1842). When moderators exist between brand attachment and loyalty, they have significant results on brand loyalty. Results found both direct effect (x on y) and indirect effect of x on y via mediator and moderator have been found to be significant. The findings indicate that indirect reaction through brand attachment as mediator and anxiety as

moderator was significant since both class intervals are of the same sign (effect= 0.1458, Boot SE=0.0756, Boot LLCI= 0.0277, Boot ULCI=0.2807), supporting hypothesis 4.

Conclusion, Limitations, and Future Directions

Our study examines the impact of family firm image on brand loyalty and purchase intention. In this study mediation model has been utilized to test the brand attachment mediates the relationship between the image of the family firm and purchase intention. The mediated moderation model has been used to test brand attachment as a mediator and attachment style (anxiety) as a moderator on the relationship between family firm image and brand loyalty. Moderated mediation results show that the firm family image has a significant relationship with brand loyalty and brand attachment mediates the relationship between family firm image and brand loyalty. The moderator plays a vital result in brand attachment and loyalty to the brand. Hence, we concluded that the image of a family firm enhances brand loyalty more than the non-family firm image, and attachment influences customers' attitudes. They prefer their brand rather than others, even hearing negative about it. It shows it supported the results of model mediated moderation. (Schmalz & Orth, 2012).

The mediation model (i.e., model 4) shows that brand attachment mediates family firm image and purchase intentions. Customers are attached to the brand due to the family firm image and increase their purchasing habits. The family firm image has unique and different natures in contrast with non-family firms, which achieve benefits due to the authenticity and truthful nature of the business, which increases customers' purchase intentions. The results of the mediation model supported that brand attachment positively mediates among family firm image and purchase intentions.

The current study focuses mainly on the relationship between the family firm's image, brand loyalty, and purchase intentions by analyzing the association among more firms related constructs that could be proved fruitful for further research. The second drawback of the research can be the small sample size. Although the sample size of 180 customers would be enough, a larger sample size would have covered the notion of more customers in more cities rather than only one city. The current study focuses only on one mediator and one moderator. It could be working on more variables. Due to finite resources and time limits, this study was controlled cross-sectional. In this research, the data was gathered at one point in time. From the current data, it limits the ability to draw occasional inferences.

In the future longitudinal studies should be employed to better classify the study's variables. Future research should try to discover mediators other than brand attachment that examine the effect of the family firm image, loyalty, and purchase intentions. In the future, attachment avoidance can be a moderator between brand attachment and loyalty, or brand attachment can be used as a moderator to examine the implementation of the family firm image and loyalty to the brand.

In the future, brand authenticity can mediate family firm image and brand trust or brand loyalty. More original studies could have been performed by inserting more variables into the framework.

This study will mirror other sectors or industries to generalize the study's conclusion in all sectors.

This study describes the predictors of loyalty to the brand and intentions to purchase. The research results explain that the family firm image predicts loyalty and intentions to purchase. The mediating effect of brand attachment and the moderator of attachment anxiety predicts the influence of brand attachment on brand loyalty. The research findings showed that brand attachment affects loyalty and intentions to purchase. The study's conclusion has a significant meaning for firms that want to enhance and improve customers' loyalty and purchasing intentions. The actual implications arise from the study in authority to boost brand loyalty and purchase intentions. The study's findings showed that there should be a relationship between family firms and customers to enhance loyalty to the brand and purchase intentions. The research implies that family firms should pay attention to the performance of innovative and qualitative products provided to customers. It gives them free samples to promote their new products and be aware that customers should not face problems because when they face difficulty using the product, they feel exhausted and could not become loyal to the brand.

Practical Implications

This study describes the predictors of loyalty to the brand and purchase intentions. The study results explain that the family firm image predicts loyalty to the brand and intentions to purchase, and the mediating effect of brand attachment and the moderator of attachment anxiety predicts the impact of customer's attachment on the loyalty of the brand. The research results showed that brand attachment affects loyalty to the brand and intentions to purchase. The study's conclusion has a significant meaning for the firms that want to enhance and improve the brand's loyalty and intentions to purchase customers.

The specific implications drive by the research. The study's findings showed that there should be a relationship between family firms and customers to enhance loyalty to the brand and purchase intentions. The research implies that family firms should pay attention to the performance of innovative and qualitative products provided to customers. It gives them free samples to promote their new products and be aware that customers should not face problems because when they face difficulty using the product, they feel exhausted and could not become loyal to the brand.

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