

[Appendix-A1]

**“An Empirical analysis of Brand Image and Experience on the
Purchase Intention of Post Millennial Consumers”**



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Abstract

This study aims to identify and understand the evident transition in consumption patterns in the new and emerging generation of customers, the post millennials or Gen Z. Post millennials include all those people who were born after 1995 currently 22 years old or younger. They've been described as independent, hard-working, driven, conscientious, socially conscious, socially connected and entrepreneurial. This is the generation that has been the most digital generation and have already seen everything therefore, acquiring their attention will require the marketers to adopt a more sensory approach. This means that, engaging just one or 2 senses is not enough to capture and divert their attention rather, this generation demands products that are more like experiences. Particularly, the purchase intention of post millennials is strongly influenced if the brand image resonates more with their individual personalities and self-image. Since very few researches have been conducted so far regarding how both these variables influence this particular generation, this study has been conducted to fill in that gap. In order to understand the impact of brand image and experience on purchase intention of these consumers, a questionnaire was prepared and data was collected from a sample of 310 respondents residing in twin cities of Pakistan. A multiple linear regression model is estimated to substantiate the likely impact of brand image and experience on the purchase intention of post millennials regarding the purchase of apparel brands. The main findings of the study suggest that brand image and sensory experiences are significant determinants of the purchase intention in existing postmodern marketing world. Accordingly, several implications for the practitioners and policy makers are highlighted to bridge the gap between theory and practice. This is done in line with a recognition of the limitations of the present study alongside possible avenues for future research.

Keywords: *Brand image, Brand experience, Purchase Intention, Post millennials.*