

Antecedents of Purchase Intention for Foreign Apparel Products among Pakistani University Students: Implications for Market Entry Strategy

¹Wasim Ahmad, ¹Hafiz Muhammad Arshad,

¹Raja Irfan Sabir and ²Rana Umair Ashraf

¹Department of Management Sciences,
COMSATS Institute of Information Technology, Sahiwal, Pakistan

²Department of Management Sciences,
COMSATS Institute of Information Technology, Vehari, Pakistan

Abstract : International business has become very competitive for global companies and they also enjoy relaxation in trade policies which endorsed the expansion and profits for businesses. Global apparel products attracted the intention of young Pakistani consumers to purchase these luxury products. The purpose of this study was to examine the impact the personal values, social recognition and demographics on purchase intention of young Pakistani university students. Study used quantitative approach to determine this dilemma. Data was collected from young university students (N=162) through questionnaire using stratified random sampling technique in universities of three central cities of Punjab. Regression analysis, reliability analysis and descriptive statistics were implied for analyses purposes. Findings of study indicated that personal values of young Pakistani students had most influence on their purchase intention. Materialism had a strongest impact on purchase intention, among other variables. Demographics of age and purchase frequency also had an effect on purchase intention. The socio-economic background of students had its decisive place in building attitude of Pakistani students regarding foreign apparel products. Although enormous studies have been conducted on purchase intention of young consumers, hardly any research on purchase intention of young consumers regarding apparel products has found in Pakistan.

Key words: Conformity • Ethnocentrism • Materialism • Need for uniqueness • Purchase intention • Social recognition • Vanity

INTRODUCTION

Globalization posits substantial challenges and opportunities for international marketers in emerging markets. Nowadays, international trade has become very competitive and companies develop new ideas to attract consumers. Many European garments retailers are now expanding their operations in Asian countries due to long term recession and low population growth in western countries and to cater the wealthy Asian consumers. The imported products seem to be preferred by consumers over the domestic ones around the world [1]. Since, the Pakistan has widened its doors to foreign trade; the demand for imported garments brands has been

amplified by Pakistani teenagers. The teenagers have become the trendsetters in market as their spending power increases and their western cultural reference points has broaden dramatically.

The consumers have alternatives in their purchase decision due to relaxation in trade policies and some key determinants which affect the purchase intentions of consumers [2]. The purchase intention is somehow different from attitude and it is defined as attempt of an individual based on awareness to buy a product (Shabbir *et al.*, 2009). Park (2007) [3] defined purchase intention as “what we think, we will buy” and individual’s decision or physiological action towards a product [4].

The consumer behavior of Pakistani teenagers is absolutely affected by globalization and commercialization. Due to this, the cultural and social values of these young consumers' markets have changed. The marketers of garments brands should be aware of what motivates young Pakistani teenagers to purchase foreign garments brands and then devise the marketing penetration strategies to retain loyalty of these young Pakistani consumers. Apart from growing demand for foreign garments brands, a little research has been conducted to explore the consumption of foreign garments brands in Pakistan. No research has been found related to impact of social recognition, personal values and demographics collaterally on purchase intentions of young Pakistani consumers towards foreign garments brands, provides the rationale to conduct research.

Research Objectives: The theme of research is to examine the decision making process of young Pakistani consumers relevant to foreign brands. This study aimed.

- To explore the impact of personal values, social recognition and demographics on purchasing intentions of young Pakistani consumers towards foreign garments brands and relative importance attached to these factors.
- To provide practical implications to garments brands marketers to better develop their marketing strategies to target young consumers in general & in Pakistan in particular and to contribute to existing literature of international consumer behavior.

Literature Review and Hypotheses Development Personal Values

Ethnocentrism: Shimp and Sharma (1987) [5] introduced term "Consumer Ethnocentrism" by combining consumer behavior and economic perspective and argued that consumers' ethnocentrism affects the consumers' choice between local and foreign products. Ethnocentrism refers to how people purchase and consume domestic products rather than imported ones. Consumer ethnocentrism believes that purchasing foreign products is unpatriotic because it badly affects the country's domestic economy and reduces job opportunities in local economy. This phenomenon described that it is not only an economic issue, but an ethical concern. Consumers protect their identity with ethnocentrism and develop understanding about which buying behavior is unacceptable to group of society. LeVine and Campbell (1972) [6] defined ethnocentrism as;

"Ethnocentrism refers to an embellished preference for one's own group and an associated aversion from other groups."

The relationship between ethnocentrism and purchase intention has been examined in previous studies in various contexts. Consumer ethnocentrism has been found to be a major determinant which exerts significant negative influence on consumers' attitudes towards imported products and purchase intention [7]. It has also been proved that attitudes and ethnocentric tendencies are significantly negatively correlated for imported products and described that ethnocentric tendency is influenced by necessity of product in a particular (foreign) purchase situation [5, 8]. Huddleston *et al.* (2001) [9] explained that there is a direct positive relationship between ethnocentric tendency and individual's positioning about domestic products and argued that consumers with high ethnocentric tendency compromises on morality in purchasing foreign products. On the contrary, Shergill *et al.* (2010) [10] found that young New Zealand consumers' perception is not influenced by ethnocentricity. In the same fashion, Jin *et al.* (2010) [11] argued that Chinese and Indian consumers show positive reaction towards US denim jeans and did not take into consideration the ethnocentric beliefs.

The non-ethnocentric Turkish consumers have beliefs and intentions towards foreign products than ethnocentric Turkish consumers [12]. Similarly, Wang and Zhen (2004) [13] concluded that ethnocentrism has weaker impact on consumers' willingness to buy domestic products in case of low quality product. Notwithstanding, Phau and Leng (2008) [14] proved that non-status seeking Australian teenagers preferred "Made in Australia" luxury brand as compared to "Made in Italy", "Made in Japan" and "Made in China". The relationship between consumers' ethnocentrism and willingness to buy is influenced by consumers' characteristics [15]. However, it is found that ethnocentrism has no significant impact on purchase intentions of Chinese consumers towards imported sportswear brands [16]. This literature contributes to development of following hypothesis;

H1: Consumers' ethnocentrism discourages purchase intention of Pakistani teenagers towards foreign apparel brands.

Materialism: The Pakistanis consider money and possessions as mark of identity and success and they value such luxurious branded goods which they can show off to others. Materialism is a desire to spend an extravaganza life [17]. The materialism is termed as “a belief about importance of possessions in life in terms of objects and purchased products” [18]. The materialistic people value the expensive and possessive items which indicate their social status and success [18]. Chadha and Husband (2006) [19] argued that in today’s Asia, “you are what you wear.” The Asian people have belief that luxury fashion brands are sign of identity and social status. In the contrast, Chan (2006) [20], study conducted in Hong Kong, argued that young consumers with a lot of imported branded items perceived as wasteful, arrogant and superficial instead of young consumers without imported branded goods as friendly, easygoing and down-to-earth. Belk (1985) [21] defined materialism as;

“Materialism is a personality attribute that differentiates between persons who consider possessions necessary to their social recognition and lives and those who give secondary importance to possessions.”

Xu (2008) [22] described that materialism had a direct, strong and significant influence on compulsive buying of young consumers. The materialism was found to have positive moderating effect in relationship of country image and product’s preference [23]. The materialism was found to have positive relationship with online purchasing attitude towards foreign fashion products for Korean consumers [3]. The materialism exerts moderate impact on decision making styles of Indian consumers [24]. The publicly consumed goods i.e. apparel products, have more materialistic values than privately consumed goods [25]. Based on previous literature, study develops following hypothesis;

H2: Materialism encourages purchase intention of Pakistani teenagers towards foreign apparel brands.

Conformity: Conformity is a social impact relevant with change in behavior that influences consumers to act according to traditional society. The individual is influenced by the physical presence and the pressure

of groups in terms of his/her purchase behavior. Meleod (2007) [26] defined conformity as “influence of majority in a society”. However, Blackwell *et al.* (2006) defined conformity as;

“A change in beliefs or actions due to real or perceived group pressures.”

Rose *et al.* (1994) stated that people with high conformity values show tendency to display their luxury brands. Wong and Ahuvia (1998) [25] argued that the Southeast Asian people purchase luxury products which have more public visibility and display their wealthy public image. Nevertheless, Chung and Pysarchik (2000) [27] found that Korean consumers were more influenced by cultural pressure and group conformity in developing their attitudes regarding domestic products and less influenced for foreign products. However, the social norm had a direct and the group conformity had no direct effect on purchase intentions of Chinese consumers towards US apparel brands [28]. Additionally, it has been found that social norm and group conformity does not have direct impact on behavioral intentions of Indian consumers [29]. Moreover, the social context had a strong influence on purchase intentions for foreign luxury brands [30]. The previous studies supported that conformity might give climb to purchase intentions towards foreign products.

H3: Conformity encourages purchasing intention of Pakistani teenagers towards foreign apparel brands.

Need for Uniqueness: Although, conformity behavior has been the focus of research in marketing, now, there is a need to conduct research on non-conformity behavior i.e. need for uniqueness. The consumers’ need for uniqueness theory developed from work of Snyder and Fromkin (1977) [31] on uniqueness theory. This theory believes that consumers seek differentiation by adopting different behaviors and show undesirability to similar things own by others. The need for social approval and social affiliation constrain the consumers’ level of uniqueness, leave consumers to seek new ways to express their uniqueness which do not result in social disapproval and isolation and described consumers’ need for uniqueness as an ultimate psychological factor [31]. Tian *et al.* (2001) [32] defined need for uniqueness as

“The trait of pursuing differences relative to others through the acquisition, utilization and disposition of consumer goods for the purpose of developing and enhancing one’s self-image and social image”.

It has been found that need for uniqueness and brand antecedents of consumers’ have a considerable positive effect on conspicuous consumption [33]. Japanese consumers focus on need for uniqueness and individuality in purchasing and using brands [34]. Moreover, consumers’ need for uniqueness has an impact on consumers’ brand image perceptions. Park *et al.* (2008) [35] found a significant positive relationship between need for uniqueness and usage of foreign brands. However, Bemheim (1994) [36] argued that people preferred those products which can enhance their status and people show standards for single behavior instead of heterogeneous preferences [37].

Latter and Chris (2010) [38] recommended a model in which relationship of need for uniqueness and purchase intention for luxury apparel products is mediated by brand judgment and emotional value. Lee *et al.* (2010) [39] concluded that Indian consumers’ need for uniqueness has a direct effect on three dimensions of brand equity i.e. perceived quality, brand loyalty and brand association for a US apparel brand. Knight and Kim (2007) [34] identified that Japanese consumers’ need for uniqueness has a significant positive relationship to their emotional societal values in perception of US apparel brand which increases purchase intention. Furthermore, it was found that apparel product’s design, color and material build aesthetic experiences of South African women which ultimately construct the need for uniqueness [40]. However, the American undergraduate business students’ decision about shopping malls preference and choice of product highly depends upon their need for uniqueness [41].

H4: There is a positive relationship between need for uniqueness and purchase intention of Pakistani teenagers towards foreign apparel brands.

Vanity: The vanity is described by giving extra importance on outward appearance because of physical concerns and on communicating social status to public through prominent consumption because of its achievement concerns. Netemeyer *et al.* (1995, p. 612) defined vanity as;

The vanity is categorized into physical vanity and achievement vanity. The physical vanity defined as “excessive concern for and/or a positive (and perhaps inflated) view of, one’s physical appearance” and achievement vanity as “an excessive concern for and/or a positive (and perhaps inflated) view of, one’s personal achievements”.

Vanity in both of its scales, physical vanity & achievement vanity, has a strong influence of individual’s purchase decision (Netemeyer *et al.*, 1995). Physical vanity and achievement vanity had a strong positive impact while only achievement vanity had a moderate positive impact on purchase intention of Chinese luxury brand consumers [30]. The vanity was found to be directly linked with usage of fashion brands [7]. Physical and achievement vanity has a direct positive relationship with purchase intention of Chinese consumers [30]. The relationship between individuals’ prone to vanity and their spending on foreign products validates that these consumers want and consume foreign garments brands to satisfy their self-esteem. As the garments brands are related to physical appearance and conspicuous consumption, the vanity would influence the purchase intentions of young consumers in Pakistan. Based on above reviewed work, following hypothesis will be derived:

H5: Vanity promotes purchasing intention of Pakistani teenagers towards foreign apparel brands.

Social Recognition: Even though conformity, materialism and vanity have impacts on purchase intention but it does not fully explain the consumption of foreign garments brands. Nueno and Quelch (1998) argued that the social recognition, however, has a strong impact of purchase decision of individual. Phau and Leng (2008) [14] reported that status-seeking Australian teenagers have positive attitude towards foreign luxury apparel brand as compared to luxury Australian brand. Xu (2008) [22] reported that self-consciousness has a strong impact on compulsive buying of young consumers with a mediating role of materialism. Schutte and Ciarlante (1998) [42], study conducted on young Thai women, concluded that young Thai women tend to buy those products which can demonstrate their social status and image.

H6: The stronger the beliefs of social recognition, the higher the purchase intention of Pakistani teenagers towards foreign apparels brands.

Demographics: (*Age, Pocket Money and Purchasing Frequency*) Park (2000) [3] described that young Korean consumers are swapping the middle-aged consumers as the major consumers of foreign brands. The young consumers are trend setters and their spending power increases due to increase in pocket money. However, income was positively related to purchase of foreign brands (Dubois and Duquesne, 1993). Pocket money is a major predictor of purchasing foreign brands. Therefore, this study hypothesizes that the increase in pocket money of young Pakistani consumers will lead to increase in purchase intentions towards foreign garments brands. However, study also identifies the relationship between past purchasing experiences of young consumers and purchase intentions. The consumers in their early age are more status conscious and try to show off by wearing products of different brands. So, it leads to development of following hypotheses:

H7: There is a negative relationship between increase in age and purchase intention of Pakistani teenagers towards foreign apparel brands.

H8: There is positive association between pocket money and purchase intention of Pakistani teenagers towards foreign apparel brands.

H9: There is a positive relationship between purchase frequency and purchase intention of Pakistani teenagers towards foreign apparel brands.

Proposed Research Model: Young consumers show positive reaction towards foreign brands [3] in case of conformity, materialism and need for uniqueness. Vanity has positive and ethnocentric tendencies have negative influence on purchase intention of consumers. As situational variables, this study also used social recognition about consumer purchasing garments brands and demographics of age, pocket money and frequency of purchasing garments brands.

MATERIALS AND METHOD

The study was quantitative in nature with positivistic approach. The universe of study was the teenagers of Pakistan. Data was collected from four universities of Punjab province, Pakistan. The respondents were the students of University of Punjab Lahore, University of Agriculture Faisalabad, University of Engineering and Technology Lahore, COMSATS Institute of Information Technology (CIIT) Sahiwal. Study used stratified random sampling technique to collect data. Lahore and Faisalabad were the most metropolitan cities having high percentage of students from other areas of Pakistan. One hundred sixty two students willingly participated in study. Implied and pre-tested questionnaire was used to collect data based on 5-point likert scale (Strongly Agree=5, Strongly Disagree=1). Face validity of instrument was ensured with the consultation of researchers at COMSATS Institute of Information Technology (CIIT) Sahiwal. Study conducted descriptive statistics, reliability analysis, correlation analysis and multiple regression analysis. The measurements of this study were adopted from past verified studies.

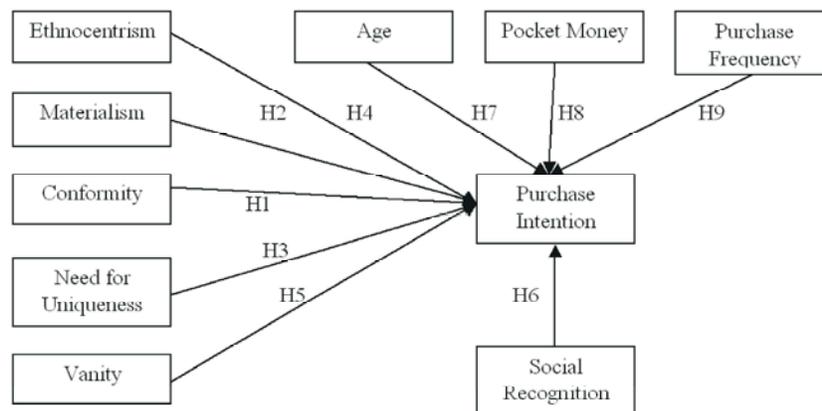


Fig. 1: Schematic Diagram

The items of ethnocentrism were adopted from Shimp and Sharma (1987) [5] CETSCALE used in USA which contains 17 items. The study included Pakistan relevant appropriate items only which end up to six items. The questions of materialism implemented from Richins and Dowson (1992) [18] scale. Seven items for conformity and need for uniqueness each, were measured using Bearden *et al.* (1989) and Tian *et al.* (2001) [32]scale. The six items for vanity were adopted from Netemeyer *et al.* (1995) scale. The last five questions were related to purchase intention regarding foreign apparel products. The construct of social recognition was measured using 4 items of Park *et al.* (2008) [35] study. The questionnaire also contained demographics of respondents i.e. age of students, pocket money and purchase frequency of foreign apparel brands and city of permanent residence.

RESULTS

Profile of Respondents: Out of 162 students, 9 students represent age group of 15-20 years of age; while 20-25 years of age were the dominant group with 138 students. Only 15 students were from 25-30 years age group, while no students were above the 30 years of age. The important determinant of monthly pocket money was also included in questionnaire. Sixty nine students responded that they have pocket money of PKR. 5000, whereas, 42 students had pocket money between PKR.5000-PKR.10,000. Thirty students hold a pocket money between PKR.10,000-PKR.15,000. Only a small proportion of 21 students had income between PKR.15,000-PKR.20,000. Interestingly, major percentage (42%) declared that they purchase the foreign apparel products once a year. Thirty one percent students show their intention towards imported apparel brands after every 6 months. Only 21% demonstrated their behavior for these brands after three months; while only 1% purchases foreign garments brands every month. University of Punjab and University of Engineering & Technology are located in city of Lahore with 32 and 61 respondents respectively; whereas, University of Agriculture is situated in city of Faisalabad with 27 students. COMSATS Institute of Information Technology (CIIT) Sahiwal is a higher education institute in city of Sahiwal with 42 students. One hundred and eleven students were from undergraduate level of qualification;

though 51 represent postgraduate level. All these four universities have students from diverse culture and backgrounds. The respondents were from 10 cities of Punjab province.

The young students seemed to be more attractive towards global apparel brands and therefore, study accepts H6. They responded that they spend major part of their pocket money on purchasing these products. The postgraduate students appeared to left or decline the purchase of fashion brands. Surprisingly, the students with lower pocket money also purchase foreign brands but with little frequency which shows that money is not a hindrance in building attitude and intentions. Therefore, the study rejects H7. Students even demand more money from their parents for these products. The students from more metropolitan cities i.e. Lahore, Faisalabad are more aware and keen to use fashion products. The students of DG Khan and Multan commented that they have no concern of brands. Furthermore, the H8 accepted because the students who were already engaged in purchasing foreign brands were more likely to have attitude towards those brands.

Reliability Statistics: Ethnocentrism proved to be the most reliable construct with “ $\alpha=0.81$ ” followed by need for uniqueness ($\alpha=0.77$). The materialism and social recognition hold the value of “ $\alpha=.72$ ” and “ 0.71 ” respectively. Conformity, vanity and purchase intention describe the values of “ $\alpha=0.68$ ”, “ $\alpha=.65$ ” and “ $\alpha=0.69$ ” respectively. The values of Cronbach’s Alpha are acceptable for all constructs.

Table 1: City and students’ percentage

City	Students	City	Students
Lahore	27	Sarghoda	14
Faisalabad	31	Jehlum	5
Multan	13	Sahiwal	38
Bahawalpur	10	DG Khan	4
Sialkot	8	Gujrat	12

Table 2: Reliability analysis

Constructs	Cronbach’s		Cronbach’s
	Alpha	Constructs	
Ethnocentrism	0.81	Conformity	0.68
Need for uniqueness	0.77	Vanity	0.65
Materialism	0.72	Purchase intention	0.69
Social recognition	0.71	-----	-----

Table 3: Multiple Regression Approach

Dependent Variable	Predictors	B	t-value	F	R ²	Adjusted R ²	p	Durbin Watson
PI	ETHNO	0.62	5.405	29.16	0.576	0.551	0.000	1.80
	MATER	0.81	3.961	14.697	0.411	0.647	0.000	
	CONFOR	0.46	3.256	13.93	0.532	0.362	0.000	
	NFU	0.76	2.713	18.763	0.290	0.593	0.000	
	VANIT	0.34	3.136	23.163	0.290	0.243	0.000	
	SR	0.51	4.354	15.762	0.423	0.436	0.000	

p<0.10*, p <0.05**, p<0.000***

Note: PI=Purchase Intention, ETHNO=Ethnocentrism, MATER=Materialism, CONFOR=Conformity, NFU=Need for Uniqueness, VANIT=Vanity, SR=Social Recognition

Hypotheses Results: Significantly, the personal values of an individual and social recognition have the most influential effect on purchase intention of young Pakistanis [43-45]. A positive relationship has been observed ($\beta=0.62$, $p=0.000$, $t\text{-value}=5.405$) between ethnocentric tendencies and purchase intention, which supports H1. Materialism shows a strong association with purchase intention provides the basis for acceptance of H2 ($\beta=0.81$, $p=0.000$, $t\text{-value}=3.961$). Additionally, conformity proved to have moderate impact ($\beta=0.46$, $p=0.000$, $t\text{-value}=3.256$) on Pakistani people attitude and mind set regarding foreign apparel brands [46-48]. Need for uniqueness demonstrated a strong relationship with purchase intention ($\beta=0.76$, $p=0.000$, $t\text{-value}=2.713$) and study accepts H4. Vanity with a weak effect ($\beta=0.34$, $p=0.000$, $t\text{-value}=3.136$) and social recognition with a temperate effect ($\beta=0.51$, $p=0.000$, $t\text{-value}=4.354$) supports the acceptance of H5 and H6. ANOVA statistics advocates the fitness of model which can be observed from table 6.1. The significance value “ $p=.000$ ” also permits the acceptance of hypotheses.

CONCLUSION

It is concluded that Pakistani students showed a profound ethnocentric attitude. The waning condition of Pakistani economy urges the consumers to stand against global brands. But, these customers are little in numeral. The majority of students showed non-ethnocentric attitude which supports the outcomes of some previous studies. Pakistani university students demonstrated serious materialistic attitude for international apparel brands. They believe in importance of possessions and ownership. They also grant importance to conformance behavior for their culture. Actually these consumers are university students having traditions of wearing fashions products in university culture. The students want to exhibit their wealthy image due to university students’ group pressure. They showed interest towards

heterogeneous preferences for imported brands. Pakistani students show a strong affiliation with need for uniqueness theory. Their decision is more affected by material of product. They have a strong perception that foreign products have a good quality. The consumers’ egotism holds a place and they feel proud of having imported products. The arrogant attitude augments the spending patterns of these students. The marketers must focus on young Pakistanis market and hunt for appropriate marketing approach to cater young people market. Discussing the social recognition, the garments brand marketers should plan to construct brand image integrate its brand with esteemed and idiosyncratic image and style.

Limitations: Small sample size and confined area compel limitations on generalizability of findings. The model is based on past verified theories rather than exploring other determinants. The qualitative approach with interview technique would provide better insights into problem examined.

REFERENCES

1. Laroche, M., N. Papadopoulos, L. Heslop and J. Bergeron, 2002. Effects of subculture differences on country and product evaluations. *Journal of Consumer Behavior*, 2(3): 232-47.
2. Rezvani, S., G.J. Dehkordi, M.S. Rahman, F. Fouladivanda, M. Habibi and S. Eghtebasi, 2012. A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12): 205-215.
3. Park, H.J., L.D. Burns and N.J. Rabolt, 2007. Fashion innovativeness, materialism and attitude toward purchasing foreign fashion goods online across national borders: The moderating effect of internet innovativeness. *Journal of Fashion Marketing and Management*, 11(2): 201-214.

4. Wang, X. and Z. Yang, 2008. Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review*, 25(4): 458-474.
5. Shimp, T.A. and S. Sharma, 1987. Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal Marketing Research*, 27: 280-289.
6. LeVine, R.A. and D.T. Campbell, 1972. *Ethnocentrism: Theories of Conflict, Ethnic Attitudes and Group Behaviour*. John Wiley: New York, NY.
7. Durvasula, S., S. Lysonski and J. Watson, 2001. Does vanity describe other cultures? A cross-cultural examination of the vanity scale. *The Journal of Consumer Affairs*, 35(1): 180-99.
8. Sharma, S., T.A. Shimp and J. Shin, 1995. Consumer ethnocentrism: a test of antecedents and moderators. *Journal of Academy Marketing Science*, 23(1): 26-37.
9. Huddleston, P., L.K. Good and L. Stoel, 2001. Consumer Ethnocentrism, Product Necessity and Polish Consumers' Perceptions of Quality. *International Journal of Retail and Distribution and Management*, 29(5): 236-246.
10. Shergill, G.S., Y. Rosmala and G.P. Andrew, 2010. Young New Zealand shoppers' brand perceptions and ethnocentricity. *International Journal of Retail and Distribution Management*, 38(8): 613-624.
11. Jin, B., J.Y. Park and S.R. Jay, 2010. Comparison of Chinese and Indian consumers' evaluative criteria when selecting denim jeans: A conjoint analysis. *Journal of Fashion Marketing and Management*, 14(1): 180-194.
12. Kucukemiroglu, O., 1999. Market segmentation by using consumer lifestyle dimensions and ethnocentrism. *European Journal of Marketing*, 33(5/6): 470-487.
13. Wang, C.L. and X.C. Zhen, 2004. Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects. *Journal of Consumer Marketing*, 21(6): 391-400.
14. Phau, I. and Y.S. Leng, 2008. Attitudes toward domestic and foreign luxury brand apparel: A comparison between status and non status seeking teenagers. *Journal of Fashion Marketing and Management*, 12(1): 68-89.
15. Josiassen, A., A.G. Assaf and I.O. Karpen, 2011. Consumer ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics. *International Marketing Review*, 28(6): 627-646.
16. Tong, X. and C. Li, 2013. Impact of brand personality and consumer ethnocentrism in China's sportswear market. *Asian Pacific Journal of Marketing and Logistics*, 25(3): 491-509.
17. Buzzle, 2010. *Materialism in Society*. Retrieved from <http://www.buzzle.com/articles/materialism-in-society.html>.
18. Richins, M.L. and S. Dowson, 1992. A consumer values orientation for materialism and its measurement: scale development and validation. *Journal of Consumer Research*, 19(3): 303-316.
19. Chadha, R. and P. Husband, 2006. *The Cult of Luxury Brands: Inside Asia's Love Affair with Luxury*. Nicholas Brealey International, London, Boston.
20. Chan, K., 2006. Young consumers and perception of brands in Hong Kong: a qualitative study. *Journal of Product & Brand Management*, 15(7): 416-426.
21. Belk, R.E., 1985. Materialism; trait aspects of living in the material world. *Journal of Consumer Research*, 12: 265-80.
22. Xu, Y., 2008. The influence of public self-consciousness and materialism on young consumers' compulsive buying. *Young Consumers*, 9(1): 37-48.
23. Demirbag, M., S. Sahadev and K. Mellahi, 2010. Country image and consumer preference for emerging economy products: the moderating role of consumer materialism. *International Marketing Review*, 27(2): 141-163.
24. Lysonski, S. and S. Durvasula, 2013. Consumer decision making styles in retailing: evolution of mindsets and psychological impacts. *Journal of Consumer Marketing*, 30(1): 75-87.
25. Wong, N.Y. and A.C. Ahuvia, 1998. Personal taste and family face: luxury consumption in Confucian and Western societies. *Psychology Marketing*, 15(5): 423-41.
26. McLeod, S.A., 2007. *Simply Psychology*. [On-line] UK. Retrieved from <http://www.simplypsychology.pwp.blueyonder.co.uk/>
27. Chung, J. and T.P. Dawn, 2000. A model of behavioral intention to buy domestic versus imported products in a Confucian culture. *Marketing Intelligence Planning*, 18(5): 281-291.

28. Jin, B. and J.H. Kang, 2011. Purchase intention of Chinese consumers toward a US apparel brand: a test of a composite behavior intention model. *Journal of Consumer Marketing*, 28(3): 187-199.
29. Son, J., B. Jin and B. George, 2013. Consumers' purchase intention toward foreign brand goods. *Management Decision*, 51(2): 434-450.
30. Hung, K., A.H. Chen, N. Peng, C. Hackley, R.A. Tiwusakul and C. Chou, 2011. Antecedents of luxury brand purchase intention", *Journal of Product & Brand Management*, 20(6): 457-467.
31. Snyder, C.R. and H. Fromkin, 1977. Abnormality as a positive characteristic: The development and validation of a scale measuring need for uniqueness. *Journal of Abnormal Psychology*, 86(5): 518-527.
32. Tian, K.T., W.O. Bearden and G.L. Hunter, 2001. Consumers' need for uniqueness: scale development and validation. *Journal of Consumer Research*, 28(1): 50-66.
33. O'Cass, A. and H. McEwen, 2004. Exploring consumer status and conspicuous consumption. *Journal of Consumer Behavior*, 4(1): 25-39.
34. Knight, D.K. and E.Y. Kim, 2007. Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management*, 11(2): 270-280.
35. Park, H.J., N.J. Rabolt and K.S. Jeon, 2008. Purchasing foreign luxury brands among young Korean consumers. *Journal of Fashion Marketing and Management*, 12(2): 244-259.
36. Bernheim, D., 1994. A theory of conformity. *The Journal of Political Economy*, 102(5): 841-877.
37. Amaldoss, W. and S. Jain, 2005. Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects. *Journal of Marketing Research*, 42(1): 30-42.
38. Latter, C. and M. Chris, 2010. Consumers' need for uniqueness: evaluation of the ready to wear line of luxury brands. *Marketing Insights, School of Marketing, Working Paper Series No. 2010021*: 1-16.
39. Lee, H., A. Kumar and K. Youn-Kyung, 2010. Indian consumers' brand equity toward a US and local apparel brand. *Journal of Fashion Marketing and Management*, 14(3): 469-485.
40. Klerk, H.M.D. and S. Lubbe, 2008. Female consumers' evaluation of apparel quality: exploring the importance of aesthetics. *Journal of Fashion Marketing and Management*, 12(1): 36-50.
41. Burns, D.J. and H.B. Warren, 1995. Need for uniqueness shopping mall preference and choice activity. *International Journal of Retail and Distribution Management*, 23(12): 4-12.
42. Schutte, H. and D. Ciarlante, 1998. *Consumer Behavior in Asia*. MacMillan: London.
43. Mason, R., 1992. Modeling the demand for status goods. *Association for Consumer Research Special*, pp: 88-95.
44. Piron, F., 2002. International out-shopping and ethnocentrism. *European Journal of Marketing*, 36(1/2): 189-199.
45. Rose, G., A. Shoham, L. Kahle and R. Batra, 1994. Social values, conformity and dress. *Journal of Applied Social Psychology*, 24(17): 501-19.
46. Sibghatullah Nasir, 2013. Microfinance in India: Contemporary Issues and Challenges, *Middle-East Journal of Scientific Research*, 15(2): 191-199.
47. Mueen Uddin, Asadullah Shah, Raed Alsaqour and Jamshed Memon, 2013. Measuring Efficiency of Tier Level Data Centers to Implement Green Energy Efficient Data Centers, *Middle-East Journal of Scientific Research*, 15(2): 200-207.
48. Hossein Berenjeian Tabrizi, Ali Abbasi and Hajar Jahadian Sarvestani, 2013. Comparing the Static and Dynamic Balances and Their Relationship with the Anthropometrical Characteristics in the Athletes of Selected Sports, *Middle-East Journal of Scientific Research*, 15(2): 216-221.