

THE STUDY OF RELIGION AND HISTORY

Vol.4 No.1 2026

ISSN P : [3006-3329](#)

ISSN E : [3006-3337](#)

PURCHASE INTENTION OF PAKISTANI CONSUMER MARKET FOR WESTERN APPAREL: THE MODERATING EFFECT OF MATERIALISM AND ETHNOCENTRISM AND MEDIATING ROLE OF OPENNESS TO EMULATE WESTERN CULTURE

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Abstract

Western marketers have shifted their focus towards emerging markets and Pakistan's market is one of them. This research investigates the different variables which affects purchase intentions of Pakistani consumers for western apparel. Moreover, variables such as ethnocentrism and materialism are taken as moderators and openness to emulate is taken as a mediator to determine the extent of their effect on purchase intention. Results of this study shows how different variables directly or indirectly affects consumers purchase intention for western apparel in Pakistan. All hypothesis related to path analysis were supported but hypothesis related to ethnocentrism, materialism and openness to emulate western culture were rejected. Only one of the hypotheses related to materialism was accepted. The conceptual framework of this study can be used in different emerging markets in developing countries. This research can be the framework for future researches which can solely focus upon a specific gender, variation in social education, a variation in income group and geographical location.

Keywords: *Purchase intention, Western culture, Ethnocentrism, Materialism, Social media marketing, Social interaction, Exposure of western media, Acculturation, Openness to emulate western culture*

1.0 Introduction

Apparel is an important part in fulfilling one's physiological needs to protect one's self and helps express themselves (Chama, Lim, Ng, & Cheng, 2017). Apparel items help individuals express their personality and character. Businesses that are into apparel impact one's daily life tremendously; the atmosphere we live in, the country's economy, and even our everyday interactions. Western countries diffuse fashion trends to the rest of the world (2018). Previously retailers and the marketing departments were more fixated on their market but now their focus has shifted towards different new emerging markets in developing countries (The Business of Fashion McKinsey Company, 2018, Wassener, 2011; Jing Daily, 2019).

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In today's era, people have come to realize that there are two sides to the purchases they make; positive and negative. The positive aspect can include people affiliating themselves with specific groups or can help themselves differentiate from specific groups. Individuals with a developed need for distinctiveness tend to distinguish themselves from the society (Lynn & Harris, 1997). Moreover, it can be a tool for communication with others about oneself. It helps represent an identity of a person, gender, race, age, social status, how in they want to stay in terms of recent fashion trends, the color of liking, maturity level, and how confident they are (Rosenfeld & Plax, 1977). On the other hand, negative consequences can involve increased feelings of xenocentrism or people becoming more materialistic as they enjoy the status that is reflected through these material possessions (Kapferer & Bastien, 2009).

Western culture has seeped into our own culture to an extent that has affected how people in developing Asian countries dress; this paper focuses on one specific country "Pakistan". There has been seen a constant growth in demand for western fashion items and is not considered as an emerging market. The younger generation of Pakistan has constantly been the main push that has tremendously increased the growth of the fashion and apparel industry (Zafar, 2013). Individuals of the age group 25-40 has changed their preferences and demanding different fashion apparel items now. Currently, western culture has not only influenced Pakistani individuals socially, economically, and politically but also affected the mentality and culture to a such a great degree that even the next coming generation has been influenced it as well (Ashraf, 2017).

Some of the objectives to achieve through this research are:

1. To explore whether or not a path exists between purchase intention and the five independent variables.
2. To confirm whether or not 'materialism' and 'ethnocentrism' act as moderators with purchase intention and the three dimensions.
3. To confirm the relationship of 'need for distinctiveness' mediated by 'openness to emulate western culture'.

1.1 Significance

This study will help make a theoretical contribution as the framework is built upon the research of Das (2020). This study aims to increase comprehension of what influences the purchase intention of western fashion apparel in emerging markets like Pakistan as the understanding of the purchase intention of western fashion items in Pakistan is limited. The added relationship of "Need for Distinctiveness" is mediated by "Openness to Emulate Western Culture" which further help understand the concept behind how people affiliate and differentiate themselves through fashion apparel items.

This research will make a contextual contribution as to why Pakistani individuals are affected by the value perception of the culture of west; in terms of social interactions and marketing activities done by western companies. Most importantly, a new relationship is added to the framework which is "Social Media Marketing" influencing the purchase intention of people. Social media marketing has become the new trend through which companies have seen tremendous growth in their sales; long and short term through customer retention strategies. This research will help in understand the degree of effect of western culture on people of Pakistan while talking into account the moderator's "ethnocentrism" and "materialism" in simultaneously.

Along with this, managerial contribution can also consider such as western managers will be able to make better and more informed strategies; considering all the different variables that might impact the company's decisions when marketing apparel in emerging countries and through what effective ways they can increase the purchase intentions of potential consumers.

2. 0 Literature Review:

2.1 Dependent Variable

2.1.1 Purchase intention (PI):

Wu et al (2011) defined PI as an individual's intent and ability to buy any item ability in the near future. And it impacts the current and future behavior of an individual. It has been studied that a direct relationship exists between people's attitudes and their buying behavior. It also affects a person to consider all the critical factors involved in the purchase. (Fishbein & Ajzen, 1975).

Apparel is an individual's basic need, which is why most people show interest in what, they wear and how they want to dress up. People usually spend a lot of time and effort in finding the perfect clothing item (Kaiser, 1997). One of the reasons why PI is considered as a dependent variable was supported in a study by Richardson. Richardson found that extrinsic factors are considered less important as compared to intrinsic factors for consumers' purchase decisions (Richardson, 1997). To encourage sales and retain previous customers, apparel businesses need to understand how consumer purchase intention works. It has been seen that factors leading to high PI among Pakistani consumers for western apparel are their preference and attitude toward western brands (Eunju, Kim, & Zhang, 2008). A study by Kim and Ko supports this, as it was found that an individual's attitude towards a brand is what leads to relationship building and this affects their future PI too (Kim & Ko, 2010).

2.2 Independent variables:

2.2.1 Exposure to Western Media (EWM):

The first dimension is EWM. A large number of people can be reached through media as it covers all masses. Media include newspapers, radio, television, and also the internet (Pasek, Kenski, Romer, & Jamieson, 2006).

Media holds great importance as it can help transmit news and information to a society, which has a large audience, and also influence a culture of a society too through forms of entertainment, information, and persuasion (Viswanath, Ramanadhan, & Kontos, 2007). Different studies are available regarding the relationship between culture and advertising. It is proven that individuals in developing countries have a more positive attitude toward advertising done by brands (Kamal, Chu, & Pedram, 2013).

Bandura's theory; this theory states that the attitudes of individuals are affected by how they adapt themselves to information by interacting directly or indirectly with information (Bandura, 2008). It strongly supports the idea that EWM leads to a high chance of information retention and acculturating western practices into one's culture (Dasa & Jebarajakirthy, 2020). In research published by Gautam confirmed that a positive relationship exists between PI and social media (Gautam & Sharma, 2017). In addition to this, media is the most practical tool as the latest news and information related to the products can be passed through easily (Balakrishnan, Dahnil, & Yi, 2014).

2.2.2 Social Interaction with Western brands (SI):

Mondal in his research stated that for social interaction, social contact is mandatory. Social proximity also known as mental contact is the main thing that needs to be there. It can be either direct or indirect. Indirect communication includes everything other than face-to-face contact. One major way to interact indirectly is through social media consumers exchange their thoughts and also interact with others. It can help provide insights; users can discuss their experiences with the brands (Muntinga, 2015). A study by Cheung et al. (2008) states that the consumers who use social media platforms; discussion forums and websites like Instagram frequently, are more likely to pass on product information to others and can gain from their insights and experiences.

On the contrary, direct social interaction is when people are welcoming towards western people or interact with them face-to-face (Dasa & Jebarajakirthy, 2020). Usually, direct interaction takes place when individuals visit western countries; on vacations, on business trips, or going for higher education. All of these increase the interactivity and influence on Pakistani people to incorporate culture of west in their own (Dasa & Jebarajakirthy, 2020; Ger & Belk, 1996).

2.2.3 Need for Distinctiveness:

Factor 1: Need for Differentiation (NFD):

The NFD is defined as when an individual wants to be differentiated from rest of society. The need for consumer products that are not readily available has increased due to this factor as the product offers the brand image of luxury. These products can also be called status products as individuals buy them to satisfy their need for differentiation (Han, Nunes, & Drèze, 2010). Acculturation is taking place due to westernization increasing in developing countries. Nonwestern societies are not more willing to accept western practices into their own culture. One of the reasons is that they do not want to be the same as everyone else in a society (Ronald & Baker, 2000). Developing countries are often associated with a low standard of living, so individuals from these countries are more likely to embrace western lifestyle and consumption in order to signal their status and success (Manna, Kwonb, & Byunc, 2018). There is a direct link between NFD and the attribute of foreignness for items that are imported from the western countries (Ma, Yoo, & Yang, 2020). Synder (1992) stated in his research that, western products are sometimes considered insufficient in nature so they hold great value in terms of novelty; specialness is often associated with it and helps to differentiate them from the rest. Items, which are imported, are usually highly priced due to the exclusivity in nature which leads to high differentiation (Chan, To, & Chu, 2015).

Factor 2: Need for Affiliation (NFA):

Hawkins (2020) define NFA is defined as the need to belong to a particular group. It can be through different ways such as being able to form relationships in a society or being accepted by a particular group. NFA is the driving force for people to form relationships (Leary, Kelly, Cottrell, & Schreindorfer, 2013). Relationships and need to belong to a group are just as strongly desired by individuals just as food (Baumeister & Leary, 1995). High affiliation in individuals often impacts their behavior. Some individuals have a higher need to belong to a group and often face loneliness when they are unable to form social relationship. This can in term have an impact on their mental health and can develop different psychological issues (McClelland, 1987). Every person needs to affiliate over the period of time and purely is subjective on their current circumstance (Hawkins, 2020). Individuals tend to interact more when they have a high need to affiliate. A relationship exists between involvement and level of motivation to affiliate. Consumption is functional as well involves being social (Thomas, Price, & Schau, 2013). This relationship also affects their PI as they want to buy items that will eventually help them to belong to a group (Schmidt & Frieze, 1997). Zarate and Garza (2010) suggested in their research that the social identity theory confirms that individuals who wants to be accepted and preferred by others in their society tend to belong to a group.

2.2.4 Social Media Marketing (SMM):

Social media platforms have changed the dynamics of brand customer communication (Seo & Park, 2018). The use of social media has increased tremendously which is supported by various studies (Seo & Park, 2018). Research conducted by Toor showed a positive relationship of marketing done particular through social media and PI in Pakistan. The study also showed the power of social media's platforms in spreading word of mouth on electronic platforms and its effect on PI (Toor, Husnain, & Hussain, 2017). Promotions or other marketing activities are supported by the information posted by consumers on different social media

platforms; the consumers trust the information which is collected through social media as it is considered to be most credible (Seo & Park, 2018).

Various studies have confirmed that advertisement done on television and social media effects MAT in individual significantly. In a study by Dasa, it is stated that people who have high ETHNOCEN have a weak relationship with exposure to social media (Dasa & Jebarajakirthy, 2020). Cleveland et al. (2017) also supported this study. Majority of the consumers choose clothes on the basis of how they look on others. Khan. et al (2019) defined information regarding latest products is defined as trendiness. Social media has played an important part for firms to create effective marketing strategies. It helps in advertising apparel items and establishing and retaining relationships with already established customers and reach potential customers too (Kelly, Kerr, & Drennan, 2013). SMM can be beneficial for customers who cannot be reached due to accessibility issues (Yasmin, Tasneem, & Fatema, 2015).

2.3 Mediator:

2.3.1 Openness to Emulate Western Culture (OEWEC):

Any change in the individuals experience changes in their cultural and psychological aspects due to contact with a different culture is known as acculturation (Berry, Conceptual Approaches to Acculturation, 2003). Changes can occur in how individual conduct their day-to-day operations, their political and their economic life. Changes in an individual's psychological aspect can be in terms of their attitude and identity they had in regard to their culture (Phinney, Ethic identity and acculturation, 2003), Acculturation can have important aspects regarding one's psychological state; includes one's wellbeing and their day to day interaction with people (Ward, Bochner, & Furnham, 2001).

Globalization impacts the readiness to buy foreign products as well as increases the process of acculturation (Cleveland & Loroche, 2007). This was supported by many other studies that acculturations can include indirect contact such as media that forces them to incline towards western culture and which ultimately leads to changes to one's own culture (Gupta, 2012). One of the reasons for openness to emulate western culture is that there is a need for distinctiveness. As mentioned before the individuals in developing countries prefer imported products and thus a direct relationship exists with the need for distinctiveness and acculturation. On the contrary, Ma, Yoo and Yang (2019) in their research stated that individuals in developed countries choose their own local brands over foreign ones.

2.4 Moderators:

2.4.1 Ethnocentrism (ETHNOCEN):

ETHNOCEN is defined by Sumner (1906) as individuals think that their society is in the limelight and they act as a benchmark for other to compare their society. ETHNOCEN amongst individuals determines how they compare and contrast their local brands to foreign/western brands. They prefer their own domestic brands to foreign brands (Salman & Naeem, 2015). A study by Shankarmahesh (2006) stated that ETHNOCEN is considered as the most critical factor; it helps in determining consumers' purchase decision keeping in mind the products produced domestically or in foreign countries (Dasa & Jebarajakirthy, 2020). High ETHNOCEN indicates that consumers relate local brands with better quality (Akram, Merunka, & Akram, 2011). Foreign brands are considered a symbol of status for individuals from developing countries this also gives them an advantage over the local brands (Bhardwaj, Park, & Kim, 2011). The products are perceived as better and of high quality when compared to products of developing countries (Ma, Yoo, & Yang, 2020).

ETHNOCEN can lead to negative emotions towards western products which is one of reason it is considered as a moderator (Huddleston, Good, & Stoel, 2001). Foreign brands are considered a status symbol as globalization has increased the awareness of these brands among individuals (Salman & Naeem, 2015). A relationship is weakened between social interaction and PI due to high level of ethnocentric tendency (Dasa & Jebarajakirthy, 2020). Moreover,

ethnocentric people doesn't encourage the culture of western countries (Shankarmahesh, 2006).

2.4.2 Materialism (MAT):

Shrum, et al, (2012) MAT is defined as the level at which an individual is involved in acquiring a different personality through purchasing and using various products and having different experiences. A lot of emphasis is placed on items and belongings by individuals with high materialistic tendencies as stated by Clark and Micken (2002). Materialists wants to be respected due to having different items in possessions. They consider it as a thriving source and help them express themselves in terms of developing an image which is desired (Richins & Dawson, 1992). In a research by Bock and Eastman, it was claimed that people perceive MAT as unfavorable; as it leads to people being self-centered which result in them to decline pro environmental activities when the level of MAT increases. Moreover, they think that their assets hold the most value in the society (Erlangga, 2020). Ger and Belk (1996) supported in their study that MAT leads to incorporation and imitation of the lifestyle of western individuals into their own life (Ger & Belk, 1996).

In addition to this, in a study by Eckhardt and Mahi (2004) it was supported that one of the reasons why people buy foreign products are due to influence on their own culture by the foreign one. This leads high materialistic values amongst themselves (Eckhardt & Mahi, 2004). In another study by O'Cass and Julian (2001) it was supported that people who are highly involved in fashion and clothing are the most impacted by MAT (O'Cass & Julian, 2001). Cleveland, et al, claimed that purchasing foreign brands in developing countries is considered a form of material achievement.

In a study conducted by Kasser, et al. (2004) it was supported that the main factors which is heavily affected by MAT are psychological stimuli as well as socialization stimuli. Socialization features peer pressure, celebrity endorsements, exposure to media, and advertisement campaigns. The main factor that drives PI of a consumer is MAT; this improves their self-esteem and satisfies their desire (Pradhan, Israel, & Jena, 2018).

Islam, et al. (2017) and Sirgy (1998) supported the fact that television advertisement leads to high MAT in individuals. Marketing department should promote their products through media planning as it leads to a universal human aspiration of MAT (Sirgy, et al., 2016). Many different researchers have confirmed a link between TV and MAT (M.Zinkhan & Pereira, 1994). The main objective of advertisements done through television is to encourage viewers to accept stereotypes, find happiness and be successful in life (Islam, Wei, Sheikh, Hameed, & Azam, 2017).

2.5 Conceptual Framework

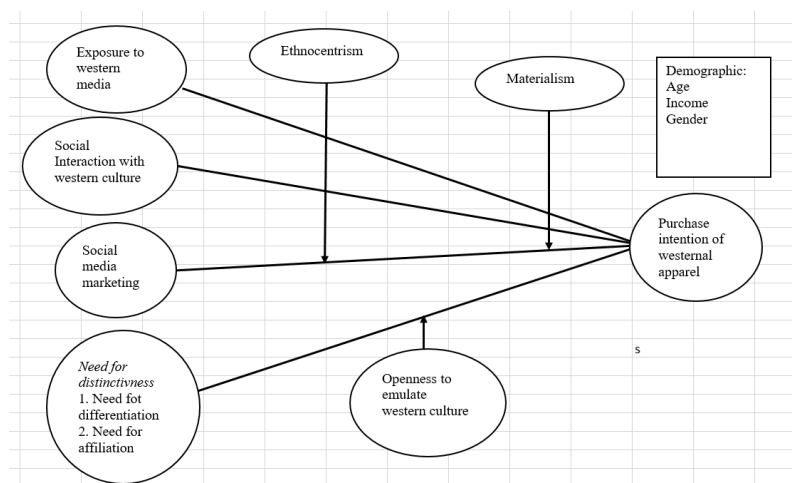


Figure 1 – Theoretical Framework

Table 1 Hypothesis Summary:

Hypothesis:

H1: Exposure to western media increases the purchase intention of western apparel items.

H2: Social Interaction with western culture increases the purchase intention of western apparel items.

H3: Social media marketing increases the purchase intention of western apparel items.

H4: The need for differentiation increases the purchase intention of western apparel items.

H5: The need for affiliation increases the purchase intention of western apparel items.

H6: Consumer ethnocentrism negatively moderates (weakens) the association between the Pakistani customers' a) Exposure to western media, b) Social interaction with western culture, c) Social media marketing, and their purchase intention of western apparel.

H7: Consumer materialism positively moderates (weakens) the association between Pakistani customers' a) Exposure to western media, b) Social interaction with western culture, and c) Social media marketing, which increases their purchase intention of western apparel.

H8: Openness to emulate western culture mediates a) the need for affiliation and b) the need for differentiation which increases the purchase intention of western apparel items.

3.0 Methodology

This is a quantitative study, more specific as descriptive research. Expected sample responses are above 300 that is used to study the problem of this research. Individuals of age 19 and above are considered in the sample population. In support of this, young consumers hold great value in this research as usually are more involved in fashion apparel (Bruce & Hill, 1998). Both male and females are included. Questionnaire was sent to university students, middle- and upper-class individuals through Google Forms.

The questionnaire is formed through validated scales as it helps in countering biases. The context was adapted in terms of Pakistan consumers. It has 3 sections; first has questions relating to independent variables, second has questions relating to dependent variable and third relating to demographics. 5-point Likert scale has been used to structure the questionnaire. The range starting from strongly disagree to strongly agree. The following table has all the scale items and the developers.

Table 2:

Scales and their developers

Variable Name	Nature of the variable	Number of items	Author(s)
Ethnocentrism	Moderator	4	(Banna, et al., 2018)

Materialism	Moderator	4	(Richins M. , 2004)
Exposure to western media	Independent	5	(Cleveland & Laroche, Acculturaton to the global consumer culture: Scale development and research paradigm, 2007)
Social media marketing	Independent	5	(Adnan, 2014)
Openness to emulate western culture	Mediator	4	(Cleveland & Laroche, Acculturaton to the global consumer culture: Scale development and research paradigm, 2007)
Need for distinctiveness	Independent		(Dubois, Czellar, & Laurent, 2005),
1) Need for Differentiation		4	(Ramesh Kumar, Guruvayurappan, & Banerjee, 2007),
2) Need for Affiliation		6	(O'Cass, Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption, 2002), (Workman & Kidd, 2000)
Social interaction with western culture	Independent	4	(Cleveland & Laroche, Acculturaton to the global consumer culture: Scale development and research paradigm, 2007)
Purchase Intention	Dependent	4	(Jebarajakirthy, Thaichon, & Yoganathan, 2015) (Lee & Hwang, 2011)

Table 3
Conceptual Definition of Constructs

Construct	Conceptual Definition
Exposure to western media	"The extent to which Gen-Y consumers experience or view various Western mass media avenues. The exposure to the content disseminated in the mass media influences people to learn another culture" (Appadurai, 1990; Alden et al., 1999; Cross and Smits, 2005)
Openness to emulate western culture	Berry defines it as "Acculturation is the process of cultural and psychological change that follows intercultural contact" (Berry, Conceptual Approaches to Acculturation , 2003) "Cultural changes include changes in customs, economic and political life of individuals. Psychological changes include alterations in individuals' attitudes toward the acculturation process, their cultural identities" (Phinney, Ethic identity and acculturation, 2003)
Need for Distinctiveness	
Factor 1: Need for differentiation	Han et al define it as "Need for distinctiveness can explain the consumption of scarce products or luxury brands that signal status because consumption of status products corresponds with consumers' dual desires of conforming and differentiating" (Han, Nunes, & Drèze, Signaling Status with Luxury Goods: The Role of Brand Prominence , 2010)
Factor 2: Need for affiliation	Leary et al. (2013) define it as "Need for Affiliation represents an individual's desire to establish social relations with others" (Leary, Kelly, Cottrell, & Schreindorfer, Construct Validity of the Need to Belong Scale: Mapping the Nomological Network, 2013)
Social Media Marketing	Li et al. define it as an organization's integrated pattern of activities that, based on a careful assessment of customers' motivations for brand-related social media use and the undertaking of deliberate engagement initiatives, transform social media connectedness (networks) and interactions (influences) into valuable strategic means to achieve desirable marketing outcomes (Li, Larimo, & Leonidou, 2020).
Social interaction with western culture	"Social interaction with Western culture indicates one's interest and willingness to socially interact with Western people; exhibiting friendly gestures and acts towards Western people. Interaction is done through business and leisure trips, migration, international study and government visits, which enable them to learn about and

	acculturate to that culture" (Ger & Belk, 1996; Graddol, 2000).
Ethnocentrism	Ethnocentrism is a sociological concept that was described by Sumner (1906) as "view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it" (Sumner W. G., 1906)
Materialism	Materialism is defined as "the extent to which individuals attempt to engage in the construction and maintenance of the self through the acquisition and use of products, services, and experience" (Shrum L. J., 2012; Bock, Eastman, & Eastman, Encouraging Consumer Charitable Behavior: The Impact of Charitable Motivations, Gratitude, and Materialism, 2016)
Purchase Intention	Wu et al (2011) defines purchase intention as "the probability of consumer's readiness to purchase a product in near future" (Wu, Yeh, & Hsiao, The effect of store image and service quality on brand image and purchase intention, 2011; Bilal & Ali, Factors Influencing Consumer Purchase Intentions towards Private Brands , 2013)

4.0 Data Analysis

4.1 Preliminary Data Analysis

Table 4.1.1

KMO and Bartlett's Test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling		.902
Bartlett's Test of Sphericity	Approx. Chi-Square		7900855.685
	df		780
	Sig.		<.001

Given that the value is above .65, this table shows that our sample is sufficient to undertake factor analysis. Our p-value for this study is less than 0.05, indicating that the value is significant. This demonstrates that the variables are related.

4.1.2 Common Method Variance

Table 4.1.2.1

Harman's Single Factor Analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	10.301	25.752	25.752	10.301	25.752	25.752	

2	6.067	15.169	40.920	6.067	15.169	40.920
3	2.508	6.269	47.189	2.508	6.269	47.189
4	2.250	5.625	52.814	2.250	5.625	52.814
5	1.610	4.025	56.839	1.610	4.025	56.839
6	1.445	3.612	60.451	1.445	3.612	60.451
7	1.201	3.003	63.453	1.201	3.003	63.453
8	1.109	2.772	66.226	1.109	2.772	66.226
9	.913	2.282	68.507			
10	.834	2.085	70.592			
11	.792	1.979	72.571			
12	.728	1.820	74.391			
13	.674	1.684	76.075			
14	.667	1.667	77.742			
15	.614	1.534	79.276			
16	.601	1.502	80.778			
17	.555	1.388	82.167			
18	.529	1.321	83.488			
19	.500	1.250	84.738			
20	.464	1.161	85.899			
21	.450	1.125	87.024			
22	.425	1.063	88.087			
23	.397	.993	89.079			
24	.378	.944	90.024			
25	.363	.908	90.931			
26	.355	.887	91.819			
27	.346	.865	92.684			
28	.337	.843	93.527			
29	.288	.720	94.246			
30	.279	.696	94.943			
31	.275	.688	95.631			
32	.247	.617	96.248			
33	.239	.598	96.846			
34	.225	.563	97.409			
35	.218	.546	97.954			
36	.191	.477	98.432			
37	.185	.462	98.894			
38	.171	.427	99.321			
39	.139	.347	99.668			
40	.133	.332	100.000			

Extraction Method: Principal Component Analysis.

Only 25.752% of the total variance is calculated in the above table, which is less than the cutoff figure accounted for by a single factor. Hence, proving that the specific test CMV is not an issue in this study.

Table 4.1.2.2
Reliability Analysis

VARIABLES	ITEMS	RELIABILITY (CR>0.7)
Exposure to Western Media	5	.634

Social Interaction with western culture	4	.406
Openness to emulate western culture	4	.726
Materialism	4	.774
Need for Affiliation	6	.921
Need for Differentiation	4	.859
Social Media Marketing	5	.886
Ethnocentrism	4	.833
Purchase Intention	4	.902

All variables except SI are accepted as the values are above than .7. SI is having a value of .406<.7.

4.1.3 Normality Assessment

Table 4.1.3.1

Normality Analysis

Variables	Skewness		Kurtosis	
	Statistics	Std Error	Statistics	Std Error
Exposure to Western Media	-.743	.137	.832	.273
Social Interaction with western culture	-.046	.137	-.466	.273
Openness to emulate western culture	-.191	.137	-.002	.273
Materialism	-.013	.137	-.457	.273
Need for Affiliation	.057	.137	-.896	.273

Need for Differentiation		for	-.085	.137	-.486	.273
Social Media Marketing			-.666	.137	.583	.273
Ethnocentrism			.104	.137	-.424	.273
Purchase Intention						
			-.558	.137	.297	.273

As you can see, all variables in the preceding table have values that are well inside the permitted range of -2 and +2. The data in the table above for Kurtosis also fall between -7 and +7. We can therefore state with certainty that there is no issue of normality with our data.

4.1.4 Multicollinearity Assessment

Table 4.1.4.1

Multicollinearity Analysis

Model	Collinearity Statistics	
	Tolerance	VIF
Exposure to Western Media	.745	1.343
Social Interaction with western culture	.768	1.301
Openness to emulate western culture	.533	1.878
Materialism	.371	2.699
Need for Affiliation	.297	3.371
Need for Differentiation	.462	2.166
Social Media Marketing	.860	1.162
Ethnocentrism	.786	1.272
Purchase Intention		

Note: VIF = Variance Inflation Factor

Since the VIF is 5 or below and the tolerance level is greater than 2, it is clear from the values in the above table that there is no collinearity issue.

4.2 Univariate Analysis

Table 4.2.1

Sample Demographic Analysis

Demographic Characteristics	Frequency	Percent
<i>Gender</i>		
Male	154	48.4
Female	162	50.9
<i>Age</i>		
18-22	128	40.3
22-25	165	51.9
25-30	16	5.0

30-35	5	1.6
35-40	3	.9
40 and above	1	.3
<i>Monthly Income</i>		
25000 – 50000	18	5.7
50000 - 100,000	25	7.9
100,000-250,000	67	21.1
250,000 - 500,000	86	27
Above 500,000	122	38.4

The results show that there was a small variation in the number of respondents, with only a 2.5% difference between male and female respondents. About 38.4% of the 318 respondents have a household income of more than \$500,000. Contrarily, 5.7% of respondents reported having an income of less than \$50,000, which is not surprising given that the majority of the sample was made up of Pakistanis from urban regions.

Table 4.2.2

Variable Means

	Minimum	Maximum	Mean	Std. Deviation
Exposure to Western Media	1.00	5	3.6264	.72699
Social Interaction with western culture	1.25	5	3.2115	.78046
Openness to emulate western culture	1.00	5	3.2005	.86540
Materialism	1.00	5	2.9984	.94381
Need for Affiliation	1.00	5	2.6735	1.08999
Need for Differentiation	1.00	5	2.8664	1.03136
Social Media Marketing	1.00	5	3.8000	.85386

Ethnocentrism	1.00	5	2.9025	.97864
Purchase Intention	1.00	5	3.7028	.89168

Note: Std Deviation = Standard Deviation

A 5-point Likert scale, from strongly disagree to strongly agree, was used to measure the variables. The fact that sample respondents' average scores fell between 2.5 and 3 indicates that they are neutral. Except for EWM, SMM, and PI, all of the variables in the aforementioned table are inside this range, indicating that they substantially agree.

4.3 Bivariate Analysis

Table 4.3.1

Pearson's Correlation

Correlations									
	EWM	SI	OWEC	MAT	NFA	NFD	SMM	ETHNOCEN	PI
Exposure to western media	1								
Social Interaction	.352**	1							
Openness to emulate western culture	.453**	.417**	1						
Materialism	.227**	.219**	.519**	1					
Need for affiliation	.164**	.176**	.467**	.770**	1				
Need for differentiation	.199**	.171**	.386**	.585**	.707**	1			

Social Media Marketing	.259**	.193**	.330**	.204**	.126*	.164**	1	
Ethnocentrism	.122*	.229**	.201**	.307**	.366**	.418**	.136**	1
Purchase intention for western apparel	.428**	.178**	.503**	.249**	.162**	.185**	.492**	.048

EWM (Exposure to western media), OEWC (Openness to emulate western culture), SSM (Social media marketing), SI (Social interaction), MAT (Materialism), NFA (Need for affiliation), NFD (Need for differentiation), and ETHNOCEN (Ethnocentrism), PI (Purchase intention)

4.3.1.1 Pearson Correlation of Main Variables

The above table indicates whether two variables have a positive or negative relationship. EWM, OEWC, and SSM have a moderately positive connection with PI for western clothing ($r=.428$, $p<0.01$, $r=.503$, $p<0.01$, and $r=.492$, $p<0.01$, respectively). However, there is only a weakly positive correlation with SI ($r=.178$, $p<0.01$), MAT ($r=.249$, $p<0.01$), NFA ($r=.162$, $p<0.01$), NFD ($r=.185$, $p<0.01$), and ETHNOCEN ($r=.048$, $p<0.01$).

4.4 Multivariate Analysis

Table 4.4.1

Path Analysis:

H1: EWM increase the PI of western apparel items

Model	Standardized Coefficients Beta	T	Sig.
1 (Constant)		7.794	<.001
Exposure to Western Media	.428	8.430	.000

a. Dependent Variable: Purchase Intention

According to the table above, hypothesis 1 is supported and there is a pathway between EWM and PI. Our Beta value is positive ($\beta=.428$, $p<0.01$). This indicates that when EWM increases by 1 SD, the PI increases by .428 SD. More EWM media will make consumers more likely to buy the product because they will be drawn to it.

H2: SI with western culture increases the PI of western apparel items

Model	Standardized Coefficients Beta	T	Sig.
1 (Constant)		14.598	<.001
Social Interaction with Western Culture	.178	3.207	.000

a. Dependent Variable: Purchase Intention

According to the table, hypothesis 2 is supported and there is a path connecting SI and PI. Our Beta value is positive ($\beta=.178$, $p<0.01$) In other words, when the SI increases by 1 SD, the PI increases by .178 SD.

H3: SMM increases the PI of western apparel items

Model		Standardized Coefficients Beta	T	Sig.
1	(Constant)		8.788	<.001
	Social Media Marketing	.492	10.046	.000

a. Dependent Variable: Purchase Intention

According to the table, hypothesis 3 is also supported and there is a pathway connecting SMM and PI. Our Beta value is positive ($\beta=.492$, $p<0.01$). In other words, when the SI increases by 1 SD, the PI increases by .492 SD.

H4: The NFD increases the PI of western apparel items

Model		Standardized Coefficients Beta	T	Sig.
1	(Constant)		22.290	<.001
	Need for differentiation	.185	3.342	.000

a. Dependent Variable: Purchase Intention

Hypothesis 4 is also supported and there is a path between NFD and PI. Our Beta value is positive ($\beta=.185$, $p<0.01$) Accordingly, when NFD increases by 1 SD, the PI increases by .185 SD.

H5: The need for affiliation increases the purchase intention of western apparel items

Model		Standardized Coefficients Beta	T	Sig.
1	(Constant)		25.546	<.001
	Need for affiliation	.162	2.917	.004

a. Dependent Variable: Purchase Intention

Hypothesis 5 is supported, there is little correlation between NFA and PI. We have a Beta value, as shown in the table ($\beta=.162$, $p 0.01$). Accordingly, when NFA increase by 1 SD, the PI increases by .162 SD.

Regression Analysis

Table 4.4.2

H6: Consumer ETHNOCEN negatively moderates (weakens) the association between the Pakistani customers' a) EWM, b) SI with western culture, c) SMM, and their PI of western apparel.

a)

Relationship	Coefficient (β)	Std error	T	P value	LLCI	ULCI
Exposure* Ethnocentrism -> Purchase intention for western apparel	-.0735	.0569	-1.2927	.1971	-.1854	.0384

b)

Relationship	Coefficient (β)	Std error	T	P value	LLCI	ULCI
SI* Ethnocentrism -> Purchase intention for western apparel	.0073	.0591	.1238	.9016	-.1089	.1235

c)

Relationship	Coefficient (β)	Std error	T	P value	LLCI	ULCI
Social Media Marketing* Ethnocentrism -> Purchase intention for western apparel	-.0583	.0485	-1.2013	.2305	-.1537	.0372

We calculated the interaction impact that indicates whether or not moderation is taking place in the aforementioned tables. ETHNOCEN does not moderate any of the variables. Because the p value is more than 0.05, the interactions are not statistically significant.

H7: Consumer MAT positively moderates (weakens) the association between Pakistani customers' a) EWM, b) SI with western culture, and c) SMM, which increases their PI of western apparel.

a)

Relationship	Coefficient (β)	Std error	T	P value	LLCI	ULCI
Exposure* Materialism -> Purchase intention for western apparel	-.1586	.0558	-2.8417	.0048	-.2684	.0488

Materialism	Effect	Std Error	T	P Value	LLCI	ULCI
Low (2.000)	.6099	.0772	7.8971	.0000	.4579	.7619
Medium (3.000)	.4513	.0633	7.1280	.0000	.3267	.5759
High (4.000)	.2928	.0910	3.2170	.0014	.1137	.4718

b)

Relationship	Coefficient (β)	Std error	T	P value	LLCI	ULCI
SI * Materialism -> Purchase intention for western apparel	-.0649	.0580	-1.1184	.2642	-.1791	.0493

c)

Relationship	Coefficient (β)	Std error	T	P value	LLCI	ULCI
Social Media Marketing* Materialism -> Purchase intention for western apparel	-.0473	.0459	-1.0300	.3038	-.1377	.0431

We calculated the interaction impact that indicates whether or not moderation in the aforementioned tables. MAT does not moderate any of the variables. As the p value is greater than 0.05 and only EWM is significant, MAT does not positively moderate PI in relation to SI, and SMM performed by western MNCs.

Talking about the moderation effects of MAT on EWM and PI. In all three scenarios, high significant relationship between EWM and PI moderated by MAT exists ($\beta=.6099$, $p\text{-value}<0.01$, CI [.4579, .7619]), ($\beta=.4513$, $p\text{-value}<0.01$, CI [.3267, .5759]) and ($\beta=.2928$, $p\text{-value}<0.01$, CI [.1137, .4718]). The value of Beta is decreasing as the effect of MAT is increasing.

H8: OEWC a) the NFD and b) the NFA, which increases the PI of western apparel items.

a)

Direct effect of Need for Differentiation on Purchase Intention

Effect	SE	t	p-value	LLCI	ULCI
-.0092	.0456	-.2024	.8397	-.0990	.0806

Indirect effect of Need for Differentiation on Purchase Intention

Effect	BootSE	BootLLCI	BootULCI
.1690	.0333	.1082	.2392

b)

Direct effect of Need for Affiliation on Purchase Intention

Effect	SE	t	p-value	LLCI	ULCI
-.0764	.0449	-1.7030	.0896	-.1647	.0119

Indirect effect of Need for Affiliation on Purchase Intention

Effect	BootSE	BootLLCI	BootULCI
.2089	.0354	.1436	.2826

The mediation results explained in the table shows OEWC as the mediator. The results are not significant. Hence, proving there is no mediation at all for OEWC and NFA and NFD in relation to PI.

Table 4.5

Hypothesis Results Summary:

Hypothesis		
H1	Exposure to western media increases the purchase intention of western apparel items.	Supported
H2	Social Interaction with western culture increases the purchase intention of western apparel items.	Supported

H3	Social media marketing increases the purchase intention of western apparel items.	Supported
H4	The need for differentiation increases the purchase intention of western apparel items.	Supported
H5	The need for affiliation increases the purchase intention of western apparel items.	Supported
H6 a)	Consumer ethnocentrism negatively moderates (weakens) the association between the Pakistani customers' exposure to western media and their purchase intention of western apparel.	Not Supported
H6 b)	Consumer ethnocentrism negatively moderates (weakens) the association between the Pakistani customers' social interaction with western culture and their purchase intention of western apparel.	Not Supported
H6 c)	Consumer ethnocentrism negatively moderates (weakens) the association between the Pakistani customers' social media marketing, and their purchase intention of western apparel.	Not Supported
H7 a)	Consumer materialism positively moderates (weakens) the association between Pakistani customers' exposure to western media which increases their purchase intention of western apparel.	Supported
H7 b)	Consumer materialism positively moderates (weakens) the association between Pakistani customers' social interaction with western culture which increases their purchase intention of western apparel.	Not Supported
H7 c)	Consumer materialism positively moderates (weakens) the association between Pakistani customers' social media marketing, which increases their purchase intention of western apparel.	Not Supported
H8 a)	Openness to emulate western culture mediates the need for affiliation which increases the purchase intention of western apparel items.	Not Supported

H8 b) Openness to emulate western culture mediates the need for differentiation which increases the purchase intention of western apparel items. Not Supported

5.0 Conclusion

5.1 Discussion/ Findings

From the data collected, direct path exists between the independent variables and PI. The results obtained were consistent and in accordance with the proposed arguments of the prior research of Dasa 2020. A significant relationship of the EWM with the PI for western apparel was found. Moreover, Hypothesis 1 was confirmed. The fact that with the increase in EWM, the PI will naturally increase is reinforced, as more customers will be attracted to the item. This may have been contributed by the increase in accessibility of social media which have opened new channels of communication. An example can be of Netflix, as it is watched by the major population of Pakistan, this has led to an effect on the dressing style of the consumers. In order to replicate their favorite celebrities and acquire their fashion style, their PI for western apparel has rose tremendously. In a press release, it is declared that an effective way of reaching a large mass of audience at a higher global level is through movies and series. (PQMedia, 2015).

Hypothesis 2 claims that a relationship between SI with Western culture and PI exists. With the tremendous rise in globalization as there is no boundaries between the interaction of people inside and outside the borders. This is due to the reason that the interaction has grown with the increased visitation of population to western countries for vacations and students moving abroad for their studies. Their own lifestyle is affected because of their interaction, consequently affecting their purchase decisions. Moreover, the increase usage of social media has allowed western trends and fashion in our country and communication has become easier and faster. SI with the recurring and first-time customers has permitted these western brands to advertise and position their brand better with an improved brand image. In addition, they have been able to promote their items easily across borders. (Seo & Park, 2018).

According to hypothesis 3, SSM and PI have a significant association. As a path between these two variables exists, the findings were supported. Now a days, businesses use social media platforms more than ever as it helps reach a wider audience easily in different locations. Moreover, it helps display the product in such a way that attracts consumers to purchase that product. Another factor is social media marketing helps exchange reviews on different platforms which also helps build credibility for the brand.

Hypothesis 4 and 5 stated there is a significant relationship between the between NFD and NFA and PI for western apparel. The results obtained were supported and in accordance with the proposed arguments of the prior research of Dasa. (2020) Globalization and commercialization have affected the purchase intentions of Pakistani customers. Furthermore, what led to them adopting western culture due to their changed social and cultural values. (Ahmad, Arshad, Sabir, & Ashraf, 2013). This indicates the way consumers are more inclined to accept and imitate western culture, this inclination has led to them purchasing apparel that westerners wear showing the increase in PI. Another argument is that due to the speed at which technology and globalization have developed, formerly indirect contact has evolved into something that can be as real as direct communication (Cleveland, Rojas-Méndez, Laroche; Berry, 2003; Papadopoulos, 2016).

In accordance with this study, two moderators—ETHNOCEN and MAT—were also taken into account. Consumer ETHNOCEN does not moderate any of the variables in hypotheses 6. Consumer ETHNOCEN was formerly not one of the major factors that negatively affected consumer behavior for western clothes (Ahmad, Arshad, Sabir, & Ashraf, 2013). It was astounding because Dasa (2020) and Ahmad et al. (2013) earlier research had backed it. One of the reasons might be that the majority of the sample population were students

in Pakistan who are more into western media now a days than ever before. This has changed their mindsets and believe more in equality amongst different cultures. This can be due to the fact that consumers in Pakistan want good quality products; regardless of the origin of production. For example, Outfitters which is a Pakistani brand is marketed as a high street brand and is selling its product at such a high pace.

In hypothesis 7, only EWM is moderated by MAT while the other two independent variables do not. One of the reasons can be that western media helps in more exposure of trendy items and also people who admire different celebrities or stars are exposed to their fashion trends. This leads to high materialism in people who want to associate themselves to their idols and also wants to associate themselves to high class. These items are generally imported and ownership of such apparel items leads to exhibit oneself as wealthy or rich (Ahmad, Arshad, Sabir, & Ashraf, 2013). "Need for Distinctiveness" was included in the framework of Dasa (2020). Even though this new variable holds tremendous significance but has never been studied in this kind of framework. The need for distinctiveness is divided among two variables; NFA and NFD. NFA shows people who want belongingness to a particular group consisting of people into western fashion and trends. The people who need to be affiliated have higher chances of adopting their fashion sense as well as their interests such as their likes and dislikes, consequently that has impact on purchase decisions. NFD is the total opposite, on the other hand. People in this scenario want to stand out and be distinct from the general population, so they are changing their dress sense. People have a great urge to buy western clothing due to the ease with which their need for distinctiveness may be identified (Khuong & Tran, 2015).

According to Hypothesis 8, OEWC mediates NFA and NFD. In this investigation, the theory was rejected. Depending on the individual's societal values, people who live in the same culture may have distinct affiliation or differentiation goals (Ma, Yoo, & Yang, 2020). Accordingly, they will base their purchasing choices on striking the right balance rather than on the domestic or foreign marketers who sold the products. The study by De Mooij (2015), which found that young girls acquire pricey luxury things only because everyone else has them, supported this. It has been discovered that many consumers are motivated by materialism when buying high-end apparel items. In order to affiliate with the high-end society people, buy expensive items even if that takes significant part of their income. In other cases, people just purchase expensive clothing to set themselves apart from the rest of society. They want themselves to be unique from others and look elite which effects their purchase decisions.

5.2 Practical Implications

This study offers useful recommendations for marketers of western clothing in Pakistan. As it has been seen, Western MNC's significantly influence consumers' intentions to buy western clothing. Increased brand awareness influences consumers' unconscious decision to buy products from brands.

Social media can be used by marketers to better understand their target audience. This can be accomplished by contributing to them and interacting with them via the platforms and communities created on their websites. Customers that give brands feedback or fresh ideas right away are a valuable asset to the company. They should be actively watched, and their contribution online should be valued as it aids marketers in developing tactics to increase market share (Balakrishnan, Dahnail, & Yi, 2014).

Additionally, Pakistan's urbanization rate has increased during the previous ten years, allowing people to travel more, buy for western clothing, and acclimate to western culture more. Since there are more working women now than there were ten years ago, they have more purchasing power and more control over their purchases. Because women are more likely to shop, marketers can focus on this market. Foreign retailers may do business in Pakistan directly or indirectly, with women and young urban shoppers in particular serving as their target demographic. Young urban consumers are also more likely to absorb and adopt western

customs and cultures into their own since they have access to high incomes, are more aware of global events, and have a more favorable perception of western culture. Marketers should create a message, target this industry using social media platforms, and run advertising campaigns since this can significantly boost their sales, even from online sales.

5.3 Limitations

The economy of Pakistan is affected immensely due to political instability; purchasing power of individuals is affected tremendously along with this the ban of imports might have impacted the responses. Because to geographical restrictions, some of the secondary data—which is entirely online—was not available. Additionally, the data only includes the student sample; the sample population was primarily drawn from the Lahore School of Economics. The representation was not all-inclusive because of the distance between Lahore and other cities. Because of this, the sample used for the study was not fairly representative of the Pakistani population.

5.4 Future Research Directions

The survey excludes other cultures and societies and only focuses on Pakistani people. As a result, the framework suggested can be successfully adopted in various rising nations. This study is cross-sectional in nature because it focuses on the correlations between several dimensions rather than their cause-and-effect links. In addition, the sample population ranged in age from 18 to 25, allowing future studies to explore with different age ranges or variations in social education, economic levels, or geographic location. Lastly, future researchers can build on this study by incorporating this paradigm into their own framework.

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