

Impact of Social and Personal factors on Consumer Purchase Intention using Attitude as a mediator

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The cosmetic goods market has expanded astronomically across the past decade, particularly in developing nations like Pakistan. The study's objective is to focus on social and personal factors of luxury values and their effects on consumers' purchase intention using attitudes as a mediator, concentrating upon female customers. A sample of 300 female respondents was taken from Quetta, Balochistan, and collected through a primary source using a survey questionnaire. This study utilized descriptive statistics, reliability, validity, confirmatory factors analysis, and multiple linear regression to examine the framework. The data set in the Smart PLS to analyze the study hypothesis. Findings show that Ethnocentrism, vanity, Materialism, and the need for Uniqueness have a significant positive association with consumer intention toward purchasing luxury cosmetic goods. Study findings of attitude as a mediator show a significant association and positive impact towards the purchase of luxury items by female users with vanity, Materialism, Ethnocentrism, and need for Uniqueness, a significant positive association. Hence, the social and personal factors of the consumers will demonstrate their purchasing intentions and tastes for high-end cosmetics. In order to sell their products effectively, marketers and managers can gain significant insights from the study's results about customer conduct, mindsets, and trends in the luxury goods and cosmetics sector.

1. Introduction

Colliers just released their 2022 Global Outlook of Luxury Retail. According to the report, in 2020, the COVID-19 pandemic led to the closure or blocking of retail establishments, decreased foreign travel, and negatively impacted luxury sales. In 2020, the global luxury market shrank 12.6% annually (Mosca et al., 2021). Nonetheless, the progressive resurgence of international travel and social events in 2021 has resulted in a robust resurgence of luxury sales, which grew by 20% annually to \$63.3 billion, surpassing the sales figures of 2020 and 2019. Consumers' attitudes toward acquiring luxury products have been improving, which has significantly increased sales of luxury retail establishments (Dhaliwal et al., 2020).

The luxury fashion industry, valued at \$316.16 billion in 2019, is a significant global business sector. In 2027 the market is expected to reach \$352.84 billion (Statista, 2021). Naturally, sales decreased during COVID-19; however, the market expanded by 13% to 15% in 2021 to reach €1.14 trillion, following a decline in 2020 due to the pandemic. While this is currently 9% to 11% below 2019 levels, research indicates that things will gradually improve because the market for upscale personal products has grown. Sales of luxury items are expected to surpass its pre-Covid peak (Chee, 2022). According to academics and professionals, people are becoming more materialistic and placing a high value on material belongings and things related to money (Rosenbaum & Caminiti, 2020). Thus, consumer spending on luxury goods did not entirely cease during COVID-19, when the world was experiencing a crisis due to lockdown, social alienation, and worry about the future (Achille & Zipser, 2020). People in Asia and North Africa have shown a great desire for an extraordinary purchasing capacity for Western luxury product brands in recent years due to their nations' vast economic development and rising national income (Rosenbaum & Caminiti, 2020). Because of these markets' high population density and robust economic growth, many luxury brand corporations open branches there (Thapa et al., 2022).

Considering that more and more people are joining this economy sector daily, the luxury goods market has grown significantly over the last 20 years. The growing number of people purchasing luxury goods is happening due to economic growth, widespread urbanization, and high-class living. Globalization and the World Wide Web have allowed individuals to freely share news and ideas, which has led to an increase in the number of cosmopolitan consumers of luxury products. These techniques also help new fashions spread, affect other people's buying choices, and establish global standards for high-end consumption (Srivastava et al., 2023). One of the reasons for this makeover is the ambition of high-end brands to stay ahead of the curve by influencing even middle-class consumers—who are drawn to the extravagant lifestyles of wealthy individuals and look for "cost-effective luxury merchandise (Atwal & Williams, 2017). Hefty quality, superior aesthetics, and hefty premiums are examples of product features that can be associated with luxury brands (Ko et al., 2019). Branding may additionally be characterized as an organization that provides consumers with desirable attributes like differentiation and societal status (Zhang et al., 2021). Studies show that consumers purchase luxury goods not only to meet

their basic needs but also because the status symbols associated with luxury brands increase consumers' feelings of self-worth, social recognition, and capacity to meet emotional needs (Li et al., 2022). According to Ko et al. (2019) this can be explained by the high quality, high price, and eye-catching look of expensive goods, increasing consumers' perceived emotional and functional worth and building a strong link with the brands.

Because more and more people are joining this market each day, the luxury goods marketplace has grown significantly over the last 20 years (Som & Blanckaert, 2015). The increasing number of individuals buying luxury products is an immediate consequence of rising economic growth, increasing urbanization, and elevated living standards. Globalization and the Internet have allowed people to share news and ideas freely, which has led to an increase in the number of cosmopolitan consumers of luxury products (Mosca et al., 2021). Additionally, by using these techniques, new styles can spread more easily, influence the choices of additional consumers, and establish global standards for luxury consumption (Achille & Zipser, 2020).

The economy of Pakistan is expanding successfully, and in recent years, the nation's textile industry has made tremendous strides (Ali et al., 2023). Fashion apparel is becoming increasingly popular, and this growing market entices international and local firms to offer their clients services. The study aims to pinpoint the critical elements influencing Pakistani consumers' adoption of branded apparel and determine how they affect their purchasing decisions. Five dynamic factors—status of the brands, attitudes toward brands of the consumer, purchase power parity of the consumers for luxury goods, self-perception, and group dynamics—are identified, and their relationship to consumer behavior is examined in the adoption of branded clothes. This study involves surveying typical female consumers, analyzing the data, and developing a model to suggest policies.

According to earlier studies, the foundational ideas of relationship marketing include customer happiness and loyalty. Scholars have formulated diverse research frameworks concerning the correlation between the perceived value of luxury consumers and the categories above (Chung & Kim, 2020; Yoo & Park, 2016). However, as market competitiveness has changed, the link between brand profitability and customer satisfaction has progressively eroded. The same holds for devoted customers. Consumer views, emotions, and assessments of a brand's belonging are collectively called brand identity. It fosters stable relationships between consumers and brands and aids in developing sustainable customer behaviors, both of which increase brand income (Büyükdag & Kitapci, 2021).

Furthermore, a two-dimensional framework incorporating social and individual perspectives can encapsulate the robust customer desire for luxury brands (Ma et al., 2023). Brand identity highlights the psychological bond and active loyalty between the brand and its target audience (Alvarado-Karste & Guzmán, 2020). It also shows how the brand should be regarded by its target audience. Brand identity is the highest level of consumer-brand interaction and is more strategic than brand image, which is more concerned with immediate results (Ko et al., 2019).

According to Ward, Yang, Romaniuk, and Beal (2020), the definition of brand identity in this study is the distinct value perception created by integrating brand positioning, brand culture, and brand presentation. They combine brand presentation, positioning, and culture (Ward et al., 2020). Consumers recognize, value, and support brands that effectively communicate their individuality and originality to them through brand identity (Barros et al., 2020). Customers are prompted to align the brand image with their external image when the brand creates a significant social image and promptly communicates to them; this can influence consumer brand attitudes (Kim & Ryu, 2021). Customers' purchase of luxury items is influenced and stimulated by their internal or external demands, as well as their social needs (Salem & Alanadoly, 2021). It explains why buyers of luxury items are prepared to shell out more money because, at higher prices, luxurious goods begin to represent a consumer's status, reputation, and wealth, driving up costs (Balabanis & Stathopoulou, 2021). In addition, when selecting what to buy, people frequently anthropomorphize or personalize different products. According to Aiello et al. (2020) personality consistency (prestige, emotion, trust, anxiety, and order) positively impacts consumers' ability to identify luxury brands.

Marketers have always been most concerned with consumer behavior when studying the purchasing intentions of a target segment concerning branded goods. A person's intention to purchase is influenced by various factors that drive customers to make purchases (Srivastava et al., 2023). The first study on purchase intention that was considered came from the United States in 2001 and covered the topic of purchasing things online. According to earlier research, people are now more aware of society and how it affects their buying decisions (Li et al., 2022). People in the lower middle class buy branded clothing to elevate themselves beyond social degradation and status; as a result, their decisions are made abruptly.

Consumers often purchase branded goods to flaunt their success, riches, and prosperity. As a result, the apparel industry is working hard to capture a larger portion of the market where consumers' attention has shifted from conventional to expensive branded clothing, although these items have similar qualities and attributes that draw marketers to specific brands (Rehman & Zeb, 2023). Fifty to sixty percent of Pakistan's income comes from the textile sector. Furthermore, Pakistan's apparel industry has expanded significantly in recent years, with a 6% rise in exports estimated to be worth \$5 trillion US. Asian nations, including Pakistan, lead the world in apparel exports, accounting for 45% of the global apparel market (Memon et al., 2020). This growth has occurred despite significant obstacles facing Pakistan's economic development. In Pakistan, 30 to 35 percent of brands' enterprises fail due to a lack of market research. It has been noted that a customer's intention to buy is influenced by several different factors (Srivastava et al., 2023). The research supports the idea that people purchase branded apparel to demonstrate their achievement, money, and prosperity. However, there is little evidence in the literature currently in publication explaining why female consumers choose to buy branded apparel. Nonetheless, women are more likely to adopt branded apparel.

Many factors influence the choice of brand that a consumer makes. In addition to the practical advantages, he or she might select a brand to represent their personality, social standing, affinity, or need for novelty. A crucial step in the decision-making process for consumers is information search, which may involve looking for information about the internal and external environments. While Pakistani consumers' purchasing habits are receiving more attention, their consumption habits concerning branded clothing have received less attention (Alam et al., 2023). Brands can interact with customers through fan pages, brand communities, and various other platforms. According to research, customers' opinions of distinctiveness, brand prestige, and artistic appreciation are directly impacted by the commodities information offered by luxury goods (Achille & Zipser, 2020). Additionally, it influences consumers' inclinations to buy and their opinions about brands.

Several researchers have documented factors affecting purchase intention in developing countries due to different contextual and awareness levels, such as brand price, availability, Materialism, counterfeit, and Uniqueness (Srivastava et al., 2023). As the market in Quetta is modeling towards apparel brands, the composite model of purchase intention towards apparel brands is limited in the literature. Thereby, scholars are focusing on factors in developing countries' vibrant markets that enhance purchase intention. The objective of the study is to explore the factors of Materialism, need for Uniqueness, vanity, ethnocentrism with mediating effect of attitude on purchase intention of luxury cosmetic goods.

The study explores numerous gaps after reviewing the previous literature, including the necessity for research in the expanding cosmetics industry due to rising levels of luxury product use (Achille & Zipser, 2020; Zhang et al., 2021). Investigation and identification of societal and personal value perceptions concerning luxury products are necessary in several product categories along with pertinent behavioral patterns and attitudes (Chee, 2022). There has been little research on attitudes toward different aspects of luxury, and crucial factors are needed to comprehend the topic as a whole. Research from various cultures may reveal differing perspectives on the use of cosmetics, as most existing studies on the topic are based on replies from the Western world (Ko et al., 2019). Luxurious cosmetic companies typically address issues related to identity, status, personal taste, and self-image relevant to society and personal values. This study aims to close the information above gaps by offering a thorough model that explains how social and personal values shape attitudes, affecting how consumers use luxury cosmetics. This study is significant for academicians, marketers, companies, and media representatives to determine the demographic that is ideal for branded clothing and aids in drawing clients to their brands in light of social as well as personal trends.

2: Literature Review and Hypothesis Development

2.1 Intention to Purchase Luxury Brands

Customers must buy cosmetics from a certain brand; thus, there should be a requirement for a broad evaluation of what is offered in the market (Bian & Forsythe, 2012). Purchase intention is a metric to gauge consumers' willingness to pay for a certain good. The study conducted by Hung et al. (2011) investigated how consumers perceive luxury cosmetic goods, drawing on the theory of consumer culture put forward by Bian Forsythe (2012) to investigate how customers utilize luxury products to shape and alter their identities. Customers' buying intentions for luxury cosmetics need to be focused on due to the distinct and obvious implications of their particular attitudes toward using luxury items and their purchase intentions (Hung et al., 2011). As a result, customers' decision-making process is involved when they intend to purchase opulent items. Customers are inclined to buy the things that appeal to them rather than the specific goods that would provide them with the required services.

They observe how personal characteristics are utilized to purchase opulent items, essentially diverse things used or perceived differently by different customers. Customers' intention to purchase luxury products is positively impacted by the component of perceived behavioral control that is being evaluated (Jain, Khan, & Mishra, 2017). Concerning power, which merely means that how someone behaves can be determined through a reference power, can be used to analyze a person's behavior following their subjective norm. It positively influences an individual's intention to buy expensive products, particularly for female consumers. This theory's perspective indicates that customers' purchasing intentions are significantly influenced by their individual, social, and personal values. A person's attitude about buying luxury products can be used to predict their behavioral intention. The majority of the variables influencing consumers' intentions to make purchases are determined by their product knowledge, how they view the features, quality, and packaging of the goods being purchased, and changing consumer behavior.

According to Agarwal and Panwar (2016), products have certain extrinsic characteristics that are influenced by several factors. The power of the customer rests in their ability to make judgments about what to buy. They choose to acquire things that add value to their lives rather than concentrating on what they need to buy now and in the future. When purchasing, buyers tend to consider past behavior, such as brand loyalty, and pay less attention to the attributes of a product (Ko et al., 2019).

According to Abdullah and Yu (2019) consumer behavior—which develops as a response to products that assess customers' interest in each given product—determines purchase intention. Further customer's desire to make a purchase can be inferred from their past brand usage experiences that meet their needs for self-esteem. It is necessary to understand that buy intention results from consumers' mental states that mimic their desire to purchase goods related to a specific brand.

2.2 Materialism and purchase intention

Abdullah and Yu (2019) identify the characteristics of those who favor wearing ostentatious clothing. Previous research discovered that the consumers who are prepared to spend money on luxury products are the ones who can determine how Materialism and brand consumption are related. Consumers typically prefer goods that meet material demands over spiritual requirements. Research has shown that, compared to customers in western countries, most consumers in Eastern countries are more materialistic (Cho, Jin, & Watchravesringkan, 2016). In addition, Materialism determines an individual's life by valuing success, wealth, and pleasure; if these things are not attained, a person experiences stress. Materialism is a belief that promotes happiness (Duan, 2020).

According to Segal and Podoshen (2013), various studies are carried out throughout northeastern states to strengthen the genuine notion of Materialism, which varies based on gender inequality. China is a materialistic nation, and research conducted there has shown that both men and women value possessions with a high degree of Materialism. According to one of the most important studies ever done, Materialism can have both beneficial and bad effects depending on its three main components: the need for novelty, physical success, and pleasure-seeking goods (Chan et al., 2015). Studies have indicated a strong correlation between physical achievement and the need for Uniqueness and pleasure-seeking products.

In general, luxury items are more costly than necessities. Therefore, purchasing luxury products frequently indicates a person's level of income, which in turn indicates their rank and authority. Good information can increase consumers' willingness to spend, assist them in finding relevant information, and motivate them to alter their behavior and way of thinking. Motivated by strongly held socially-oriented wants like conceit and social standing, buyers believe that using luxury products will help them define who they want to be and help them develop and change their social identities. The social identity of a brand serves as a signal of both individual wealth and social class, and it is fundamental to the behavior of luxury consumers (Loureiro, Jiménez-Barreto, & Romero, 2020). According to research findings, consumers who favor foreign items have a higher significant value placed on materialistic possessions (Duan, 2020). Westerners encourage Materialism in Easterners. People typically feel satisfied When using materialistic things because they believe doing so will increase their happiness and contentment compared to other states (Podoshen et al., 2011). Highly materialistic consumers are more inclined to favor obtaining opulent goods and owning a significant amount of materialistic goods.

A study recommends that Materialism is a major factor in appreciating globalization, but only when understood as a phenomenon. Based on Belk's (1988) research, there is a correlation between cultural values and higher levels of material possession. Eastern shoppers were heavily impacted by Western customs and strongly desired to embrace it despite being profoundly influenced by Western traditions and ways of life (Chu et al., 2013). Researchers claim that Materialism can provide consumers with a sense of self-satisfaction, but only if they can afford

the things that fulfill their desires and help them meet their needs for self-worth (Cho et al., 2016). However, materialistic people would depict the aim of purchasing luxury products in this way, leading to their fulfillment, achievement, and happiness.

Researchers assumed that people might demonstrate their social standing and acquire materialistic items to get happiness; hence, they believed that owning items they would like to buy would increase one's level of pleasure. Furthermore, success can be defined as a self-actualization value that individuals can obtain by purchasing the desired items (Wong & Ahuvia, 1998). Put differently, researchers asserted that individuals would prefer to spend their entire income on luxuries over other needs.

The review of past studies shows a mixed result with the purchase intention of Materialism, either significant or non-significant. This study considers a significant relationship between materialism and purchase intention.

H1: Materialism has a significant relationship with purchase intention

2.3 Need for Uniqueness and Purchase Intention.

Customers' need for distinctiveness is linked to personality traits that demonstrate an individual's characteristics when they purchase and use things that help define an individual's distinctive qualities and personality (Sun et al., 2017) Customers' psychological need expresses their need to stand out from the crowd. Due to consumers' desire for exclusivity, luxury goods can stand out from the competition when enhancing each person's identity (Sharma, Verma, & Sharma, 2018). Luxury fashion firms are accountable for controlling the overabundance of merchandise that consumers view as a means of gaining a competitive edge and wanting to stand out from the competition in order to establish a clients' perception of exclusivity concerning the luxury items and products they wish to buy. According to Vigneron and Johnson (2004), the symbolic qualities of luxury items, their scarcity, and the value that customers place on them all combine to make them unique in terms of their distinguishing qualities and satisfy the demand for Uniqueness among consumers.

The research indicates that consumers are drawn to things that enhance their distinctive characteristics, as they desire to stand out from the crowd and showcase their identities. Self-distinctive behavior is required in order to test the self-esteem theory's theory. Because consumers seek to satisfy societal wants by obtaining distinctive features, materialistic self-possession aims to evolve distinctive and individual traits (Nikhashemi & Delgado-Ballester, 2022). The researchers claim that various people wish to develop distinctive qualities to inspire customers to seek and obtain such attributes in various products.

Customers who are prepared to spend money on opulent and adaptable brands will feel satisfied with how they shape their personalities and self-images by looking at various distinctive goods. It has been discovered that the need for individuality positively influences the propensity to purchase luxury products. Researchers have discovered that celebrities and brand ambassadors

like to advertise their fashion items and brands so that people feel compelled to emulate them and follow these brands in order to establish a positive self-image in society (Putri et al., 2021). As a result, this enormous attribute would promote their need for Uniqueness. The term "luxury brands" refers to the fulfillment consumers seek by satisfying their aspirations. For the reasons listed below, buyers also seek to satisfy their need for Uniqueness. First, it gives customers a sense of individuality by allowing them to stand out from the crowd. Customers' desire to use luxury items would be positively significant in raising customer awareness of the use of luxury products (Som & Blanckaert, 2015).

In the global market, marketers must maintain their existing luxury brand inventory. Luxury brands can satisfy consumers' desire for exclusivity. Younger generation in Eastern countries would rather buy products that set them apart from other members of society. It suggests that young people do not value uniformity and instead want to purchase ostentatious goods for conspicuous consumption. Second, in the global economy, luxury items were distinguished by their appealing qualities, such as their adaptable design and style, which are the primary means of influencing society by elevating a person's social status and assisting them in developing their social character.

Even though this idea stems from the theory of Snyder and Fromkin (1977), most people want to stand out from the crowd. Furthermore, individuals who aspire to be unique frequently set themselves apart from others. Additionally, by acting uniquely, a person might satisfy their demand for self-worth and lessen their negative affectivity by feeling accomplished.

The "need for uniqueness" concept is explored through acquiring various things and developing one's identity. According to Tian and McKenzie (2001), customers need Uniqueness, or the desire to have characteristics and options that set them apart from the competition. Scholars assumed that people desire to stand out from the crowd and are willing to gain distinctive features to fulfill their need for Uniqueness.

To prevent feeling too similar to other people, consumers want to seem unique. People have varying impressions, and based on these perceptions, they desire to purchase various products with distinctive and special attributes. Even though those who see similarities in how those products are used abandon these businesses; naturally inventive and independent people tend to generate a self-concept inclined to stand out from the crowd (Shimul, Sung, & Phau, 2021). Because of the distinctive and priceless nature of the products, it would be challenging to obtain luxury brands.

The review of past studies shows a mixed result with purchase intention with the need for Uniqueness either significant or non-significant, as being unique is meant to improve a person's taste and discourage them from buying goods widely utilized by people in the same culture. So, this study considers that there is a significant relationship between the need for uniqueness and purchase intention.

H2: Need for Uniqueness has a significant relationship with purchase intention

2.4 Vanity and purchase intention

The relationship between an individual's physical appearance—how they seem and how they wish to look—and their concerns about it is examined by Netemeyer, Burton, and Lichtenstein (1995). Vanity is related to a person's accomplishments and their physiological and psychological requirements since it is frequently noticed that customers purchase particular goods in order to satisfy their psychological demands. Consumers generally utilize luxury items to meet their social values through conspicuous purchases. Luxury brands are all about look (Cavalcante et al., 2023).

The term "vanity" describes a person's personality trait and the quality that describes personality. Vanity may be utilized to determine a personality trait by beautifying oneself; this can be separated into two types: self-satisfied physical vanity and accomplishment-driven vanity (Abrar et al., 2019). Conspicuous consumption, which requires admiration of one's social rank in a society, has been noted to be a means of examining vanity (Sharda & Bhat, 2019). A study explored the relationship between vanity and intensive behavior in individuals. The findings indicate that vanity positively impacts consumers' purchasing intentions, which in turn directly impacts consumers' behavior in various ways (Gera & Agarwal, 2023). People purchase luxury brands to explore their need for a certain self-image and elevate their social status and reputation in society. Because consumers view a high degree of vanity in this way, they will focus more on appearance and achievement and be eager to draw attention to themselves by projecting an exceptional personality.

According to research, 8.3 million dollars were spent on cosmetic products in 2003 in the USA to perform cosmetic surgical procedures (American Society of Aesthetic Plastic Surgery, 2004). Studies show that in the 2002 Roper ASW poll, 62 percent of women were shopping for cosmetics to use skin care products to seem younger. So, the above literature shows a significant association between vanity and the purchase intention of Materialism, either significant or non-significant. As a result, self-concept is more penetration in society for decisions about the purchase of luxury goods. This study considers a significant relationship between vanity and purchase intention.

H3: Vanity has a significant relationship with purchase intention

2.5 Ethnocentrism and Purchase Intention

According to Watson and Wright (2000), most individuals would rather use domestically produced goods than imported ones. It indicates that the individual has a positive attitude toward goods made in cultural contexts and falls under the ethnocentric trait. Additionally, customers have a strong antipathy for goods made in other countries due to their ethnocentric mindset. The word "ethnocentrism," as defined by Shimp and Sharma (1987), was used by another researcher to describe how customers' choices between home and international goods are influenced by their preferences. Patriotism and the macroeconomic circumstances of the present day, such as

unemployment and joblessness, are the main drivers behind domestic product purchases by consumers.

According to the study by Yousaf et al. (2022), Ethnocentrism significantly affects female consumers' intentions to purchase. In contrast, a different empirical study has not supported the prior claim that Ethnocentrism encourages the purchase of local items; rather, individuals who exhibit strong patriotism have been known to purchase foreign goods due to their utilitarian mindset (Ahmed et al., 2013). It has been demonstrated that an ethnocentric connotation has revealed a negative attitude about women's intentions to buy foreign goods. Most customers believe purchasing goods abroad will hurt their country's economy and limit employment chances. Most studies were done to ascertain consumer ethnocentrism about female consumers' purchase intentions (Karunaratne & Wanninayake, 2018).

According to Ningsih, Syarifuddin, and Lelana (2019), buying a lot of foreign goods was thought to increase the risk of job loss and other security issues within the nation. As a result, nations encouraged local manufacturers to enter the market and then created cues in advertisements that highlight patriotic features and persuade customers to buy local goods. Additionally, the idea that local products are of the highest caliber has been positively promoted (Ningsih et al., 2019).

Previous studies have revealed that Pakistani consumers are more ethnocentric than those in other developing nations. Even while earlier research has shown that age and ethnocentric attitudes are positively correlated, this study's results contradict the findings. The study's conclusions confirm that female consumers lean more ethnically. Ethnocentrism is a crucial tool for marketers to control and comprehend consumers' inclinations for utilizing domestically produced goods rather than imported ones. Karunaratne and Wanninayake (2018) investigated that consumers with a high ethnocentric tendency would reject foreign goods and prefer local brands, even though they had a high preference for local brands. They discovered two aspects of consumers' attitudes: cognitive and affective. Cognitive attitudes study how consumers feel emotionally attached to a brand, whereas affective attitudes study how consumers generally perceive using a particular brand.

Most studies eventually look at how a high level of importation would lead to fewer job prospects in the home market, which would have a detrimental impact on the local economy (Mockaitis et al., 2013). A few other studies show that customers believe local items are better than branded ones and eventually use word-of-mouth to influence the judgments of those closest to them (Asshidin et al., 2016). It has a long-term impact on female consumers' purchasing behavior.

In contrast, the reasons for buying domestic goods were linked to a customer's psychological commitment to the nation, allowing them to overlook their utilitarian viewpoint. Ultimately, the outcome was determined by analyzing the consumers' attitudes, beliefs, intentions, and decisions. This scale is widely used and regarded as the most important one to measure the

impact of consumer ethnocentrism on purchase intention in most industrialized and developing nations. According to Shimp and Sharma (1987), the emergence of the domestic economy and the creation of temporary jobs are both influenced by patriotism. The previous studies show that Ethnocentrism is more non-significant with the personality as this is due to various social and psychological elements, including nationality, culture, and distinct historical identity. This study considers that there is a significant relationship between ethnocentrism and purchase intention.

H4: Ethnocentrism has a significant relationship with purchase intention

2.6 Attitude as Mediator

While it has been noted that there is a positive correlation between attitude and the intention of the consumer to purchase various products, Finlay, Trafimow and Villarreal (2002) looked at the term attitude as a means of evaluating the behavior of consumers in terms of purchasing intention. Additionally, the mindset would impact buyers who intend to purchase luxury brands. The most favorable and unfavorable circumstances, which the person's views can investigate, can be used to analyze behavior. While emotional reactions are predicated on an individual's predicted sensations that they anticipate and consequently generate after engaging in a certain behavior, spontaneous impacts are discovered to be dependent on rational thought (Rutherford & DeVaney, 2009). Chinese customers' attitudes can be categorized into two groups to analyze their purchase intentions, particularly when buying luxury apparel.

Researchers looked at the TRA model, which holds that a person's behavior is based on their beliefs about what will lead to particular results. Even though Jin and Kang (2011) found that customers' attitudes significantly influence their purchase intentions, they still favored global brands over domestic ones. According to a different study, attitudes have a significant influence on women's intentions to buy luxury cosmetics, particularly among Indian consumers who are known for their propensity for doing so (Son et al., 2013). According to earlier research, luxury brands greatly influence women's buying intentions (Wu et al., 2015). However, through a combination of diverse viewpoints that can express a message through attitude, consumers have demonstrated both positive and negative attitudes toward choosing ostentatious consumerism and luxury items.

The survey looks at attitudes toward a specific brand. Customers' intentions to purchase are significantly influenced by their attitude about brand usage—studies examining how people's competence demonstrates a favorable perspective on specific brands and purpose to buy. Previous studies have indicated a strong correlation between customers' purchasing intentions and attitudes toward utilizing specific brands (Abdullah & Yu, 2019). Although researchers regarded attitude as the most significant component for observing customer behavior regarding the purchasing intention of luxury items, attitude is thought to be the most significant psychological factor.

In addition, attitude understands behavior. People want to interact with others to demonstrate their social standing and satisfy their need for self-worth. High-end cosmetic brands encourage customers to buy products from companies with distinguished values, which encourages them to

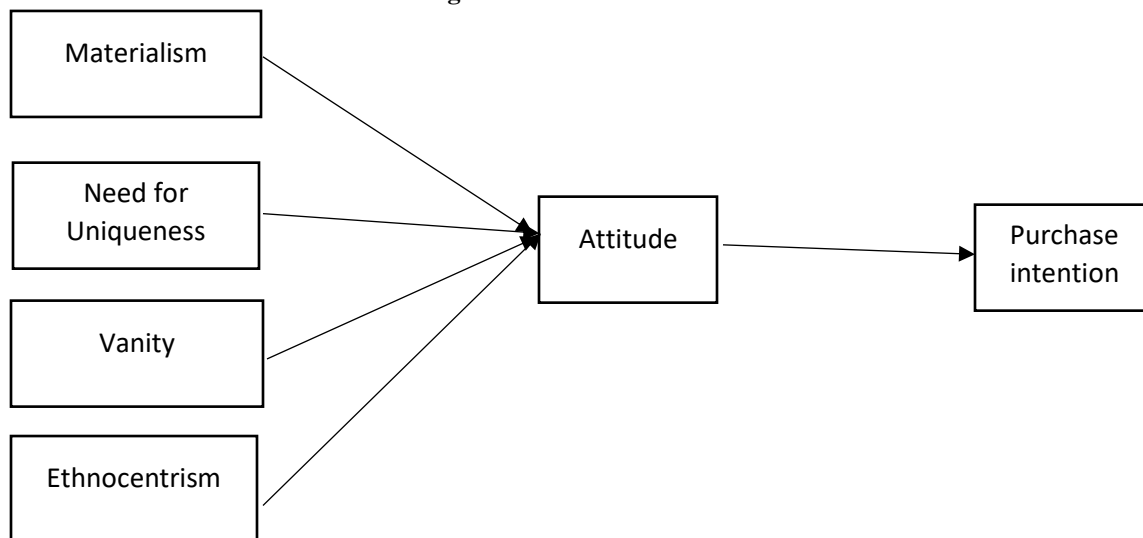
flaunt their social standing and personal references to fellow human beings in addition to celebrity endorsement, demonstrating that most customers will alter their mindset by adopting other people's behaviors

Olson and Mitchell (1981). Through analyzing behavior, marketing experts have found that attitude is a key factor in identifying and luring clients. An individual's attitude is examined for two reasons (Chell, 2008). According to Mitchell and Olson (1981), the primary goal of attitude analysis is to forecast consumer behavior. However, Eagly and Chaiken (1993) offered a theoretical framework for comprehending the significance of attitude by identifying the psychological needs of consumers. The inclinations of analyzing the behavior of female consumers include attitudes toward the use of brands and intentions to purchase luxury items.

Consumers with more social and personality-conscious attitudes are more likely to purchase luxury goods. The review of past studies shows a mixed result with the purchase intention and attitude (Materialism, need for Uniqueness, vanity, and Ethnocentrism), which are either significant or non-significant. This study considers a significant purchase intention and attitude (Materialism, need for Uniqueness, vanity, and Ethnocentrism).

H5: Attitude is a significant mediator between Materialism, Ethnocentrism, Need for Uniqueness, Vanity and Purchase Intention

Figure No 1: Theoretical Framework



3. Research Methods

The objective of the study is to investigate the impact of social as well as personal variables on the intention to purchase female decision towards cosmetic brands through the positivist approach is more practical because a combined set includes variables that may be examined in various locations across the globe, where people are almost certain to be present. Consequently,

the positivist technique can be used to study customers. Young females between 18 and 35 were selected as a target population as the Pakistani population is young-dominated. Young females are more conscious about their appearance due to culture in society. Even though young women rely on their guardians most of their lives, their frugal mindset compels them to buy high-end cosmetics. So, the target population was the four universities working in Quetta, Baluchistan (University of Balochistan, BUIETMS, Alhamd, and SBK), which were selected. Out of 21000 students, a sample of 300 female students was taken for the study. This study used the convenience sampling technique due to non-availability of sampling frame.

3.1 Measures

3.1.1 Purchase Intention

05 items were adapted from Ajzen (1991) to measure purchase intention on 5-point likert scale (Strongly disagree – strongly agree). The sample item includes, “I intend to buy luxury fashion goods constantly”. The reliability is .83.

3.1.2 Materialism

18 items were adapted from Richins and Dowson (1992) to measure Materialism on 5-point likert scale (strongly disagree – strongly agree). Items include, “I admire people who owns expensive homes, cars and clothes”. The scale has good reliability of .87 (Sara, Chu, Mehmood, 2013)

3.1.3 Attitude

04 items were adapted from Ajzen (1991). Each item was measured on a 5-point scale (strongly disagree – strongly agree). Sample item includes “When I go shopping, I often look for luxury fashion products”. The reliability is .83.

3.1.4 Need for Uniqueness

04 items were taken from Snyder and Fromkin (1977) on five point likert scale (strongly agree to strongly disagree). The sample question includes, “I often buy luxury goods in such a way that I create a personal image that cannot be duplicated”. The reliability is .91

3.1.5 Vanity

08 items were taken from Netemeyer et al. (1995) on five point likert scale. sample items include, “I am very concerned about my appearance”. The reliability is .79

3.1.5 Ethnocentrism

17 item adapted from CETSCALE, developed by Shimp and Sharma (1987) on five point likert scale (strongly disagree to strongly agree). Sample item includes, “Pakistani product, first, last and foremost”. The reliability is .91

4. Results

The demographic statistics summary table 1 shows the frequencies of each demographic categories. The selected sample of female age shows that frequency of age 18-25 years, 26-30 years and above 198, 73 and 29 respectively and data shows more sample selected age was 18-25 years as 66%. Education of the respondents consist 70 Masters, 147 MPhil, and 83 Bachelor and also more selected from M.Phil. with 49%. The highest 123 frequency of sample based on average monthly spending of female was above Rs. 6000 spending on cosmetics. The frequency of highest respondents who purchases cosmetics in last 3 months was 269 with 89.7%. Female who involve in the activity of generating income through any source such as tuition, from parents, for cloth stitching is 50% Yes and 50% No.

The findings of the study collected data are given below: Table 2 represents the findings of CFA, reliabilities, and Average variance extract (AVE) for each variable. CFA confirms the instrument validation that was adopted in previous research or culture. The findings in Table 1 indicate that the sample is appropriate for the study as the KMO value of 0.875 is more than 0.5, and the study sample is allowed to run the factor analysis. Another condition of CFA is that the sig value of Bartlett's test is .000, which is less than .05; thus, no factor would have a zero value.

Table No 1: Demographic statistics summary

Demographic	Categories	Frequency	Percent
Age	18-25 years	198	66
	26-30 years	73	24.3
	above30 years	29	9.7
Education	Masters	70	23.3
	MPhil	147	49
	Bachelor	83	27.7
Average monthly Spending	below 3000	95	31.7
	3000-6000	82	27.3
	above 6000	123	41
Purchase cosmetics last 3 months	Yes	269	89.7
	No	31	10.3
Involved in income generation activity	Yes	152	50.7
	No	148	49.3

All of the factors listed in Table 1 exhibit higher reliability when compared to the reliability criteria (reliability >.60). Additionally, the AVE criteria—which require that the value for AVE be higher than 50—ensure that validity converges (Hair Jr & Sarstedt, 2021). The convergence accuracy is demonstrated by the average variance (AVE) values for every variable being higher to .50 (Bell et al., 2018).

Table No 2: Validity and Reliabilities

Variables	KMO Sampling Adequacy	Bartlett's Test of Sphericity	Reliabilities (Cronbach Alpha)	Average variance extracted (AVE)
Materialism	0.875	df, 561	0.778	0.7
Need for Uniqueness	Chi-square (4195.46)	Sig. (0.000)	0.755	0.72
Vanity			0.739	0.65
Ethnocentrism			0.625	0.59
Attitude			0.855	0.601
Purchase intention			0.898	0.56

The descriptive statistics findings (mean and standard deviation) of the variables are displayed in Table 3. Three hundred female respondents make up the study's sample size. Materialism, vanity, need for individuality, conceit, Ethnocentrism, attitude, and intention to purchase mean values of 3.27, 3.11, 3.57, 3.43, 3.46, and 3.49, respectively. All variables are displayed on an acceptable scale, meaning that Materialism, need for Uniqueness, vanity, Ethnocentrism, attitude, and purchase intention are present within females towards cosmetic luxury goods. The standard deviation values of Materialism, need for Uniqueness, vanity, Ethnocentrism, attitude, and purchase intention are 1.02, 1.08, 0.91, 0.87, 1.099, and 1.087, respectively.

Table No 3: Descriptive statistics

Variables	Mean	Standard Deviation
Materialism	3.2783	1.02479
Need for Uniqueness	3.1111	1.08581
Vanity	3.5733	0.91442
Ethnocentrism	3.4325	0.78462
Attitude	3.4678	1.09968
Purchase intention	3.49	1.08719

The hypotheses were tested through a multiple linear regression analysis approach. The data findings show that the R-square value $0.351 = 35.10\%$ indicates that the overall model explains 35.10% variation in the consumer's purchase intention while 64.90% variation is unexplained due to other constructs taken in this study. The F-statistics 41.64 value indicates that the model is a good fit and that there is a relationship between dependent and independent variables. Additionally, Table 3 demonstrates the positive and considerable influence that Materialism, the need for Uniqueness, vanity, and Ethnocentrism have on purchase intention. as sig. Value less than 0.05. Thus, the H1, H2, H3 and H4 are accepted. The H5- H8 test for mediation

is given in Table 4. Table 3 also shows that tolerance VIF and values are all accepted ranges and that there is no issue of multicollinearity in the study data.

Table No 4: Multiple Linear Regression Result

Variables	Outcome	R ²	F-value	P	Coefficient	S.E	T	Tolerance	VIF
Constant				0.155	0.397	0.278	1.427		
Materialism	Purchase intention	0.351	41.46***	0.005	0.183	0.065	2.82	0.577	1.733
Need for Uniqueness				0.000	0.249	0.058	4.273	0.642	1.558
Vanity				0.000	0.328	0.065	5.019	0.719	1.391
Ethnocentrism				0.020	0.16	0.068	2.335	0.888	1.126

Table No 5: Results of Mediation Analysis

Relationship	Coefficient (Beta)	Standard error	T	P-value	LICT	UICT
Att <--- MTR	0.518	0.0544	9.5178	0.000	0.411	0.6252
PIN <--- ATT	0.7129	0.0407	17.507	0.000	0.6328	0.793
PIN <--- MTR	0.1224	0.0437	2.8014	0.0054	0.0364	0.2048
ATT <--- PIN<--- MTR	0.3694	0.0437			0.2875	0.4497
ATT <--- NFU	0.4191	0.0534	7.847	0.000	0.314	0.5242
PIN <--- ATT	0.6942	0.0383	18.119	0.000	0.6188	0.7696
PIN <--- NFU	0.1806	0.0388	4.6544	0.000	0.1042	0.257
ATT <--- PIN<--- NFU	0.2909	0.0446			0.2063	0.3809
ATT <--- VNT	0.6205	0.0597	10.397	0.000	0.503	0.7379
PIN <--- ATT	0.7142	0.0417	17.11	0.000	0.632	0.7963
PIN <--- VNT	0.1254	0.0502	2.4982	0.013	0.0266	0.2242
ATT <---PIN<--- VNT	0.4431	0.0471			0.3537	0.537
ATT <--- ETH	0.3602	0.0784	4.6157	0.000	0.2077	0.5164
PIN <--- ATT	0.7467	0.0317	20.132	0.000	0.6737	0.8197
PIN <--- ETH	0.1154	0.052	2.2204	0.0271	0.0131	0.2177
ATT <--- PIN<--- ETH	0.2703	0.0644			0.1373	0.3894

Table 5 shows the mediation analysis results of attitudes between (Materialism, need for Uniqueness, vanity, Ethnocentrism) and purchase intention. Table 4 shows a significant relationship between attitude and Materialism, need for Uniqueness, vanity, and Ethnocentrism with beta values of 0.518, 0.419, 0.62, and 0.36, respectively, with significant association as p values less than 0.05. The study's findings also indicate a significant positive relationship between purchase intention and (Materialism, need for Uniqueness, vanity, and Ethnocentrism) with beta

values of 0.12, 0.18, 0.12, and 0.115, respectively, with significant association as p values less than 0.05.

Study findings also show that The coefficient of beta improves.12 to.36,.18 to.29,.12 to.44, and.12 to 27 when an attitude is added as a mediator between (Materialism, need for Uniqueness, vanity, Ethnocentrism) and purchase intention. It suggests that most intentions to purchase expensive beauty products are likely to be established as the power source attitude becomes a mediator for these factors of the females from Quetta, Baluchistan.

The overall study findings show that H1, H2, H3, and H4 accepted as sig values are less than 0.05. The findings related to mediation analysis of attitude and purchase intention also show full mediation with Materialism, vanity, need for Uniqueness, and Ethnocentrism. So H5, H6, H7, and H8 are also accepted.

4.1 Discussion

The primary objective of this research is to identify the key variables influencing women's intentions to purchase high-end cosmetics. This study is being carried out in Quetta, Pakistan, at four universities accredited by the HEC. Customers are now aware of the brands they use, and their changing lifestyles and appearances have made them aware of the use of luxury goods to demonstrate social class in a community. The first study ensures the reliability and validity of the constructs and shows that all constructs have moderate value. The study's findings also suggest a 35% variation due to these independent variables and 65% variations unexplained. It shows that the females of Quetta ensure the study reasons for purchasing cosmetic luxury goods are important. The study's F-statistics value 41.95 also indicates that the model is a good fit.

The study's conclusions demonstrate that purchase intention and mediator attitude are significantly positively correlated with Materialism, the demand for Uniqueness, vanity, and Ethnocentrism. According to earlier research, customers with lower materialistic standards may also have the lowest ethical standards (Chan et al., 2015). It has also been noted that there is a positive correlation between Materialism and things that appeal to pleasure seekers. Materialism is the pursuit of prosperity and objects of pleasure (Braun & Wicklund, 1989). Research indicates that those not content with their lives tend to have a greater desire for material possessions (Vansteenkiste et al., 2006). A similar result is also shown in the data findings. The need for Uniqueness, vanity, and ethicality correlates with people's propensity to acquire high-end beauty products. In order to identify products with distinctive and unique qualities, consumers look at how they wish to fulfill their psychological needs (Ruvio, 2008). The findings indicate that women's purchase intentions for luxury cosmetic goods are significantly and favorably impacted by their need for customer distinctiveness. According to a study, most shoppers are driven by a need for Uniqueness.

5. Conclusion

The study investigated how social and personal factors affected women's intentions to purchase high-end cosmetics, with customer attitudes mediating. Data were collected through primary sources using a survey questionnaire. A sample of 300 female respondents was taken in this study from 4 universities of Baluchistan, Quetta, using a convenience sampling approach. This research applies bootstrapping and multiple linear regression to test hypotheses approved (Barron & Kenny, 1986). The need for Uniqueness, vanity, and Ethnocentrism were the three components of Materialism that were further examined through mediation analysis. Hayes' bootstrapping method yielded bias-corrected confidence estimates with a 95% confidence interval at 5000 bootstrap samples (MacKinnon et al., 2004; Preacher & Hayes, 2004). The findings showed that consumerism, the need for individuality, vanity, and Ethnocentrism all had a favorable and significant impact on women's intentions to purchase high-end cosmetic products. The two most significant societal factors are the need for individuality, which motivates the purchase of luxury cosmetics, and vanity, which is a personnel aspect that increases the emphasis on this purchase. Additionally, the mediation examination's findings show that Materialism, the need for Uniqueness, vanity, Ethnocentrism, and purchase intention are all positively mediated by attitude. Therefore, developing a positive attitude is essential.

The study's findings indicated that women's purchasing intentions are substantially correlated with their endowment of Materialism, which includes their need for Uniqueness, vanity, and Ethnocentrism. The findings of this study corroborate earlier studies showing that consumerism, Ethnocentrism, vanity, and the quest for distinctiveness strongly influence women's intentions to purchase high-end cosmetics. This study has shown the mediating role of attitude on female purchasing intention, which is useful in predicting the behavior of female consumers. Therefore, the general conclusion was that women's intentions to acquire luxury cosmetic goods are significantly influenced by Materialism (desire for Uniqueness, vanity, and Ethnocentrism).

5.1 Implications for Research and Practice

The following recommendation suggested based on the study findings

1. Studies must focus on females aged 18 to 35, especially those who are literate.
2. The market manager must consider the social and personal factors discussed in the study.
3. Companies must consider female attitudes before manufacturing luxury goods through media or social activity.
4. They also consider culture and religion and sell their luxury cosmetic goods.
5. Companies also consider all factors that affect their face or their personality.

5.2 Limitations and Future Research Direction

There are noted drawbacks to this study. The research's first limitation is its descriptive and relational approach, which weakens the case for causation. Even when the study has met all validity and reliability requirements, experimental research is the most effective way to guarantee

causality. The research was conducted in Quetta, limiting the applicability of our findings. It is the second constraint related to the study's framework. For instance, one could contend that measuring purchase intention towards females in this unique area is more challenging than in other areas of the country due to the cultural dominance of the personnel. As a result, we encourage future studies to adapt current findings to other areas and business domains where purchase intention might take many forms due to similar cultural constraints. Future investigators are urged connect the findings to different social and personal factors within this cultural framework. Future studies should consider the different family religious practices and vocations as possible moderators in predicting whether or not a woman may acquire an intention. The third constraint is that the convenience sample design, a non-probability technique, was used in the study to attain the target population. There is little actual participation in this technique. This can be avoided by obtaining the real sample frame and conducting a study on probability design. The study's fourth major disadvantage was its time constraints, which resulted from a lack of communication with the respondents during data collection. The respondents were preoccupied and unable to devote enough time and attention to completing the questionnaire. This study aimed to consider the social and personal factors influencing female inclination to purchase high-end cosmetics. An extensive list of variables that may subsequently be included in the model after being examined on the females discovered in shopping malls was left out due to time and financial constraints. Additionally, qualitative research is required to understand the consumer's perspective on embracing modern lifestyles and shifting cultural norms. Qualitative research would make possible the essential elements needed by the community of interest.

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