

# Relationship Between Brand Image And Store Image as Drivers of Repurchase Intention in Apparel Stores

RELATIONSHIP  
BETWEEN BRAND  
IMAGE AND STORE  
63

Pooja Bhakuni

HBIT, Kanpur, UP, India

Sneha Rajput

Prestige Institute of Management, Gwalior. MP. India.

Bhuvanesh Kumar Sharma

Symbiosis Institute of Business Management, Pune. Maharashtra, India

S.S. Bhakar

ITM University, Gwalior

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## Abstract

**Purpose-**In a competitive business environment, repurchasing determines the success rate and growth of an organization. The managers of the organizations are continuously making efforts to establish the name of their brands in the market. Most business organizations consider a brand image as a powerful asset for their growth. This research was conducted to study the importance of brand image and store image on repurchase intention.

**Design/methodology/approach-**The current study is causal. Data was collected from 500 respondents using a questionnaire on a 5-point Likert scale. A nonprobability purposive sampling technique was used to collect the data. Consistency was of data evaluated using reliability and the model was tested using SEM through SPSS AMOS 18.

**Findings-**The findings revealed that brand image does influence repurchase intention in the readymade garment stores ( $P < 0.05$ ). But on the other hand, the study revealed that store image does not affect repurchase intention directly ( $P > 0.05$ ). The model fit indices like  $\chi^2/DF$  were 1.25, GFI was 0.995, AGFI value was 0.982 indicating high acceptability of the model. PGFI was 0.284; CFI, NFI, TLI, and RMSEA were within threshold limits.

**Research Implications-**As per the finding, Indian customers have higher repurchased when they have a higher evaluation of the brand image. It shows that brand image is a necessary factor to build a successful repurchase intention. The study has a strong implication for store brands to have more focus on the brand image as it affects repurchase intention directly and gets affected by store image.

**Originality value-**This research supplies the unique learning to the retail store manager, brand manager and marketing managers to understand the perception of customers towards the brand image and store image and its impact on repurchase intention. It delivers comprehensions of the branding issue and compares to collected works, therefore contributing a thorough and detailed analysis to comprehend the phenomenon under investigation valuable for the retail sector.

**Keywords:** Brand image, emerging economies, readymade apparel store, repurchase intention, store image, structure equation modelling.

**Paper type:** Research paper

## 1. Introduction

Indian readymade garments/apparels industry is the largest segment of the Indian Textile and Apparel Industry contributing 50% of the total industry. This sector continues to be dominated by the unorganized sector but the branded garments are too making a surge in the past few years. Brands are gaining an undeniably significant position in the present business and showcasing condition, across various enterprises. The clients' discernment and assessments of brands are fundamental and decide the achievement or failure of a



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business. With the expansion in the pace of competition in the working condition of organizations, it is getting considerably significant for organizations to separate themselves in the market from their rivals, win the customers' mindfulness and keep up their faithfulness. According to (Aaker and Keller, 1990; Aaker and Joachimsthaler, 2000) when a brand is well established in the market, not many efforts have to be put in to maintain its current position in the market. Levy and Weitz (1996), explained the design part of the store image is a structure that facilitates and makes purchase possible. Therefore, it is most important when a potential customer has to choose a store for shopping (Varley, 2005). Thus, both store image along brand image play can significantly affect the repurchase intention as well as customer satisfaction. The current study is undertaken to identify the impact of the dual image (brand and store) on repurchase intention along with the relationship between brand image and store image. Although there are many studies in the past done on the subject matter, however, the repurchase intention logics existing in two-tier cities remained unexplored where mall culture is a new and yet an apprehensive concept. Moreover, the study cross-checks the understanding of citizen on the independent variable used in the study.

## **2. Literature and Hypotheses Development**

### *2.1 Brand Image and Repurchase Intention*

Nisar and Whitehead (2016) concluded that brand image was the total of what consumers perceived about the brand, which included the points of similarity and differentiation, committed profits as well as brand personality. The decision of repurchasing is taken by the customers first based on the brand and then based on a brand name, price attributes (Peter and Olson, 2009). According to Kervenoael et al., (2011), the purchasing decisions for garments are influenced by qualities like price, warranty brand image, style, fashion and so. Erkan and A consumer perceive the brand image, as it enhances the quality of the product. Therefore, brand image increases the probability of repurchase intention of the consumers. Hajli et al. (2017) also considered that brand image played a crucial role in the decision-making process during purchasing and becomes an important factor thereby positively influencing the choice of a brand and affecting repurchasing decision. on the basis above studies framing of the following hypothesis was done: Mabkhot et al. (2017) indicated that considered that brand image was formed as a result of was customers' past the resultant attitude towards the store was exhibited in their behaviour lately. Huang et al. (2019) through their study on the ecotourism industry reaffirmed that brand image reflects one's style and social status and has a positive impact on repurchase intention. Arif (2019) postulated that a strong brand image arouses a feeling of strength and confidence in the customers 'and conveys the core value which in turn positively influence repurchase intention. Wijaya and Astuti (2018) also through their research on online shoppers reiterated that there exists a positive relationship between brand image and repurchase intention.

H1: Brand Image has a significant effect on repurchase intention.

### *2.2 Store Image and Repurchase Intention*

The results that the store environment exhibits from shoppers fluctuates along with criteria, particularly amicability, predominance, and stimulation (Mehrabian and Russell, 1974) Similarly, Ranjbarian et al., (2012) revealed that the retail chain's image of store is affected by the perceived quality and any plan to repurchase. At times customer loyalty also affects the store image which is mediated by customer satisfaction, leading to repurchase intention (Thomas, 2013). It must be noted that customers related their emotions, impressions with the place where they buy or any stores which ultimately (Porter and Claycomb, 1997) also supported by Stern et al. (2001). It is the emotions that the customers associate with the store image in the preliminary phase of purchasing leading to satisfaction followed by repurchase intentions (Kim and Jin, 2001). The results of Chang and Wang (2014) show that three significant variables affecting store price image are price value, fairness, and pleasure which consequently led to repurchase intentions. According to Kim and Na (2015), store image leads to satisfaction which then leads to repurchase intention and hence increased

sales. According to Varga et al. (2014), store image leads to repurchase moderated by store atmosphere. An agreeable atmosphere encourages customers to spend more time in the stores and explore the products.

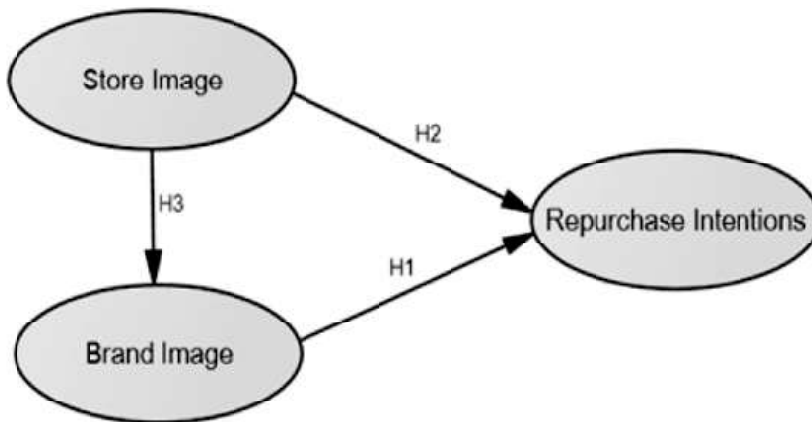
H2: Store image has a significant effect on repurchase intention.

### 2.3 Store image and brand image

The extensive literature on store image is present representing its dimensions and how they related to the brand image (Baker et al., 1994; Mazursky and Jacoby 1986, Park 1973). In the case of fashion apparel, a physical examination is always required by a consumer before the actual purchase is concluded to avoid perceived risk especially in the case of online shopping (Simonian et al., 2012). Therefore, a strong brand image also helps in balancing the consumer perception of risk. Initiative and achievement of the establishment are supposed by people as establishment's relatively constant image, long term and collective opinion and this image tend customers to use goods and facilities of this establishment and be more devoted to those merchants having a positive image (Ou et al., 2006). Along with the brand image, store image significantly affects the buyer's expectations as it reduces buying related dilemmas. A brand image not only communicates about the product, but it also conveys information and experience to the shoppers; the brand in essence portrays the store atmosphere the in-store shopping experience, the brand is sales personnel (Granot et al., 2010). Therefore, the exchanges between the consumer and the brand have profound weightage and it is an important factor for retailers in understanding consumer's sense of connectedness (Foster and McLelland, 2015). Therefore, the following hypothesis is framed:

H3: Store image has a significant effect on brand image.

Based on the literature review a conceptual model has been developed as followed:



**Table 1.**  
Proposed Research Model  
and Hypothesis

## Methodology

### 3.1. Population and Sample

The target population included all the residents of Gwalior and Indore in the age group of 16 and 70 who were the customers of the readymade garments and visited the readymade garment stores. A survey-based causal study, using a non-probability purposive method of collecting the sample. The effect of store image and brand image on repurchase intention was assessed undertaking a sample of 500 respondents. 14 questions were used to evaluate the Brand image and the statements were taken from (Sondah et al., 2012). To measure the store image, 15 questions were used and the customer repurchase intention scale developed by Hellier et al., (2003) was incorporated. The sample characteristics were scrutinized using SPSS 23. The research was conducted using a 2\*3\*3 factorial design.

3.2 Variables measurements

The study is undertaken with the primary objective to assess the relationship between brand image, store image and their contribution to the customers' repurchase intentions for readymade garments. Developing confirmations bolster that repurchases intention is impacted by the brand image, store image, consumer loyalty, and various other factors. Brand image along with store image help apparel manufacturers as well as sellers in designing and executing marketing strategies that will amplify their customers' repurchase intentions and will increase the number of loyal customers. Throughout the year's researches have been done in various areas, in the field of readymade garment stores, to discover the significant drivers of that specific segment. But not many studies have combined brand image and store image into the thought process (Figure 1. Proposed model for the study). The secondary objectives were to standardize the scale used for evaluating brand and store image along with repurchase intention with special reference to the readymade apparel sector in emerging economies like India.

3.3 Data analysis methods

In the current study, an assessment of reliability, validity, and common method bias (CMB) was done. Before applying the tools for analysis, the questionnaire was tested for its consistency. Alpha value (Cronbach h's) was found to be as per threshold (0.70) limit using SPSS (23) for each of the constructs present in the research model. The alpha values reflected the high reliabilities of the scale (Nunnally, 1978). The result of the reliability test of each construct has been discussed along with the average variance extracted (AVE) and construct reliability (CR) (Table 2). Thereafter the first-order CFA was conducted for identifying factors. The confirmed factors were processed for Structural Equation Modeling (SEM) for the hypothesized model testing. Structural equation modelling (SEM) used to analyze the data.

3.4 Common Method Bias (CMB)

By employing 'Harman's single factor' method, a check for biasness was done (Podsakoff et al., 2003). All the statements from store image, brand image and repurchase intentions were explored using dimension reduction- a single factor. The value of biasness was 17.76%, which indicates the acceptability of data within threshold limits of 50% (Harman, 1976).

4. Results

4.1 Sample characteristics

The classification based on gender (male and female) and the results showed that male respondents were 57.8% and the females surveyed were 42.2%. The next classification was based on age and there were three classes (16-30, 36-50 and 55 and above). The number of respondents in the first category was 43.8%, in the second category were 40.2 % and in the last category, there were 16.0% respondents. The last classification was based on annual income and there were three categories (less than 3 lakhs, 4-8 lakhs and above 10 lakhs). 29.2% of respondents belong to the first category that is less than 3 lakhs, 46.2 % belong to the second category that is between 4-8 lakhs and 24.6% belong to the last category that is above 10 lakhs (Table 1)

Variables	Class	Percent
Age Intervals	18-30	43.8
	32-44	40.2
	46 and above	16.0
Gender	Male	57.8
	Female	42.2
Income	Less than 3 lakhs	29.2
	4-8 lakh	46.2
	above 10 lakhs	24.6

Table 1.  
Sample Characteristics

Source: Author Calculations

**4.2 Confirmatory Factor Analysis (CFA)**

Using CFA, the validity of the construct is measured (Fornell and Larcker, 1981) in line with the other two validities i.e., convergent and the discriminant (Hair et al., 2006). The three evaluation criteria for convergent validity included factor loads, AVE and CR.

The CR is the measurement of the reliability of the constructs and internal consistency. Reliability of 0.7 is good enough to be accepted. The calculated AVE, composite reliability for each construct and all the values reflected 0.6 thresholds, except the lowest being 0.43 for one, hence they were accepted (Hair et al., 2006, Bagozzi and Youjae, 1988).

Constructs	Dimensions	Manifest Value	Standard Regression Weight	AVE	Composite Reliability
Store Image	Store convenience	CON10	0.66	.50	0.66
		CON11	0.60		
		CON9	0.68		
	Store Merchandise	ME6	0.60	.41	0.77
		ME5	0.70		
		ME4	0.59		
		ME4	0.60		
	Store facilities	FC2	0.68	.51	0.74
FC1		0.56			
Brand Image	Benefits	BA7	0.60	0.51	0.71
		BA10	0.56		
		BA8	0.63		
		BA6	0.60		
	Attributes	BA1	0.60	0.43	0.70
		BA2	0.78		
		BA3	0.67		
		BA4	0.52		
Repurchase Intention	Store Image	SI7	0.666	0.42	0.42
		SI10	0.645		
		SI8	0.469		
	Store switching	S2	0.535	0.43	0.43
		S3	0.564		
		S4	0.665		

**Table 2.**  
CR and Validity

**Source:** Author Calculations

**4.3 Model testing through Structural Equation Model (SEM)**

The model specified using a theoretical framework needs to be tested taking into account a theory and output in the form of results from various former researches. The model developed is illustrated through a path diagram showing how the different constructs are related to each other. In SEM the using maximum-likelihood-estimation method, evaluation of the hypothesized relationships between brand image, store image, and repurchase intention was carried out, entirely based on maximum probability criteria. ML chooses those estimates which have the greatest probability of replicating the observed data.

Figure 2 represents the path diagram to evaluate the hypothesized relationships between the core variables of the study. The model shows the relationship between store image and brand image on repurchase intention.

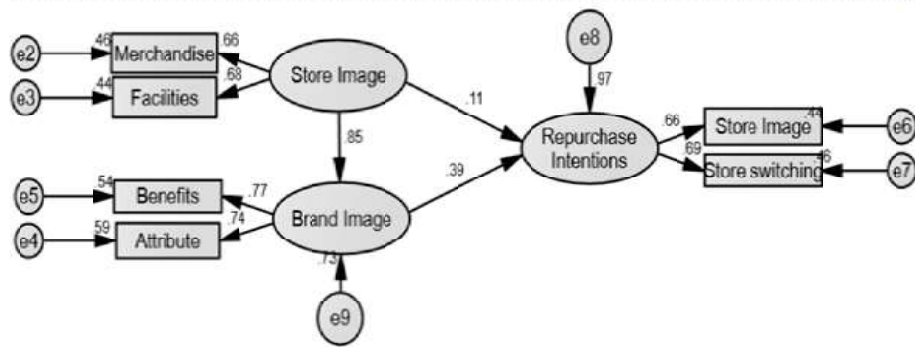
Model fit statistics reveals the degree to which a hypothesized model confirm to have an association as per the data collected. Out of suggested indices, the selection of the indices depends on the judgment of the one that best fits the model.

This judgment decided the acceptance or rejection of the model. 'Root means the square error of approximation' (RMSEA), 'goodness of fit index (GFI), 'adjusted goodness of fit index (AGFI), 'root mean square residual (RMR), 'standardized root mean square residual (SRMR) and 'Chi-Square' (χ<sup>2</sup>) test are the included indices to show the alignment of theory with its data. χ<sup>2</sup> is testing the fitness of the model as a goodness of fit test and P-value must insignificant at 0.05 as the threshold limit. The null hypothesis will be rejected if chi-square is significant and an insignificant chi-square indicates that the null hypothesis will be accepted and vice versa for the alternate hypothesis. Thus, the Chi-Square statistic is frequently

known as "badness of fit" or a "lack of fit" measure. The value of the Chi-Squared was found to be 7.537 significant at 0.294 and the degree of freedom was 6. According to Hatcher and Stepanski (1994), the chi-square/DF ration should be at least 2. The normed chi-square is 1.256, less than the cutoff value of 2 (Figure 2. Final SEM fit model).

The result of the model fit shows that most of the GFI indices were found to be good with their relative suggested thresholds. The fit indices of Confirmatory Factor Analysis are showing Goodness of Fit (GFI) of 0.995. The AGFI shows a value of 0.982 implying the acceptable model fit. The PGFI is 0.284. The model fit statistics depict indicate that the other GFI indices were also found to be good concerning their relative recommended thresholds; CFI= 0.992., NFI=0.980.; and TLI=0.996. According to the model fit statistics, the model is found to be a good fit as per the data collected. The RMSEA value was .023; which is a badness of fit indices. Hence lower the better.

Figure 2 Final SEM Model fit threshold value therefore it can be considered good. The Value of GFI and AGFI were respectively 0.995 and 0.982. All the direct effects were significant except between repurchase and store image which was insignificant (Table 3) (Hooper et al., 2008)



**Figure 2.**  
Output Model of Emotional  
dissonance Mediation Effect

Source: AMOS output

**Table 3.**  
Absolute Model Fit  
Statistics of the final model

			Absolute Fit Measures					P
	$\chi^2$	DF	$\chi^2/DF$	RMR	RMSEA	GFI	AGFI	
Criteria			1 < 2	< 0.05	< 0.05	$\geq 0.90$	$\geq 0.90$	
Obtained	7.537	6	1.256	0.158	0.023	0.995	0.982	0.29
	Incremental Fit Measures				Parsimony Fit Indices			
	NFI	RFI	IFI	TLI	CFI	PRATIO	PNFI	PCFI
Criteria	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\geq 0.90$	$\geq 0.50$	$\geq 0.50$	$\geq 0.50$
Obtained	0.992	0.980	0.998	0.996	0.998	0.400	0.397	0.399

Source: Author Calculations

The results indicate that the brand image significantly affects repurchase intention while store image is not showing a significant on repurchase intention. However, the present model indicates that store image indirectly affects repurchase intention is not direct but when the effect was evaluated through brand image results of the current model were just contrary from earlier hypothesis testing. A very strong and significant relationship was found when the effect of store Image was tested through the Brand image on Repurchase Intention. This indicates that store image alone cannot stimulate customer for repeat purchasing unless there it is accompanied by a good brand image because an indirect relationship was found in the current study (Table 4. Results for hypothesis)

Hypothesis	Status	Standard Error	Critical Ratio	P	Supported by	Contradicted by	<b>RELATIONSHIP BETWEEN BRAND IMAGE AND STORE</b> <b>69</b>
H1: Brand image has significant effect on repurchase intention	Supported (.89, t-value = 4.581)	.124	9.726	***	Vazquez-Carrasco and Foxall (2006),	Vigripat and Chan(2007)	
H2: Store image has significant effect on repurchase intention.	Not Supported (.11, t-value = 0.599)	.190	.599	.549	Ranjbarian et.al (2012)	Akter and Ashraf (2016)	
H3: Store image has significant effect on brand image.	Supported (.85, t-value = 9.726)	.139	4.581	***	Dhar and Hoch (1997)	Porter and Clay comb (1997)	<b>Table 4.</b> Results for Hypothesis

**Source:** Author Calculations

## 5. Discussion

Current study results support strongly the previous types of research conducted in the related field. Previous studies have mentioned that the product image/brand image substantially affects the customers' intention to repurchase supported by the findings of Vazquez-Carrasco and Foxall (2006) but subject to customers' need for social obligation from the salesperson which makes him a loyal customer. While Vigripat and Chan (2007) contradicted results for the relationship between both the variables. Statistically, in the current study, a bond between brand image and consumer repurchase intention can be seen. A positive brand image attracts new customers and increases repurchase intention as well. Here in the current study, no effect of store image was found on the customer's repurchase intentions. Other than in India, other countries can have a reverse the scenario where store image is a strong predictor of the consumer decision-making process as well as their intentions to repurchase (Ranjbarian et.al, 2012). Store image can be addressed as a unique condition that enhances the level of assurance post-purchase (Kunkel and Berry, 1968). Store image not only assures the customer but can generate unexpected as well as long term gains to the organization. It leads to delightedness for the Customer which in turn increases the repurchase intention for the same or any other offering from the product line (Chang and Tu, 2005). It must be noted that this satisfaction converts the customer into a loyal one towards the store (Patterson and Spreng, 1997; Kincade et al., 1992). Store image also plays a significant role in developing the brand image for the private brand (Alic et al., 2017). The literature presents a well-established proposition of store image with brand image however store image in many cases associated with customers to cognitive and affective brand trust (Huang et al., 2020). The store's image results in the repurchase (Kim and Jin, 2001). Intention to purchase over and again resulted from satisfaction enhances the customer knowledge and awareness towards the store which is undoubtedly created by store image. The degree of satisfaction and frequency of repeat purchase go hand in hand (Chen-Yu and Hong, 2002). Martenson (2007), found that Retailers with a strong, positive store image portray dependability and trustworthiness in their brands, which can result in higher repurchasing behavior. The consumers with a high opinion of store image also add to the image of a brand that it carries (Dhar and Hoch (1997). Vahie and Paswan (2006) also concluded that when certain brands are not known to the consumers than the image or perception of the brand in the eye of the customer depends on the retail store image. Some researches even indicate a vice versa relationship. In many researches, brand image has proved itself as a stronger factor than store image to influence the repurchase intentions of customers' (Mazursky and Jacoby, 1986). By keeping brands of a high image in the market retailer can enhance the image of the store in several ways. At times store image can get a severe hit if it is associated with a product having a low brand image (Mazursky and Jacoby, 1986) and logically reverse is not possible. Although the retailers must ensure to highlight the brands with a high image to be sold at stores of the image at par and not low. The brand image reveals various information

about like the class of product/service, the correlation between price and quality, service quality. Therefore, brands in the store shape understanding and knowledge about store image leading to repetitive purchase behavior. Store organizers need to categorize with the brand-mix of private label brands that are offered to consumers.

Brand image and store image is always interdependent and therefore has also been a subject of research for many other researchers (Porter and Claycomb, 1997) and are significant interconnected and interlinked to one another persistently. Therefore, every single factor associated with a store affects the consumer's decision making and store evaluation be it just the store name which is can trigger the buyer and also affect the repurchases from the same store supported by Dodds et al., 1991 and Grewal et al., 1998. Store characteristics can reflect the quality but the customer always evaluates other cues associated with the brand image like the brand name and worth (Dawar and Parker, 1994).

### **6. Conclusion, Recommendations and Limitations**

The current study contributed significantly towards the insights about brand image and store image. However, the store image and repurchase intentions did not form any positive equation but there was an indirect relationship as store image affected the brand image and brand image affected repurchase intentions (Vazquez-Carrasco and Foxall, 2006). The direct relationship between brand image and store image is supported by ample researches (Alic et al., 2017). Therefore, brand image can help the store organizers in meeting their ultimate goal via attracting customers for repurchase intention. Brand image not only results in a repurchase factor but is one way to evaluate the quality provided and discard any negative word of mouth. The brand image develops customer preferences, their affiliation and a sense of identification in the product, resulting in repurchase intent. (Baker et al., 1994; Mazursky and Jacoby 1986, Park 1973). Facilities and attributes are the main considerations for building a decent brand image. Elevated amounts of brand awareness and a positive image build the likelihood of an item being picked and abatement of the vulnerability to aggressive strengths. A brand with a positive image will summon bigger margins and be less helpless to competitive powers. The functional profits are identified with the intrinsic preferences of products or services utilization and generally relate to the qualities. Product-related traits in the readymade garment industry assume a paramount part. Typical profits connected with the fundamental requirements for social support or individual expression and external steered self-esteem toward oneself are equally important.

The present study has included only two independent variables i.e. store image and brand image affecting repurchase intention. The study could have been made more effective if other factors affecting repurchase intention would have also been included. The research was carried out in an emerging economy i.e. India; which is in the phase of development. More researches can be carried out in other countries where the taste and culture of the people are different and have a different level of development. If the model is tested in different countries, it may yield valuable results. It is also recommended to repeat the research on other product types as well. The study has been generalized to all the readymade garment stores. Hence the retail store management must keep some minimum image standard. For forming a favourable attitude towards a store, it is imperative to enhance store ambience, including after-sales services and staff courtesy and product assortment. Proper ambience can be achieved through a transformation layout to enable easy movement of customers in the store and get the desired items easily without struggle. An arrangement like appropriate shelf height, product placement etc. can make the shopping more enjoyable. Knowledgeable and gentle staff in the store can also help customer to gain better shopping pleasure. Certain policies like appropriate refunding and exchange programs can do wonders for the customer to have a positive positioning of the store. It could be made further effective by keeping selective few brands of readymade garment stores. The present study will be of immense use to the organizations. The repurchase intent is more a behavioral synonym of customer's conative loyalty. Organization are nowadays more focusing on increasing customer loyalty than merely created several customers because loyal customers contribute to the company's long-run sustainability in making strategies. From the study, in the case of readymade



apparels, it is clear that benefits and attributes affect the intention to repurchase. Store organizers/managers should consider the benefits that they are giving to the customers before setting the prices. Also, the attributes which they would like to promote would build a long-lasting brand image. The Company should focus on brand-related activities, analyze the market by the STP process of marketing strategy to enhance the brand image of the garments. The model fir statistics in the current study did not show any association between store image and repurchase intention. However, the store image affects brand image strongly. This is because generally, the customers make a perception of the brands available in the store based on the image of the store when they have incomplete knowledge of the brand. The finding of this study indicates that customers who have higher repurchase have a higher evaluation of the brand image. It shows that brand image is a necessary factor to build a successful repurchase intention. The Study revealed that store preference was affected by-merchandise available in the stores, how accessible the stores were and the name of the store. This restates the importance of store image dimensions and their capability to attract consumers to a store. Thus, retailers should focus more on store image dimensions to attract more customers. The same hypothesis can be applied in different areas other than readymade garment stores thus the results can be more generalized.

The study was kept limited to identifying the direct relationships between brand image, store image and repurchase intention, the work can be extended by studying the mediating and moderating role of the same variables. Similarly, adding to the demographics variable influence over the variables can generate more understanding of the relationship between core variables. The literature has presented the impact of demographics variable over repurchase intention which is not included in the current study (Sasmita and Suki, 2015). While studying the literature, many variables were found with a strong relationship with repurchase intention along with brand image and store image. However, the study remained focused on the model to be tested, but the model can be extended using other variables to develop new propositions. Data recommendation are always common in empirical studies as employing larger data in a more distributed form can change the status of established relationships. To conclude other than, CFA and SEM method, meta-analysis can be conducted on the model present in the current study.

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