Investigating Materialistic Behaviour Towards Luxury Fashion Consumption

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This study investigates the path that leads materialists to purchase foreign products online. The study finds materialism's effects as bandwagon luxury consumption behaviour and perceived brand globalness. It also shows how consumer innovation affects consumer behaviour between bandwagon luxury consumption and inclination to purchase foreign luxury goods online. An online cross-sectional survey was utilized to collect data from 210 respondents who bought luxury goods from abroad in Pakistan. The findings demonstrate that Bandwagon luxury consumption patterns and brand-perceived globalness have a significant positive relationship with materialism and intention to purchase foreign luxury goods online and that Bandwagon luxury consumption patterns positively mediate this relationship. Consumer innovation significantly moderates the relationship between bandwagon luxury consumption and the propensity to purchase foreign luxury goods online. This study will be beneficial for foreign brand marketers interested in targeting Pakistani consumers through various channels and identifying bandwagon behaviour among Pakistanis

Introduction

Pakistan and other emerging nations struggle economically; thus, it is possible that these countries will start to prioritize material possessions and conspicuous consumption as they become more materialistic (Dev et al., 2018; Balabanis & Siamagka, 2017; Mukhtar et al., 2021). According to Mainolfi (2020), customers in emerging markets have reiterated their expectations for luxury products and placed a high value on the calibre and uniqueness of their offerings. Advertising and money have been cited as contributing contributors to the rise in materialism by Ali et al., (2012).

According to Haider (2017), the reputation in Pakistan has become stable, and it is considered a safe place for travel and business. Many well-known foreign brands are entering Pakistan to open retail franchises, and some are targeting through the digital channel. Pakistani young customers of global brands are familiar with well-known overseas fashion brands as they are more conscious and aware than their old generations (Navia et al., 2021). Overall, the demand for foreign brands among local consumers is increasing. Moreover, to maintain their status in their social group, Pakistani materialists depend blindly on their reference group choice and consumption pattern. According to Haider (2017), several well-known global companies enter Pakistan to create retail franchises, while some target digital channels. Pakistan is increasingly seen as a safe area for tourism and business. Due to their increased awareness and consciousness compared to their older generations, Pakistani youth consumers of international brands are familiar with well-known international fashion labels (Navia et al., 2021). Overall, local customers are becoming more interested in overseas brands and e-banking for purchase any product (Afroze et al., 2021). Additionally, Pakistani materialists blindly depend on their reference group preferences and consumption habits to retain their social standing.

The term "materialism" can refer to either a negative personality trait or a mental state (Belk, 1985; Richins & Dawson, 1992). These conceptualizations require further investigation because the relationship between materialism and these variables (perceived brand globalness and bandwagon luxury consumption behaviour) is understudied. Previous research on materialism and purchasing international brands found that materialism influences customers' attitudes toward purchasing luxury goods in India and Korea (Sharda & Bhat, 2018; Park et al., 2007). According to Kumar and Kaushik (2020), luxury brands combine emotionally and cognitively charged values such as entertainment, experiences, beauty, and excellent quality. People are becoming more familiar with the names of luxury brands that denote practical or symbolic characteristics as luxury goods have become more widely available, which has increased brand consciousness (Pino et al., 2019; Dhaliwal et al., 2020). Young Chinese consumers have seen enormous growth in their desire to live a wealthy lifestyle and purchase luxury goods from international companies (Pino et al., 2019). As a result, to make numerous practical and theoretical contributions, the research examines the perspectives of young Chinese consumers (Gul et al., 2021).

Hamid (2014) identified materialists' attitudes toward purchasing foreign brands through offline channels; research has so far focused on identifying the path through which

materialists purchase foreign luxury fashion brands in developing countries like Pakistan via online channels. There are an increasing number of internet-related studies from the standpoint of consumer attitudes, but very few studies have explained individual behaviour toward purchasing overseas fashion luxury brands through the services of local and global e-commerce facilitators. As research on bandwagon consumption grows, the study will identify bandwagon consumption behaviour and perceived brand globalness as a result of materialism. The study also identifies the moderating role of consumer innovativeness between the bandwagon effect and the intention to buy foreign products, as proposed by (Mainolfi, 2019; Abrahamson & Rosenkopf, 1993; Abrahamson & Rosenkopf, 1993; Abrahamson & Rosenkopf, 1993; Abrahamson & Rosenkopf, 1993; Abrahamson et al., 2021). Because the relationship between bandwagon effect and innovativeness has only been identified in the context of organizational/firm behaviour, not consumer behaviour, this will contribute to consumer behaviour literature, create curiosity, and change the conversation. This study will be very useful for foreign brand marketers interested in targeting Pakistani consumers through various channels and identifying bandwagon behaviour among Pakistanis, which will help them convey a sense of group belongingness in their marketing campaigns. The study will also inform foreign marketers about whether to launch new products in the Pakistani market. The purpose of this study is to understand better the relationship between materialism, perceived brand globalness, and bandwagon consumption, which leads to the purchase of foreign brands. Materialism, perceived brand globalness, and bandwagon consumption all influence Pakistani consumers' attitudes toward foreign brands. The study will also look into materialism as a predictor of perceived brand globalness and whether consumer innovativeness moderates the relationship between intent to buy foreign brands and bandwagon consumption behaviour. The study also contributes to the literature of social influence theory by explaining how individuals adopt the same behaviour as their peers when influenced by their peers. The study will benefit both local and global online retailers, as well as managers of foreign brands, in attracting customers to purchase foreign products online.

Research Model and Hypotheses Development

The research model consists of five variables: Materialism defined as "the importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states" (Richins., 2004). Intention to buy foreign products online defined as "the probability that the consumer will buy a certain foreign product in the near future" (Muposhi et al., 2018; Dhaliwal et al., 2020), bandwagon luxury consumption behaviour defined as "the extent to which the demand for a luxury product increases due to the fact that others are also purchasing the same item" (Kastanakis & Balabanis, 2014)., perceived brand globalness reflects "consumers' perceptions that a brand is global, i.e., available and accepted in multiple world regions." (Fastoso & González-Jiménez., 2018) and consumer innovativeness "consumer innovativeness as the degree a person is receptive to new ideas and decides to adopt new technology regardless the other persons' experiences." (Midgley & Dowling, 1978). The connectivity between variables is given below:

Materialism has direct effect on Intention to buy foreign products online. Bandwagon luxury consumption behaviour mediates the relation between materialism and Intention to buy foreign products online, along with consumer innovativeness act as a moderate between bandwagon luxury consumption behaviour and Intention to buy foreign products online. Perceived brand globalness mediates the relation between materialism and Intention to buy foreign products online.

Influence of materialism on intention to buy foreign luxury products

Richins and Dawson., (1992) believe materialism is a state of mind and can be defined as "a set of centrally held beliefs about the importance of possessions in one's life'' and has conceptualized that materialist's belief focused on: Acquisition Centrality, Acquisition as the Pursuit of Happiness & well-being in life and Possession-defined Success. On the other hand, (Belk., 1985) visualize that materialism as an individual personality and non-generosity, possessiveness & envy are part of such personality (Pino et al., 2019).

Materialists are happy after owning of a material good as at that time they feel relief or distracted by the negativity in their life (Dev et al., 2018: Cleveland et al., 2009). The materialistic value varies among different consumers in specific circumstances, as foreign products can indicate different meanings to different consumers. Hence materialism affects others intention to buy foreign products. Park et al. (2007) identified that Korean materialistic consumers having high involvement in purchasing foreign luxury brands using online channel, as there is advancement in e-commerce and reliability of websites selling original foreign brand products with high quality has led many consumers to buy well known foreign brands online.

Lim et al. (2020) state in their study that possession defined materialism was more noticeable in the context of buying luxurious goods rather than economical goods. (Harun et al., 2012; Kim & Karpova., 2010; Bakhshian et al., 2019). In their research show that materialist have non-significant attitude towards buying counterfeit products. Hence, materialists will be interested in buying the original foreign products, as their social status boost, they become less price conscious. The thought of being embarrassed in front of social group due to using fake foreign luxury brand leads the materialistic to avoid using counterfeit products. On the other hand, Kaufmann et al. (2016) Identify that materialism had a significant relationship with intention to buy counterfeit or original foreign goods. Behavioral intention and intention of buy any product is depends on image of the brand, staff knowledge, physical environment, communication through social media, customer satisfaction, and audience engagement through storytelling (Rukh et al., 2021; Athar et al., 2021; Yasir et al., 2021; Atiq et al., 2022). According to Mainolfi (2019), the consumers from developing countries have greater tendency for materialism than from the developed world like the UK & USA, showing a positive attitude towards buying foreign products. People with a high level of materialism prefer to buy original foreign products as they seek exclusivity and have high quality. To enhance social image among the members of the group or to affiliate with a specific group and perception of the materialists about the high quality of the foreign brands lead to purchase intention. On the bases of above-mentioned findings, it is hypothesis

H1: Materialism positively influences the intention to buy foreign luxury products online.

Materialism and Bandwagon Luxury Consumption Behavior

The urge for better possession from peers leads the materialist dissatisfied with their present life hence resulting in bandwagon consumption (Qi & Wang, 2017; Navia et al., 2021). Bandwagon is the behavior of doing or adopting things or attitude like other members of group in order to affiliate one's self with them, psychological and sociological elements also influence bandwagon luxury consumption behavior (Bahri-Ammari et al., 2020). In many societies people are influenced by their peer's thoughts, Ideas and attitude. Hence to follow the group member norms and values there might be changes in individual choices about brands consumption and decision-making process. Kang and Ma (2020) explain in their research that the fear of missing out can lead the people to act like their reference group leading them to purchase luxury. Materialistic consumers had a fear of being an odd one out among their group members, so they will adopt new trends and goods to meet the standards of their group. Barrera and Ponce (2020) demonstrated that youth is behind rising luxury consumption around the world, further stated that competitiveness personality had a positive effect on bandwagon, and materialism is one of the elements of such personality.

Materialists follow their reference group in developing their status, their decision of purchasing and evaluation depend highly on their reference group, and this may lead to comparison of one self with the other members of the group, thus resulting in bandwagon effect. The materialistic consumers compare their possessions with their peers to identify their self-image, status and external needs. According to Kastanakis and Balabanis (2012) bandwagon is a motivation to use the product due to the fact that others are also using. Materialist emphasize on fulfilling their visible social needs rather than interior needs this can be explained by symbolic interaction and social comparison theory, buying luxury foreign products is a way of entry in a specific group and maintaining self-image is an important concern (Zhang & Kim, 2013). Taylor et al. (2009) believed as collectivist culture is based on hierarchy, in order to be socially recognized from peer and to reveal one's rank in society materialist buy luxury products. The aim of materialists is to impress others through the passion they hold (Balabanis & Siamagka, 2017). They are interested in buying foreign brands like their reference group so that they do not lose face. Therefore, we hypothesis

H2a: Materialism positively influences bandwagon luxury consumption behavior.

Materialism and Perceived Brand Globalness

Materialistic consumers are the purchaser of the foreign luxury brand believe that the brand is obtainable and acceptable all around the world (Steenkamp, 2014) and is recognized as a luxury brand in every part of the world this is perceived brand globalness (Navia et al., 2021). According to Özsomer and Altaras., (2008), perceived brand globalness is the consumer's perception that the brand is famous in the world. As consumers in one country can observe, brand is available in other country through TV or other media channels. Strizhakova and

Coulter (2015) Defied perceived brand globalness as the consumer's perception that the brand is purchased and sold beyond national boundaries. (Steenkamp et al., 2003) Was the first person to conceptualize Perceived brand globalness? Researcher stated that PBG is consumers thinking that "brand is marketed in multiple countries and is generally recognized as global in these countries." Further argued that global media exposure which include dramas advertising etc., travelling and word of mouth are the reasons behind such thinking. The brand name, logo and packaging can act as a global marketing player that can lead materialists to recognize the brand. Consumers have a belief that global brand are almost the same in every part of the world (Bauer et al., 2007).

Punyatoya (2013) identified that consumer's evaluation of new products depends highly on perceived brand globalness (López-Lomelí et al., 2019). In his customer segmentation survey in Mexico identified that materialist's consumers are least interested in local brands as their brand choices depend highly on status, brand fame and success. Furthermore, materialists were among the segment having positive attitude towards global and global brands. Materialists are interested in showing off their wealth and purchasing famous brands is one way of doing it. According to Batra et al. (2000) materialists in developing nations show more linking towards brand name if it is owned by a global company. The preferring of such brands is not due to quality or functional values, but due to the symbolic values.

Perceived brand globalness increases the belief that the brand is of high quality and is a prestige's brand as it is available globally (Fastoso & González-Jiménez, 2018). He also identified that materialist showed attachment towards brands that were recognized as global, even such brands are less aspirational. As global brands are of high quality and represent status than the local brands materialists will be interested in purchasing of such brand (Kelley, 2010). The materialistic are convinced by importance other give to prestigious and foreign brands they value global brands than the local brands (Rindfleisch et al., 2008). Hence, current study propose the following hypothesis.

> **H2b:** Materialism is positively significantly related to perceived brand globalness.

Bandwagon Luxury Consumption Behavior and Intentions to buy foreign luxury products

"Bandwagon luxury consumption" word was formulated by (Kastanakis & Balabanis, 2012). His study identified components that lead consumers towards bandwagon luxury consumption behavior. Further stated that bandwagon consumption can be a useful marketing penetration tool, hence leading towards high utilization of the luxury products. Consumers secure their image in the group through bandwagon consumption leading to buy well known global brands. For the customers indulge in bandwagon consumption price of good does not matter, as individual aim is to make an impact on others through their self-image. Consumers who are highly sensitive towards group standards have trait of bandwagon consumption and will seek noticeable luxury goods, indulging themselves in conspicuous consumption (Kastanakis & Balabanis, 2014). Akturan and Bozbay (2018) find out though the face to face interview that bandwagon is positively related to purchase intention in emerging markets.

Eastman et al. (2018) conducted three studies on teenagers, to identify bandwagon consumption behavior stimulate desire for status consumption leading the individuals to buy luxury fashion product. Van Herpen et al. (2009) showed in his study that consumers adopt others behavior because of two motives, first due to their thinking that brand is prestigious because others are purchasing the brand, and second, they want to acclimate with their reference group. Lee et al. (2020) in their work about conspicuous & inconspicuous consumption of luxurious products, stated that bandwagon-consumption has high impact on independent individuals and such individuals are affected by relation with others. Hence to seek other acceptance, they will purchase luxury products.

Individuals attracted towards unique products show less bandwagon consumption behavior (Kastanakis & Balabanis, 2012). For instance, Quach et al. (2022) find that the inclusion of artwork in the advertisement improves consumers' perceptions of luxury goods that support the environment. In addition, hedonic commercial advertisements that include artwork are more likely to produce larger perceptions of value for money, which in turn results in a greater liking of the products and a greater desire to pay for them (Mainolfi, 2020). The study by Akturan and Bozbay (2015) explained bandwagon consumption alone with value perception have positive impact on intention to buy luxury foreign brands among the university students in Turkey. Bandwagon consumption behavior lead to purchase a foreign brand to seek recognition and acceptance from the group members. If their group members are buying through online channel, they will do the same. Base on the above-mentioned conversation we hypothesize:

> **H3a**: Bandwagon luxury consumption behavior positively affects intentions to buy Foreign luxury products online.

Perceived brand globalness and Intentions to buy foreign luxury products

Initially Brand Globalness was describe as the brands that are highly reachable and are highly available, according to this explanation there will be very less brands that are global. On the other hand, other authors consider Brand globalness as consumer perception (De Meulenaer et al., 2015). Hussein and Hassan (2018) PBG exert influence on consumer thinking about the brand that is the perception that the brand is global and is sold out in every part of the world with same quality, standardization and marketing communication. Consumers in developed market favor local products, while consumers in developing markets favor global products, as they think purchasing western brands in a convention to modernism and progress in lifestyle. Kolbl et al., (2019) in their study revealed that perceived brand globalness is positively related to purchase intention, moreover idea about particular brand and tendency to choose a global brand are the two pathways that link PBG with purchase intention. The more the consumers are aware of the brand and are good financially the more they will be interested in purchasing the foreign brand.

Moslehpour and Yumnu (2014) analyzed through the sample of college student that perceived brand globalness was significantly related to consumer purchase likelihood, as consumer perceive global brands of greater value and quality. According to Davvetas, Sichtmann and Diamantopoulos (2015), the global brand fulfils the consumer requirements of the attribute they want in a brand, they are willing to buy the global brand. Vuong et al., (2020) if an

individual has positive perception about a brand there is a possibility that he/she will purchase the brand. According to Friedman (1990) an individual buy globally recognized brands to intensify their self-concept and they think that by buying foreign brands they seem to be civilized, noble and enlightened. Swoboda and Hirschmann (2016) showed in their research that PBG increases the loyalty among customers of foreign brand, due to functional and emotional value provided by foreign multinational corporations.

As global brands are well known by many people and their logos or trademarks are printed in the minds of people this may lead consumers of the luxury brands to the perception that everyone in their social group will recognize the brand this will reveal their wealth and status, hence this perception leads consumers to buy brands that are known worldwide. On the bases of above findings, we hypothesize that:

> **H3b:** Perceived brand globalness positively affects consumers' intention to buy foreign luxury products online.

Moderating role of consumer innovativeness

According to Midgley and Dowling (1978), consumer innovativeness is a personality of individual to accept latest concept and trends faster than the other individuals of the group or society, and not considering other individual's experiences. The consumers who have personality of accepting new ideas, trends and are willing to use new and latest products which have recently reached the marketplace are usually willing to pay for the products even if it is high priced, such consumers act as opinion leaders inspiring others in group to use the product. Leicht et al. (2018), through the online survey about choosing autonomous car identify the moderating role of consumer innovativeness. Researchers identified that consumer innovativeness positively work as a moderator between social influence and purchase intention. In the context of business to consumer e-commerce analyzed the moderating role of consumer innovativeness between interpersonal trust and intention to buy new products online (Sohaib et al., 2019; Balabanis & Siamagka, 2017). The results showed that females are more effected by cognitive innovativeness, hence leading to purchase online. The trust on the choices of the group members leads the consumers to adopt new product, even they have not used it before.

Research by Pitchayadol et al. (2018) shows that strong bandwagon effect leads the consumers with perceived innovation characteristic to eco-products adoption intention. The relationship between bandwagon effect and innovativeness is most prominently identified in the context of organizations or firm level. Researcher to identify relationship between consumer innovativeness and bandwagon effect (Mainolfi, 2019; Abrahamson & Rosenkopf, 1993). According to Granovetter (1978), the huge number of successive adoption in the group have an impact on other members to welcome innovative products in their life. According to Deffuant et al. (2005), from the theoretical perspective of bandwagon explained the innovation diffusion process in the group, people in the community will accept the new product or trend because of the social value rather than information or use ability of the product. As more people in the social group or network have consumer innovativeness personality trait and adopt to new product, the more other members in the group will adopt the product in order to enhance group affiliation and the consumers find their group members

opinion and decision to adopting the new product credible, hence willing to purchase innovative foreign products. Base on the above-mentioned conversation we hypothesize:

H4: Consumer innovativeness moderates the relationship between bandwagon effect and intentions to buy foreign luxury products online.
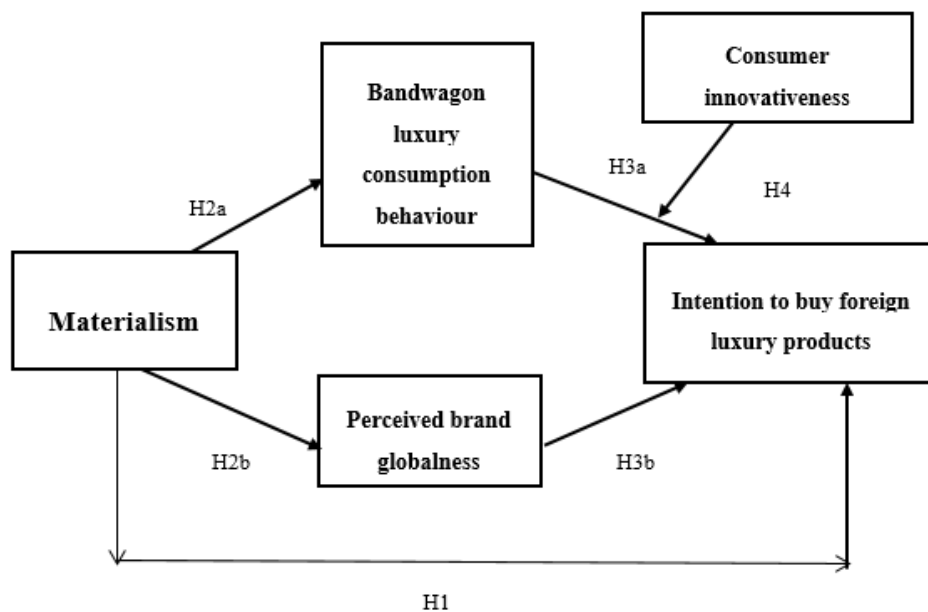

Figure 1: Research model and hypotheses

3. Method

3.1. Data collection and procedure

In the current study, cross sectional investigation is used that is, data collection is one point in time. Target audience of this current study is the different age groups of Pakistan consumers who purchase foreign luxury brands (fashion accessories from USA, UK and Dubai) through online channel. As UK, USA and Dubai brands like Nike, Due in London, ZARA, Aldo, Mango, Splash and Ray-ban etc. are very famous among Pakistani consumers. Sampling technique used in this study is snowball sampling method Data was collected through online questionnaire from 210 respondents. Simple and clear guidelines was used in the questionnaire. For data analysis deductive approach is used, descriptive analysis entails mean and standard deviation of study variables and whereas, study also analyze the data inferential analysis including reliability analysis, correlation analysis and hypothesis testing. Study variables are materialism (independent variable), intention to buy foreign luxury product online (dependent variable), two mediators (bandwagon luxury consumption behaviour and perceived brand globalness) and one moderator (consumer innovativeness).

With the advancement in e-commerce's there are many websites and social media pages selling original foreign brands online. Many consumers in Pakistan are interested in purchasing foreign brands due to quality and class consciousness. This study targeted females and male consumers who purchase foreign luxury brands (fashion accessories) through online channel. The data was collected from different age groups of consumers who buy different

foreign luxury brands (from USA, UK and Dubai). The research was conducted on a sample of different people who live in Pakistan. Respondents complete the questionnaire with the reference of foreign brand they usually purchased.

The study sample was according to the population of interest of the study. This study was conducted through a quantitative approach to determine the consumers who buy different foreign luxury brands using online channel. The conducted study using snowball sampling method that is a non-probability sampling technique. The purpose of using this method was that everyone in Pakistan is not the purchaser of foreign brand. Data was collected through online survey questionnaires. The questions were in English and quantitative close ended questions, using survey structured questions. The sample size is the number of items in questionnaire×10 (Nunn ally, 1978). In this research sample size was 210. Process Hayes and SPSS 22 was used in order to generate the results. Different statistical techniques are employed for the research study in order to generate results.

An online survey questionnaire was made in google form for the purpose of data collection. The data collection process was stated from my acquaintance, who were purchaser of the foreign luxury brand. Respondents were also recruited online via an informative post using social media plate forms, some respondents were approached through famous foreign brand seller's pages, they were personally messaged to participate in the survey, at the end of the questionnaire they were requested to forward the link to their friend or family member who are purchasers of foreign luxury brand. 300 responses were collected and 210 were acceptable responses which were selected.

Demographic characteristics of the respondents

The descriptive analysis of the sample (N=210) shows that female consumers were more 143(68.1%) interested in purchasing foreign luxury brands than the male consumers 67(31.9%). According to the analysis 53 (25.2%) were married, 156 (74.3%) were unmarried and the other which (included divorced) 1 (0.5%). One the bases of this analysis we can say unmarried consumers are more interested in purchasing foreign luxury products using online channel than married consumers. The analysis shows the large number of purchasers of foreign brands through online channel was the age group of 18-24 years 117 (55.7%), then 72 (34.3%) of sample lies between the age limit of 25-34 years were interested in purchasing foreign products online, (18)8.6% of sample lies between the age limit of 35-44 years, (3)1.4% of sample lies between the age limit of 45 and above.

The consumers with bachelor's degree were high 100(47.6%) in the sample of (N=210). Consumers with Master's degree were 55(26.2%), intermediate were 50(23.8%) and Ph.D. were 5(2.4%). Consumers with income of below 70,000 were more interested in purchasing foreign brands 90(42.9%). Consumers with income of 70,000-150,000 were 48(22.9%), with 160,000-200,000 were 38(18.1%) and above than 200,000 were 34(16.2). According to the analysis 104(49.5%) were others (which included students, house wife's, business man and freelance consumers), employed consumers were 69(32.9%) and unemployed were 37(17.6%).

Measures and data analysis

All items were measured based on five point Linkert scale which ranges from 1 strongly disagree to 5 strongly agree. Materialism was assessed through items provided by (Mainolfi., 2019); Bandwagon luxury consumption behavior was measured using four items based on research by Kastanakis and Balabanis (2014). Perceived brand globalness was measured with three items adopted from (Fastoso & González-Jiménez, 2018) resrach. Intentions to buy foreign luxury products three items were taken from Ling et al. (2010) and Consumer innovativeness were measured by three items derived from (Gentina & Kratzer, 2020).

To test the hypothesis between independent, mediators, moderator and dependent variables SPSS version 22 was used. The test is also applied to identify negative or positive relation among variables and to find out if the hypothesis is supported or not. The test used in order to generate results are reliability analysis, correlation analysis and regression analysis.

Kline (1998) advocated that value of Cronbach's' alpha (reliability coefficient) greater than or equal to 0.90 can be regarded as "excellent", an alpha value near to 0.80 as "very good" and an alpha value approximately 0.7 as "adequate". The table 1 shows the outcome of reliability test for this study. Materialism has good reliability of 0.792, Bandwagon Luxury Consumption Behaviour has excellent reliability of 0.832, Perceived Brand Globalness also have excellent reliability of 0.833. Consumer innovativeness has good reliability of 0.774 and Intention to buy foreign products online has also good reliability of 0.764.

Table No 1: Reliability Analysis

Variables	Reference	Items	Cronbach's Alpha
Materialism	(Mainolfi, 2020)	6	0.792
Bandwagon Luxury Consumption Behaviour	(Kastanakis, & Balabanis, 2014)	4	0.832
Perceived Brand Globalness	(Fastoso, & González-Jiménez, 2018)	3	0.833
Consumer innovativeness	(Gentina & Kratzer, 2020)	3	0.774
Intention to buy foreign products online	(Ling, Chai, & Piew, 2010)	3	0.764

The correlation table 2 show, there is a significant correlation coefficient between Materialism (MAT) and Intention to buy foreign products online (IBFLOP) (r=0.558, p<0.01), proving our hypothesis H1. The results also show MAT has positive significant strong relationship with Bandwagon Luxury Consumption Behaviour (BLCB) (r=0.7, p<0.01), according to our hypothesis H2a which indicate that materialistic consumers are positively effect by their reference group choice in making purchases online for foreign luxury brands. MAT also have a moderate positive significant relationship with Perceived Brand Globalness (PBG) (r=0.369, p<0.01), this is in line with our proposed hypothesis H3a, which state materialist having a perception that the brand is global, high quality and is used around the world. BLCB has significant positive relationship with IBFLOP (r=0.618, p<0.01) according to our H2b and PBG (r=0.493, p<0.01) according to H3b. Consumer Innovativeness (CI) has a strong positive significant relationship with BLCB (r=0.775,

p<0.01) and moderate positive significant relationship with IBFLOP (r=0.628, p<0.01), supporting our hypothesis H4.

Table 2: Correlation

	MAT	IBFLOP	BLCB	PBG	CI
MAT	1	.558**	.700**	.369**	.630**
IBFLOP		1	.618**	.493**	.628**
BLCB			1	.374**	.775**
PBG				1	.444**
CI					1
** Correlation is significant at the 0.01 level (2-tailed).					

To test our hypothesis, we used SPSS Process Hayes (2008). Two models were used to test our hypothesis, Model 4 was used to test mediating role of PBG between MAT and IBFLOP. Model 14 moderation mediation test was used to identify mediating role of BLCB between MAT and IBFLOP and moderating role of CI between BLCB and IBFLOP. 5000 bootstrap resampling was employed along with 90% confidence interval level.

Result for Moderated Mediation (Model 14):

In order to test Bandwagon luxury consumption behavior (M) mediates the relationship between Materialism (X) and intention to buy foreign luxury products online (Y) provided Consumer innovativeness (W) moderate between Bandwagon luxury consumption behavior and intention to buy foreign luxury products online using moderated mediation analyses (Model 14) Process Hayes (2008) was performed.

Table No 3a: Model summery for BLCB (M)

R	R-sq	MSE	F	df1	df2	p
.70	.49	.35	199.74	1.00	208.00	.00

The above table 3a demonstrate, the value of R is 70% and R-sq is 49%, which means there will be 49% change in BLCB due to MAT. The model is significant as p=0.00 which is less than 0.01. (f=199.74) indicating that the model is a good fit.

Table No 3b: Model summary for IBFLOP (Y)

R	R-sq	MSE	F	df1	df2	p
.68	.46	.28	44.14	4.00	205.00	.00

The above table 3b demonstrate, the value of R is 68% and R-sq is 46%, which means there will be 46% change in IBFLOP due to BLCB, CI and MAT. The model is significant as p=0.00 which is less than 0.01. (f= 44.14) indicating that the model is a good fit.

Table No 3c: Outcome of BLCB (M)

	β	se	t	p	LLCI	ULCI
constant	.30	.22	1.35	.18	-.07	.66
MAT	.86	.06	14.13	.00	.76	.96

The relationship between Bandwagon luxury consumption behavior (BLCB) and MAT is positively significant under standardized regression coefficient (β = 0.86, t = 14.13, p < 0.01) in accordance with our H2a shown in (Table 3c).

Table No 3d: Outcome of IBFLOP (Y)

	β	se	t	p	LLCI	ULCI
constant	.44	.47	.92	.36	-.34	1.21
BLCB	.48	.18	2.67	.01	.18	.78
MAT	.18	.08	2.30	.02	.05	.31
CI	.55	.17	3.26	.00	.27	.84

According to the results in table 3d materialism (MAT) has direct effect on intention to buy foreign luxury products online (IBFLOP) indicating the mediation is partial mediation. The relationship between variables is significant (β = 0.18, t = 2.30, p < 0.05). The link between IBFLOP and BLCB is also significant with (β = 0.48, t = 2.67, p < 0.05). Thus, H2b is accepted. BLCB has a positive impact on IBFLOP when consumer innovativeness (CI) moderates the relationship (β = 0.55, t = 3.26, p < 0.01) supporting H4.

The positive effect among the variables means that the significant increase in one variable will affect other variable, it is not important if the effect is positive or negative. Hence negative relation has no effect on sign or direction, but it will decrease the value of effect, it has nothing to do with signs of variables, it will only effect increase/decrease in same direction.

Results for Mediation (Model 4)

To identify mediating role of Perceived brand globalness (M=PBG) between Materialism (X=MAT) and Intention to buy foreign luxury products online (Y=IBFLOP), simple mediation analysis (Model 4) was performed in Process Hayes (2008).

Table No 4a: Model summary for PBG (M)

R	R-sq	MSE	F	df1	df2	p
.37	.14	.44	32.88	1.00	208.00	.00

The result in Table 4a show that R value is 37%, which show the degree of relationship between MAT and PBG, value of R-sq indicate there is 14% change in PBG due to MAT. The result show model is a good fit as (f = 32.88, p=0.00).

Table No 4b: *Model summary for IBFLOP (Y)*

R	R-sq	MSE	F	df1	df2	p
.64	.41	.30	70.96	2.00	207.00	.00

The result in Table 4b show that R value is 64%, which show the degree of relationship between MAT and IBFLOP, value of R-sq indicate there is 41% change in IBFLOP due to MAT. The result show model is a good fit as (f = 70.96, p=0.00).

Table No 4c: Outcome of PBG (M)

	Coeff	se	t	p	LLCI	ULCI
constant	2.53	.24	10.35	.00	2.12	2.93
MAT	.39	.07	5.73	.00	.28	.50

The link between MAT and PBG according to the result in table 4c support our H3a as (β=0.39, t=5.75, p=0.00, LLCI= 0.28, ULCI= 0.50), sign of both class intervals are same and the value of p is less than 0.01 (p=0.00), indicating materialism has positive significant effect on perceived brand globalness.

Table No 4d: Outcome of IBFLOP (Y)

	β	se	t	p	LLCI	ULCI
constant	.60	.25	2.41	.02	.19	1.01
PBG	.33	.06	5.77	.00	.24	.43
MAT	.46	.06	7.55	.00	.36	.56

According to the table 4d Materialism (MAT) has positive significant effect on Intention to buy foreign products online (IBFLOP) as β=0.46, t=7.55, p=0.00, LLCI= 0.36, ULCI= 0.56), as p<0.01 and zero does not lies between LLCI and ULCI, thus supporting our H1. PBG has positive and significant effect on IBFLOP (Figure. 4.2, path b), the results in table 4d also show our results (β=0.33, t=5.77, p=0.00, LLCI= 0.24, ULCI= 0.43) supporting our hypothesis H3b. As there exist a significant direct and indirect relation between MAT and IBFLOP, hence indicating the mediation is partial mediation.

Table 5: Hypothesized relationship

H_1	MAT ⟶ IBFLOP	Supported
H_{2a}	MAT ⟶ BLCB	Supported
H_{3a}	MAT ⟶ PBG	Supported
H_{2b}	BLCB ⟶ IBFLOP	Supported
H_{3b}	PBG ⟶ IBFLOP	Supported

Discussion

Pakistani consumers are attracted towards western style especially when it comes to fashion and luxury brands (Hamid., 2014). With the advancement in ecommerce and reliability on online retailer's consumers in Pakistan have access to foreign luxury brands.

The finding of the study shows Pakistani materialistic attitude towards buying foreign luxury products online. The motivation behind the research was to gain understanding between variables materialism, bandwagon luxury consumption behaviour, perceived brand globalness, consumer innovativeness and intention to buy foreign products online among Pakistani consumers. The framework of this research study explains the factors that lead Pakistani materialistic consumers to purchase overseas products online.

To empirically test our hypothesis, online survey was conducted to collect data from Pakistani consumers of foreign fashion luxury products. The data was analyzed in SPSS 22 software. The research results indicate significant relation between materialism, bandwagon luxury consumption behaviour, consumer innovativeness, perceived brand globalness and intention to buy foreign products online. The study extends the literature that materialistic consumers give importance to goods that represents status or entrance to social group (Wong & Ahuvia., 1998) in the context of luxury goods. First our finding extent the literature of "bandwagon consumers" who are purchase luxurious brands to claim their status in the social-rank. The comparison of luxury with others indicate extend of materialism in an individual explaining such type of consumption behaviour (Bahri-Ammari et al., 2020). Moreover, Pakistani

consumers with materialism personality trait mimic choices and purchase decision of their reference group members. They are influenced by their social group choices and care what their social group use and buy. In order to affiliate with one's group materialist are involved in bandwagon luxury consumption behavior and will purchase foreign products like their social group, hence showing bandwagon consumption behaviour significantly mediates the relation between materialism and intention to buying foreign product online.

The relationship between bandwagon effect and innovativeness is not prominently identified in the context of consumer behaviour (Mainolfi, 2019; Abrahamson et al., 1993; Balabanis & Siamagka, 2017). Secondly, our research has identified when individuals in group are interested in purchasing new, unique and innovative products, they act as opinion leaders among the reference group, hence influencing other members to try the new product, indicating consumer innovativeness positively moderate the relation between bandwagon consumption behavior and intention to buying foreign product online.

This research is built on Social influence theory by (Kelman., 1958). According to the theory bandwagon consumption occurs due to observation of behaviour or attitude of peers and influence of peers, hence leading the individual to adopt same behaviour (Barry Hong., 2019). According to Hanus and Fox (2015) and Talaat (2020) to gain satisfaction consumers compare their visible material objects with their social group. To conform the group norms and to show one's visibility in the group individuals compare them self with others and hence will purchase products that other group members use (Dhaliwal et al., 2020). The purchase decision of the reference group members has impact on a materialistic consumer attitude and belief about foreign brand, seeing group members satisfied with their purchases, to get social approval from the group members lead the individual to buy foreign fashion products online. Finally, our research shows that Pakistani materialistic consumers are interested in buying foreign products that are famous, well known by others, have recognized name/logo and good reputation in the global market, hence showing positive significant relation between materialism and perceived brand globalness. The consumers having perception that brand is sold in multiple world regions i.e., perceived brand globalness make an urge in consumer to purchase the foreign product, when seen online.

The consumer's perception that the brand is globally available and accepted worldwide i.e., perceived brand globalness indicate key quality sign (Özsomer, 2012; Talaat, 2020). Materialistic consumers are interested in purchasing famous foreign brand as they think such brand signal excellent quality and are accepted as well as successful all around the world, this can be explained by Signaling theory. The theory demonstrates that individual depend on extrinsic information like brand name, advertisement and country of origin to conclude the quality of product (Sichtmann & Diamantopoulos, 2013). Thus, our finding confirms that bandwagon consumption behaviour and perceived brand globalness work as a pathway leading the materialist to prefer and chose foreign luxury products.

Conclusion

The goal of this research was to identify factors perceived brand globalness and bandwagon luxury consumption behaviour lead the materialistic consumers to buy foreign luxury

products online. In order to address the research questions data was collected from Pakistani consumers, who made purchases of foreign luxury products using online channel through structured online questionnaire. Convenience sampling technique was used to collect response from a sample of 300 out of which only 210 were useable. The study presents two models: first model was to test mediating role of bandwagon luxury consumption behaviour along with moderating role of consumer innovativeness and second model was to test mediating role of perceived brand globalness between materialism and intention to buy foreign luxury products online. To generate the results Hayes (2017) process model was applied. The finding of the research show that materialism and intention to buy foreign luxury product online are related directly and indirectly through perceived brand globalness and bandwagon consumption behaviour with consumer innovativeness as moderator. The results indicate that when the brand is famous, highly recognized and well known in every part of the world and is consider a global brand materialistic consumers will be interested in purchasing of such foreign brand, when exposed through internet. Thus perceived brand globalness act as a mediating variable among materialism and intention to buy foreign luxury product online. Moreover, the finding of the research also show consumers are influenced by the thought and attitudes of others, and try to adopt same attitude and behaviour. Bandwagon consumption behavior leads the materialist to purchase foreign products like their reference group and consumer innovativeness moderates the relation among bandwagon consumption and intention to buy foreign products. The study contributes to theatrical and practical implications. It adds to the literature of conspicuous consumption behaviour as it demonstrates materialism leads the consumers to buy foreign luxury products online, through mediating association of Bandwagon luxury consumption behaviour and perceived brand globalness.

Managerial Implications

This study has some practical implications for the marketers, local and global online retailers of foreign luxury brands. The finding of this research can assist the marketers about the factors that can lead the consumers to buy foreign luxury brands through online retail stores. The research will be useful for the foreign companies and local online retailers who want to sell foreign products among Pakistani consumers. The result of this study specifies that bandwagon effect and consumer perception about the brand can result in purchase intention of foreign luxury products.

Bandwagon luxury consumption behaviour mediates the association among materialism and intention to buy foreign luxury products online. Hence suggesting the marketers and online sellers of the foreign luxury products to plan their marketing strategies accordingly like promoting a sense of belongingness to certain group in their marketing campaigns or show that specific foreign products are the choice of popular personalities. They can also adopt marketing strategy of referral program in their campaigns.

The study also showed moderating role of consumer innovativeness, marketers should understand role of such consumers with such personality trait, as such customers can be helpful in influencing their reference group to by latest foreign products, such consumers

should be provided incentive and can be used as opinion leaders. Fashion vloggers are good example of such consumers.

This study also specifies mediating role of perceived brand globalness amid materialism and intention to buy foreign luxury products online. So, managers of the luxury products, should promote their goods as prestigious and status-oriented by show global cues in their advertisement like language and aesthetic-style. Thus, the above conversation shows how marketers can target Pakistani consumers and earn profit.

Limitations and Further Research

Like some other researches, this study also has some limitations. First, the study targeted Pakistani consumers of the foreign luxury brand, this limits the generalizability of results to other geographical regions. The study only focuses on only two factors bandwagon consumption behaviour and perceived brand globalness as path way among materialism and purchase intention. Future researchers should determine other mediating variables like brand consciousness, need for uniqueness, quality consciousness etc. and moderating variables like ethnocentrism and consumer involvement between materialism and intention to buy foreign luxury products online. The study was cross-sectional due to limited time and resources. In order to understand this phenomenon completely longitudinal data can be collected. In this study quantitative method was used to gather data. Such method provides limited options to the respondents to choose from given options. It is recommended to employ qualitative methods like interview to get better understanding specific consumer behaviour.

Finally, future research can also consider discounts provided by online sellers on foreign products, results will be different for purchasing of discounted foreign fashion products online.

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