

Females Purchase Intention of Branded Clothes in Pakistan

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Abstract:

This study aimed to develop a sample of analysis of the impact of brand consciousness, experiential, materialism, need of uniqueness, social influence and trait of vanity on purchase intentions in branded clothes among the female consumers of Karachi and also to study the moderating role of trait of vanity. Female of Karachi has been selected as a sample. In order to propose the relationship among variables, a conceptual model was developed. Data was collected from 271 respondents through questionnaire. SPSS was used for testing the proposed hypotheses. The research shed the light on the behavior of female consumers towards branded clothes. Brand consciousness, experiential, materialism, need of uniqueness, and social influence all were impacting positive and having significant influence on female consumers' purchase intention of branded clothes. Due to time restrictions, the study is only limited to the female purchasing branded clothes in Karachi only. Moreover, the selected brand is only one i.e., Khaadi while we are neglecting other big cities and female clothing brands of Pakistan. The uniqueness of this research is that their emphasis on the purchase intention of female consumers of branded clothes which is an evolving segment in brand's clothing market. Moreover, this research provides empirical evidence related to the significant moderating effect of trait of vanity. The significant direct and moderating effect lays the foundation of future research related to the branded clothes.

Keywords: Brand consciousness, experiential, materialism, need of uniqueness, social influence, trait of vanity and purchase intention

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1. Introduction

Consumer behavior for the branded goods have always been the biggest concern of the marketers to study purchase intention of a target segment. Purchase intention of a person depends on various motives which influence consumers to make a purchase (Mamat et al., 2016; Giovannini et al., 2017). Initially, research on purchase intention has been considered from USA in 2001 in which purchase intention of products through world wide web has been discussed. From past studies, it has been found that world has now become more conscious about society and its intention to purchase is also depends on it (Rahim et al., 2016; Wella Yanti et al., 2019).

Lower middle-class people purchase branded clothes in order to overcome their status and social degradation due to which sudden changes in their decision occurs (Saad et al., 2015; Saeed et al., 2016). Consumers mostly buy branded products in order to display wealth, prosperity and success (Giovannini et al., 2017). Therefore, clothing industry is striving hard to increase their profit share in the market where, interest of the people has shifted from conventional clothing to branded clothing which is of high prices even though, they have similar attributes prices even though, they have similar attributes and quality which attracts the marketers' attention towards the brands (Zeb et al., 2015). The textile industry of Pakistan generates 50% to 60% of the revenue for Pakistan (Memon et al., 2020). Moreover, Pakistani clothing industry has grown exceedingly in the recent years with 6% increase in exports which was estimated around 5 trillion US dollars, additionally Asian countries including Pakistan are the leaders in exporting clothing with 45% of the international clothing market (Qayyum, 2020), even though Pakistan has faced excessive hindrance in the path of economic growth. Without studying the market 30 to 35 percent of the brands' businesses fail in Pakistan (Yasir et al., 2014).

It is observed that purchase intention of a consumer depends on various motives which influence consumers to make a purchase (Mamat et al., 2016; Ahmad et al., 2019). The extant literature provides support that individuals buy branded clothing in order to display wealth, prosperity and success (Giovannini et al., 2017) but the rationale behind purchase of branded clothing by female customers is scant in the existing literature. Although, females are more influenced towards branded clothing adoption (Zeb et al.,

2015). But this drew conclusion based on descriptive analysis requiring the need of a study based on inferential statistics.

This research could be a marketing tool for the manufacturers and marketers to measure the target market for branded clothes in Karachi and helps them to attract the customers towards their brands under the reflection of social trends. In addition to, foreign marketers can also get clear understanding about the constraints that Pakistani consumers are facing in branded clothing market. The research questions raised in this study are:

RQ1: To what extent brand consciousness, experiential, materialism, need of uniqueness, and social influence impact on purchase intention of branded clothes?

RQ2: To what extent trait of vanity impacts on the relationship between brand consciousness and purchase intention of branded clothes?

RQ3: To what extent trait of vanity impacts on the relationship between experiential and purchase intention of branded clothes?

RQ4: To what extent trait of vanity impacts on the relationship between social influence and purchase intention of branded clothes?

This study aims to examine the effect of brand consciousness, experiential, materialism, need of uniqueness, social influence, and trait of vanity on the purchase intention of female customers related to the purchase of branded clothing and addresses a gap in the literature that has been studied to a lesser extent under the (Ajzen & Fishbein, 1975) theory of planned behavior, 1975.

2.Literature Review

Clothing is an elementary requisite for consumers but now it has transcended the boundary of basic necessity and is viewed as a way to reflect lifestyle (Hassan et al., 2014). It is the backdrop of globalization that has helped consumers to become aware of trends in clothing and such awareness has an impact on consumers' purchase intention for branded apparel (Zeb et al., 2015; Koca & Koc, 2016). Purchase intention is an individual's advance planning of purchase, subject to his awareness about the product (Rahim et al., 2016; Ahmad et al., 2019). However, the study of (Ahmad et al., 2019) needs further substantiation due to methodological limitation of data collection from the only province

of Pakistan, that is, Punjab. The common ground between Rahim et al., (2016) and Ahmad et al., (2019) studies is the selection of student sample with variation in the selection of product categories of mobile phones and imported apparel respectively. This leaves the space for the inclusion of local apparel brands as well for the purpose of generalizability.

2.1 Theoretical Background

Ajzen and Fishbein (1975) introduced the TRA model in order to begin relationships between behaviors, intentions, beliefs and attitudes behaviors according to which, an individual's behavioral intentions which is the combination of humans' attitude, subjective norms and perceived behavioral control. (Behjati et al., 2013; Mai, 2019)suggested that, theory of planned behavior helps in studying the different aspects of purchase intention of an individual. Theory of planned behavior links with the ability of gathering information and measuring behavioral intentions of human beings which leads to perform an action (Thoradeniya et al., 2014; Salem & Chaichi, 2018). According to the theoretical background, below discussion about brand consciousness, experiential, materialism, need of uniqueness, social influence, trait of vanity and purchase intentions has been done.

2.2 Effect of Brand Consciousness on Purchase Intention

Brand consciousness is the psychological state of an individual's preference of some renowned brands (Sarmad, 2016; Giovannini et al., 2017). Younger generation is now more brand conscious because of its materialistic nature (Yang et al., 2017; Vegas et al., 2019). Social activities and ceremonies are the main areas of Pakistani people's spending where they showcase their status, wealth and class through eminent brands due to which Pakistani youngsters are more prone towards brands due to cultural impact and influence of their society (Sarmad, 2016).

According to Ajzen and Fishbein, (1975), the theory of planned behavior is about a behavior encourages individual's intention to perform an action (Chiu & Keat Leng, 2015) and relationships between behaviors, intentions, beliefs and attitudes which is the combination of humans' attitude, subjective norms and perceived behavioral control.

Purchase intention is influenced by brand consciousness for the reason that brand consciousness affects consumer's perceptual process of value and quality evaluation which in turn impacts consumer purchase intentions (Vegas et al., 2019). Purchase of branded

goods by brand-conscious consumers is logical from a consumer standpoint, as it helps consumers in the portrayal of social class and ideal self-image (Bian & Moutinho, 2016). The predictive influence of brand consciousness on purchase intention is endorsed by recent research (Chiu & Keat Leng, 2015). Methodologically, the study of (Yang et al., 2017) is a multigroup analysis between American and Korean College students, warranting the need of another study with a South Asian context to strengthen the reliability aspect of the relationship between brand consciousness and purchase intention. Although the research of (Chiu & Keat Leng, 2015) endorsed the impact of brand consciousness on purchase intention, the selected product category is counterfeit sporting goods requiring additional research with a change in the product category. Hence, it is hypothesized that;

H₁: Brand consciousness has a significant positive impact on purchase intention.

2.3 Effect of Experiential on Purchase Intention

Experiential is the past experience of an individual of a particular brand (Mamat et al., 2016). Nowadays, people are more prone towards symbolic aspects of a product than it's functional due to which hedonism has now become their main consumption trait which is related to one's past experience with products (Turley & Milliman, 2014; Shukla & Purani, 2018). Individuals before making purchase decisions for branded products, pile information about that brand and having different motivations for preferring that brand (Mamat et al., 2016) one main motivation is experiential (Parent & Berthon, 2012). Prior studies on experiential also follows the theory of planned behavior according to which, human behavior encourages individual's intention to perform an action (Chiu & Keat Leng, 2015) and supports the relationships between behaviors, intentions, beliefs and attitudes which is the combination of humans' attitude, subjective norms and perceived behavioral control.

All three feel, think and sense structural experiential modules of experiential influence an individual's purchase intention. Many studies have proved a positive effect of an individual's experience on his purchase intention (Turley & Milliman, 2014; Babin & Attaway, 2000). Hence, it is hypothesized that;

H₂: Experiential has a significant positive impact on purchase intention.

2.4 Effect of Materialism on Purchase Intention

Materialism is an individual's preference of his material desires on which his life is based on (Rassuli & Hollander, 2012; Richins & Dawson, 2015). Materialists value material things and possessions (Belk, 2015). According to Rassuli and Hollander (2012) materialism is an interest of an individual towards owning things.

Theory of planned behavior supports the study by integrating the values and beliefs of a materialistic individual by measuring an individual's intentions with respect to his attitude which leads to performing an action (Chiu & Keat Leng, 2015; Thi Tuyet Mai, 2019). Materialists not only prefer material things in order to shape their lifestyles and behavior (Wella Yanti et al., 2019) but also judge others' wealth and success by the things they possess (Rassuli & Hollander, 2012). Therefore, Purchase intention of a branded products generally increases when a consumer is materialistic. (Thi Tuyet Mai, 2019) associated materialism with Western countries and found the positive impact of materialism on purchase intention also, some of the studies has compared materialism among different cultures and also identified the differences (Davidson et al., 2019; Park et al., 2018; Wella Yanti et al., 2019). Moreover, many religious have considered materialism as intrinsically bad with respect to some religions but it affects positively to a purchase intention of a materialistic person (Richins & Dawson, 2015). Hence, it is hypothesized that;

H₃: Materialism has a significant positive impact on purchase intention.

2.5 Effect of Need of Uniqueness on Purchase Intention

Need of uniqueness is the need of an individual to look different from others which persuade them to make an intention to purchase a unique product in order to impress others (Mousa, 2019). Uniqueness is seeking a different and a special style of an individual in order to look different from others (Leung & Chiu, 2015; Ideas, 2018).

Consumers who seek uniqueness do not give importance to the disapproval of their society (Ruvio et al., 2018). Also, according to (Leung & Chiu, 2015), individualistic countries like USA values personal uniqueness while intending to purchase so, in this case need of uniqueness does put an impact on purchase intention of an individual. Many studies have shed the light on need of uniqueness of an individual in order to study its impact on their purchase intention with respect to their type of culture. Some studies are on collective

cultures like China and some are on individualistic cultures like USA (Belk, 2015). Need of uniqueness identify an individual's purchase intention towards fashion (Workman & Kidd, 2012). Hence, it is hypothesized that;

H₄: Need of Uniqueness has a significant positive impact on purchase intention.

2.6 Effect of Social Influence on Purchase Intention

Social influence is the change in individuals' behavior and decisions due to their surroundings (Giovannini et al., 2017; Kotler & Opresnik, 2019). These days social media have become a platform of worldwide information for consumers about trends and has power to shake their decisions in a glimpse (Akar et al., 2015; Rahim et al., 2016) since nowadays, everyone runs towards trend in order to achieve sense of prestigious and vanity (Lumpur et al., 2015). Theory of planned behavior supports the study in a way that it links with the ability to gather information and measuring behavioral intentions of human beings with respect to subjective norms and attitude which leads to performing an action (Thoradeniya et al., 2014).

Social and personal factors have long been thought to influence consumers' decisions on purchase intentions (Kaushal & Kumar, 2016). Akar et al. (2015) came up with a conclusion that social influence has the strongest effect on the alternative evaluation phase. Moreover, Sharifi fard et al. (2016) came up with the same conclusion. The common ground in the studies of Akar et al., (2015) and Sharifi fard et al. (2016) is to check the effect of social influence on consumers with the Methodological difference of statistical technique. The study of Akar et al. (2015) used co-variance based SEM for regression analysis and Sharifi fard et al. (2016) used SPSS for multiple linear regression. Hence leaving the room for variance-based SEM to handle non-normal distributive assumption. Hence, it is hypothesized that;

H₅: Social influence has a significant positive impact on purchase intention.

2.7 Effect of Trait of Vanity on Purchase Intention:

Brand's value association is characterized by worlds of consumer experiences where, value lies in person's thought and feelings towards the brand as it is perceived subjectively (Mamat et al., 2016; Ahmad et al., 2019). Moreover, symbolic dimensions including vanity are also crucial for brand value as it is the signal of wealth, attractiveness and appearance

which become consumer's motivation of purchasing that brand (Hung et al., 2018). With reference to the consumer culture theory (CCT), in order to find one's self fit in their own prospects of who they desire to be individuals support their desired identities through their possessions (Hung et al., 2018).

The extant literature does not provide enough evidence for the application of trait of vanity construct in a South Asian context and between branded clothing as the selected product category. Literature demonstrate vanity affect as a moderator between experiential, social influence and purchase intention (Hung et al., 2018). Another study proposed that vanity traits moderates the relationship between the social factor and online purchase intention of luxury brands (Abrar et al., 2019). Hence, the room of further research is present to check the same moderating effect of vanity in the relationship between social influence and offline purchase intention. Finally, the review of extant literature divulges into purchase intention of both the genders with respect to generation (Giovannini et al., 2017; Salem & Chaichi, 2018), but purchase intention of female still needs to be explored who are more influenced towards branded clothing adoption (Zeb et al., 2015). Hence, following hypotheses are developed from above discussion:

H_{7(a)}: Trait of vanity acts as a moderator between brand consciousness and purchase intention.

H_{7(b)}: Trait of vanity acts as a moderator between experiential and purchase intention.

H_{7(c)}: Trait of vanity acts as a moderator between social influence and purchase intention.

2.8 Conceptual Model

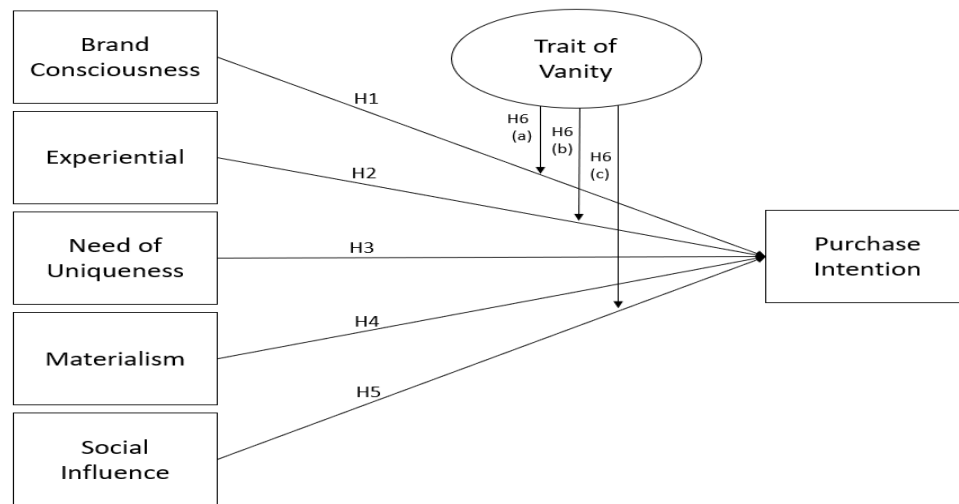


Figure 1: Conceptual framework

3. Methodology

This research follows the positivist approach due to which deductive method was used in this research based on testing theoretical relationships between the constructs. As the research is based on quantitative research, survey method was used to collect the responses from the selected sample. Instruments adopted, Population, Sample, and Sampling techniques are discussed as under:

3.1 Measurement of Variables

The questionnaire used in this study contained the measures for brand consciousness (BC), experiential (E), materialism (M), need of uniqueness (NU), social pressure (S), trait of vanity (TV) and purchase intention (PI) along with demographics. To tap the latent variable of brand consciousness, four observed variables are adopted (Lyonski et al., 2015). To operationalize the constructs of materialism and need of uniqueness, four items for materialism and three items for need of uniqueness are taken from the studies, i.e. Richins and Dawson (2015) and Huang et al. (2017) Furthermore, four items for experiential and four items for social influence are taken from another study (Mamat et al., 2016). The moderating variable trait of vanity and the dependent variable purchase intention are operationalized by adopting four items respectively for the trait of vanity and

purchase intention (Hung et al., 2018). In order to get the questionnaire filled a 5-point Likert scale was used, where, 1 is used for 'Strongly Disagree', and 5 is for 'Strongly Agree'.

3.2 Population and Sample

The study used a non-probabilistic sampling design on account of sample frame unavailability, thus leaving an unequal chance for individuals being selected as respondents (Statpac, 2014) and purposive sampling technique due to compatibility with the research objectives (Bryman & Bell, 2007). The target population is the female buyers of Khaadi brand's clothes, Karachi. The sample unit is female consumers of Khaadi as they are more passionate about the purchase of branded products (Zeb et al., 2015). Initially, minimum sample size for 5 independent variables (see *Figure 1*) with a Cronbach alpha greater than 0.7 (J. Hair et al., 2017), level of significance of 5% and minimum R^2 of 0.25 is calculated at 65 respondents. Then for getting stable beta coefficients, a sample size over and above the minimum requirement is calculated at 270 cases with 10 cases/item for a total number of 27 items in the instrument (Hair et al., 2014). However, the data is collected from 280 respondents keeping the cushion for response error and missing values provision. The research setting is Karachi for its megapolis status of representing consumers from all over Pakistan.

4. Results

4.1 Profile of the Respondents

The total number of cases for the study was 280 selected from a metropolis city of Pakistan that is, Karachi. Out of 280 cases (271 females and 9 males) among them 120 (45%) respondents purchased it occasionally and 103 (37%) respondents purchased it on monthly basis, 78% prefer to shop via traditional channel of physical outlets than online shopping or social media platform and this pattern is common across all four age categories of below 21 years, between 21 and 30 years, 31 to 40 years and 41 to 50 years. This is quite interesting as mostly respondents are young and trendier belong to the age group of 21 to 30 years who are considered as digital natives (Francis & Hoefel, 2018). The marital status is shown that, 97 (35%) respondents were married, 85 (30%) were single whereas, rest 35% respondents were either committed, engaged or widowed/separated. All the

respondents of this study were Khaadi clothing brand's customers among them 128 (46%) respondents spent Rs. 5000-10,000 and 92 (32%) respondents spent less than Rs. 5000 on Khaadi brand's clothing. Furthermore, according to the educational background, 9 (0.03%) of the total respondents were holding a degree of intermediate or A levels whereas, 181 (65%) respondents were holding a degree of bachelors and the rest of them were holding at least a postgraduate degree.

4.2 Descriptive Statistics

Table 2 identifies the descriptive statistics from which normal distribution of the constructs is detected by means of skewness and kurtosis. The threshold for skewness is the value between -1 and +1 whereas, the threshold for kurtosis is the value between -3 and +3 (Hair et al., 2010). Since all the values of skewness and kurtosis are in between their cutoff values, hence the data follows the condition of univariant normality and is normally distributed.

Table 1: Descriptive & Reliability Analysis

Constructs	Mean	Std. Dev.	Skewness	Kurtosis	Cronbach's Alpha
Brand Consciousness (BC)	3.19	0.96	-0.041	-0.93	0.858
Experiential (E)	2.67	0.89	0.61	-0.76	0.884
Materialism (M)	2.68	0.89	0.60	-0.75	0.883
Need of Uniqueness (NU)	3.20	0.94	-0.03	-0.60	0.768
Social Influence (SI)	2.98	0.97	0.05	-0.50	0.835
Trait of Vanity (TV)	3.19	0.93	0.37	-0.82	0.825
Purchase Intention (PI)	2.80	0.73	0.40	-0.95	0.867

In Table 1 above 271 cases respondents are used in the calculation of Cronbach's alpha which identifies the internal consistency of the constructs which is detected by the Cronbach's alpha value. Table 1 shows the reliability of brand consciousness, experiential, materialism, need of uniqueness, social influence, trait of vanity and purchase intention. The threshold for Cronbach alpha is 0.704 (Taber, 2018). Since all values of Cronbach's alpha are above the minimum threshold, hence reliability of constructs is established.

4.3 Factor Analysis

Factor Analysis was used in order to understand the relationships between the constructs and indicating variables. Table 2 identifies validity of the constructs. Validity is measured

by means of KMO, Variance Explained Cumulative Percentage and the sig value of Bartlett's Test of Sphericity. The summarized result is in the Table 2 below.

Table 2: Factor Analysis

Constructs	Items	KMO	Sig Value of BToS	CFL %
Brand Consciousness (BC)	4	0.81	.000	62.58
Experiential (E)	4	0.81	.000	67.11
Materialism (M)	4	0.80	.000	66.13
Need of Uniqueness (NU)	3	0.70	.000	53.92
Social Influence (SI)	4	0.71	.000	59.33
Trait of Vanity (TV)	4	0.79	.000	55.28
Purchase Intention (PI)	4	0.76	.000	65.66

Note: Kaiser Meyer Olkin, Bartlett Test of Sphericity, Cumulative Factor Loading

The threshold value of Kaiser-Meyer-Olkin (KMO) is at least 0.7, variance explained cumulative percentage is at least 50% and the sig value of BToS is less than 0.001. Since all the values of KMO and variance explained cumulative percentage are above their thresholds whereas, the sig value of Bartlett's Test of Sphericity is below 0.001 for all the constructs. Hence, validity of the constructs is established (Bryman, 2015)

4.4 Correlation Analysis

Table 3 identifies the correlation analysis which detected the relationship between brand consciousness, experiential, materialism, need of uniqueness, social influence, trait of vanity and purchase intentions. Moreover, it also ensures the multi-collinearity among variables. Table 3 below shows the correlation analysis.

Table 3: Correlation Analysis

	BC	E	M	NU	SI	TV	PI
Brand Consciousness (BC)	1						
Experiential (E)	0.29**	1					
Materialism(M)	0.24**	0.67**	1				
Need of Uniqueness (NU)	0.27**	0.23**	0.21**	1			
Social Influence (SI)	0.18**	0.16**	0.12**	0.30**	1		
Trait of Vanity (TV)	0.31**	0.22**	0.21**	0.59**	0.42**	1	
Purchase Intention (PI)	0.32**	0.69**	0.11**	0.17**	0.24**	0.22**	1

Table 3 above shows that none of the predictors are multi collinear and the relationship between variables is unique, as brand consciousness, need of uniqueness, social influence and trait of vanity has a positive correlation with purchase intention, experiential has a

strong correlation with purchase intention ($r = 0.69$) whereas, materialism has a weak correlation with purchase intention. Since all the values of correlation are between the range of 0.1 to 0.90, therefore it confirms that no multi-co-linearity's issues are found (Zikmund, Babin, Carr, & Griffin, 2013).

4.5 Construct Validity

The variables used in this study were also used in preceding studies but due to the cultural differences it may affect the results therefore, in order to sustain the consistency of the study, construct validity was the requirement of the study (Bryman, 2015).

4.5.1 Convergent Validity

Since all of the item loadings were well above the minimum threshold of 0.70 (Hair et al., 2017) also, the variance explained was higher than its threshold i.e. 0.50 (J. F. Hair et al., 2014) for each construct which fulfills the condition of convergent validity (Hair, 2015). (See table 2 & 3).

4.5.2 Discriminant Validity

In order to measure the uniqueness of the constructs discriminant validity test is conducted in which square root of the variance explained must be greater than the value of each pair of correlation (Ansari, Khalid, Jalees & Ramish, 2017; Fornell & Larcker, 1981). Table 4 below shows the summarized results.

Table 4: Discriminant Validity Analysis

	BC	E	M	NU	SI	TV	PI
Brand Consciousness (BC)	0.79						
Experiential (E)	0.29**	0.82					
Materialism (M)	0.24**	0.67**	0.81				
Need of Uniqueness (NU)	0.27**	0.23**	0.21**	0.73			
Social Influence (SI)	0.18**	0.16**	0.12**	0.30**	0.77		
Trait of Vanity (TV)	0.31**	0.22**	0.21**	0.59**	0.42**	0.74	
Purchase Intention (PI)	0.32**	0.69**	0.11**	0.17**	0.24**	0.22**	0.81

4.6 Hypotheses Testing

In order to test the overall model of “brand consciousness, experiential, materialism, need of uniqueness, social influence and trait of vanity influence consumer’s purchase intention towards branded clothes” multiple regression analysis is conducted. Table 5 shows the summarized results.

Table 5: Overall model (Regression Results)

Table 5 show that the combined effects of brand consciousness, experiential, materialism, need of uniqueness, social influence and trait of vanity on purchase intentions is 52% (Adjusted R² = 0.52), which is considered as a good effect. There was a change in results of significance of materialism and need of uniqueness when comparing it with correlation analysis that is both the constructs were no longer significantly linked with consumer’s intention to purchase.

In moderation analysis the significance of the interaction term is considered to conclude that the moderating effect of the moderator is present on the relationship between independent and dependent variables. Table 6 exhibits moderation analysis. Both H6(a), & H6(b) are failed to reject as t-values are greater than 2.0 & p-values are less than 0.05 (Hassan et al., 2001). This showed statistically significant effect of trait of vanity as a Omoderator in the relationship between brand consciousness and purchase intention and in between experiential and purchase intention. Whereas, H6(c) is rejected as their t and sig. value are not meeting their threshold values. Table 5 below shows the summarized results.

Table 5: Moderation Results

	Unstandardized		Standardized		Sig.	Hypothesis
	B	Std. Error	Beta	t		
BC	0.100	0.035	0.131	2.825	0.005	Supported
E	0.521	0.037	0.640	14.248	0	Supported
M	0.025	0.036	0.031	0.709	0.479	Rejected
NU	0.052	0.042	0.068	1.259	0.209	Rejected
SI	0.086	0.035	0.115	2.431	0.016	Supported
TV	0.033	0.045	0.042	2.02	0.024	Supported
TV*BG→ PI	.085	.034	.112	2.499	.013	Supported

	Unstandardized		Standardized		Sig.	Hypothesis
	B	Std. Error	Beta	t		
TV*E → PI	.103	.034	.132	3.008	.003	Supported
TV*SI → PI	.014	.032	.020	.435	.664	Rejected

Dependent Variable: Purchase Intention (PI)

R²= .54, Adjusted R²= .52

4. Discussion and Conclusion

From self-concept's perspective, this research reflects the behavior of female consumers of Khaadi brand's clothing of Karachi who are one of the most influenced market towards branded clothing adoption (Zeb et al., 2015). It has been found that mostly respondents are female under the age bracket of 21 to 30 years old from the background of bachelor's degree and spend PKR. 5,000-10,000 on branded clothes. Moreover, they prefer to purchase from physical outlets on occasions.

In addition, it has been found that the internal consistency among the items and constructs are acceptable as the values of Cronbach's alpha are greater than their threshold i.e. 0.704 (Taber, 2018). Moreover, all of the items are valid and constructing the measured construct i.e., purchase intention along with the measurement of each other as the values of Kaiser-Meyer-Olkin (KMO) are above 0.7, variance explained cumulative percentage are above 50% and the sig value of Bartlett's Test of Sphericity is less than 0.001 which is exhibiting the significant effect of independent variables on purchase intention's variation.

From table 5, it is concluded that H1 that "brand consciousness has a significant positive impact on purchase intention" is supported ($\beta = 0.1$, $p < 0.05$). The predictive influence of brand consciousness on purchase intention is endorsed by recent research (Leung & Chiu, 2015; Yang et al., 2017). Brand consciousness is a significant factor which puts an impact on a consumer purchase intention (Sarmad, 2016).

The hypothesis "experiential has a significant positive impact on purchase intention" is also supported ($\beta = 0.52$, $p < 0.05$). The positive effect of experience on an individual's purchase intention is present in prior studies (Khan & Rahman, 2018; Shukla & Purani, 2018).

The hypothesis “materialism has a significant positive impact on purchase intention” is rejected ($\beta = 0.025$, $p > 0.05$) as this finding is contrary to some of the prior researches. Purchase intention of a branded products generally increases when a consumer is materialistic. Therefore, they form a positive intention towards the purchase of a branded products. According to (Wella Yanti et al., 2019), materialism puts a positive impact on purchase intentions of branded bag products. Individual who are high in materialism are more prone to acquire possessions than those low ones. However, according to (Davidson et al., 2019), materialism does not put a positive impact on purchase intention. Moreover, in some religions like Islam materialism is considered as selfishness whereas, materialism is leading in America therefore, it does not impact positively in some cultures (Belk, 2015). Hence, impact of materialism on purchase intention varies religion to religion. Also, (Park et al., 2008) found that materialism does not significantly effect on purchase intention of an individual.

The hypothesis “need of uniqueness has a significant positive impact on purchase intention” is rejected ($\beta = 0.05$, $p > 0.05$) (see table 5). The positive effect of need of uniqueness on an individual’s purchase intention is present in prior studies but some studies have also found no positive effect of need of uniqueness on purchase intention for instance, (Park et al., 2008) found that need of uniqueness does not significantly related to the purchase intention of an individual. Also, according to (Leung & Chiu, 2015), individualistic countries like USA values personal uniqueness while intending to purchase so, in this case need of uniqueness does put an impact on purchase intention of an individual. Whereas, in collectivist culture like China need of uniqueness does not put an impact on purchase intention as they are prone to follow the group norms and standards (Huang et al., 2017). Hence, it is concluded that the impact of need of uniqueness on purchase intention varies from culture to culture.

The hypothesis “social influence has a significant positive impact on purchase intention” is also supported ($\beta = 0.086$, $p < 0.05$). Social and personal factors influence consumers’ decisions on purchase intentions. (Akar et al., 2015) concluded that there is a significant and positive relationship between peer pressure and purchase intention.

The hypothesis “trait of vanity has a moderating effect on brand consciousness and purchase intention and experiential and purchase intention” are supported ($\beta = 0.033$, $p < 0.05$). However, the hypothesis that, “trait of vanity has a moderating effect on social influence and purchase intention” is rejected. According to (Hung et al., 2018), trait of vanity has a moderating effect of experiential and social influence since their interaction terms are significant. Whereas, according to (Mamat et al., 2016), trait of vanity does not have a moderating impact on social influence and purchase intention of a consumer.

4.7 Theoretical & Practical Implications

The major aim of this research was to examine the effect of independent variables, brand consciousness, experiential, materialism, need of uniqueness and social influence on the dependent variable purchase intention in the presence of trait of vanity as a moderator. After conducting the research, it was found that, all the variables have shown significant positive impact with purchase intention except materialism and need of uniqueness due to cultural differences therefore, some more studies need to be done by considering different cultures in this domain.

If a brand maker wants to come into Karachi, so they can have a better exposure about females’ attitude, behavior and purchase intention towards branded clothes. Moreover, the brand selected in this study should consider the moderating factor (i.e. Trait of Vanity) as an important factor while selling their brand. The advertising campaigns can also be designed considering the significant effect of Social Influence, Experiential, and Trait of Vanity on Purchase Intention.

The future researchers should extend this study by determining more factors of purchase intention along with the factors brand consciousness, experiential, materialism, need of uniqueness, social influence, and trait of vanity related to the purchase of branded clothing for female consumers. This research validates the theory of planned behavior and provides a rationale for the researchers to test the theoretical relationships suggested by this theory.

4.8 Limitations & Future Recommendations

There are some limitations attached with this research. Due to constraints, such as pandemic situation, we have not reached the larger pool of people to get the responses. If there was no lockdown due to covid-19, the more respondents could be approached. There are limited number of variables used in this study. In future, more independent variables can be used to define the purchase intention of female consumers for the branded clothes and more brands can be catered. The study is only limited to the people purchasing Khaadi brand's clothes in Karachi, while we have neglected other big cities of Pakistan. If the size of the sample would have increased, the research will create more accurate results for the audience purchases branded clothes in Pakistan by adding more brands as very limited studies have been done on Pakistani female consumers

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