Investigating Materialistic Behaviour Towards Luxury Fashion Consumption

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ARTICLE DETAILS

<table>
<thead>
<tr>
<th>History:</th>
<th>ABSTRACT</th>
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<tr>
<td>Accepted 07 August 2023</td>
<td>This study explores the pathway that lead the materialist to buy foreign products online. The research identifies bandwagon luxury consumption behaviour and perceived brand globalness as consequence of materialism. It also identifies the moderating role of consumer innovativeness between bandwagon luxury consumption behaviour and intention to buy foreign luxury products online. An online cross-sectional survey was used to gather information from respondents of purchasers of foreign luxury products in Pakistan. Questionnaires were distributed to respondents online and a total of 210 completed questionnaires were used in the analysis. The results show that Bandwagon luxury consumption behavior and perceived brand globalness had a significant positive relationship with materialism and intention to buy foreign luxury products online and positively mediates the relation between materialism and intention to buy foreign luxury products online. The Consumer innovativeness acts as a significant moderator between Bandwagon luxury consumption behavior and intention to buy foreign luxury products online. This research results, are helpful for the foreign companies who want to target consumers of Pakistan and also online local websites selling foreign product.</td>
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<td>Available Online September 2023</td>
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Keywords: Materialism, Bandwagon Luxury Consumption Behaviour, intention to buy foreign luxury products online, Consumer Innovativeness

JEL Classification: P39

DOI: 10.47067/real.v6i3.290

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1. Introduction

The developing countries like Pakistan are struggling for economic well-being, possibility is that such nations become materialistic and start giving importance to the acquiring of possession to display their status hence leading to conspicuous consumption (Dev, Podoshen, & Shahzad., 2018). Ali, Ramzan, Razi, Khan & Fatima., (2012 identified advertising & money are factors behind rising materialism. According to Fazl-e-Haider., (2017), the reputation of Pakistan has become stable and is consider as a safe place for travel & business, many foreign well-known brands are entering Pakistan to open retail franchises and some are targeting through digital channel. Pakistani young customers of global brands are familiar with the well-known overseas fashion brands as they are more conscious and aware than their old generations. Overall the demand for foreign brands among the local consumers is increasing.
Moreover, to maintain their status in their social group Pakistani materialist depend blindly on their reference group choice and consumption pattern.

The term materialism can be conceptualized as a negative personality trait (Belk., 1985) or a state of mind (Richins & Dawson., 1992) this need further study because materialism relation with these variables (perceived brand globalness, bandwagon luxury consumption behavior) are under-research and need to be investigated. Past studies on materialism in the context of purchasing foreign brands have shown materialism positively influence attitude towards luxury buying among Indian and Korean consumers (Sharda. & Bhat., 2018; Park., Burns & Rabolt., 2007). Luxury brands, in the opinion of Kumar and Kaushik (2020), combine emotionally and cognitively charged values such as entertainment, experiences, beauty, and excellent quality. When it comes to wanting to live a rich lifestyle and purchase luxury goods from international companies, young Chinese consumers have seen enormous growth. Therefore, in order to make numerous practical and theoretical contributions, the research analyses the perspectives of young consumers in China (Gul et al., 2021c).

Hamid., (2014) has identified materialist’s attitude towards buying foreign brands through offline channel, research so far has devoted limited attention towards identifying the path through which materialist purchase foreign luxury fashion brands in developing country like Pakistan using online channel. There is increasing number of internet related studies from the prospective of consumer attitude, but very few researches have explained individual behavior towards buying overseas fashion luxury brands under services of local and global e-commerce facilitator’s. With the increasing research on bandwagon consumption the study will also identify bandwagon consumption behavior and perceived brand globalness as consequence of materialism. The research also identifies the moderating role of consumer innovativeness between bandwagon effect and intention to buy foreign products, suggested by (Mainolfi, 2019; Abrahamson. & Rosenkopf., 1993). As the relationship between bandwagon effect and innovativeness is only identified in the context of organization/firm behaviour, not in the context of consumer behaviour this will contribute to the literature of consumer behaviour, create curiosity and will change the conversation. This study will be very useful for the marketers of foreign brands interested in targeting Pakistani consumers through different channel and identify the bandwagon behaviour among Pakistanis, this will help them to convey feeling of group belongingness in their marketing campaigns. The study will also provide foreign marketers with insight whether to introduce new products in Pakistani market.

This research aims to get a better understanding between materialism, perceived brand globalness and bandwagon consumption leading towards purchasing foreign brands. The factors materialism, perceived brand globalness and bandwagon consumption affect the decision of Pakistani consumers towards foreign brands. The study also aims to investigate materialism as an antecedent of perceived brand globalness and if consumer innovativeness positively or negatively moderates the relationship between intention to buy foreign brands and bandwagon consumption behaviour. The research also contributes to the literature of social influence theory, explaining how individuals adopt the same behaviour as their peers under peer’s influence. The study will be help full for local and global online retailers and managers of the foreign brands, to attract customers to purchase foreign products online.

2. 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), 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.

2.1 Influence of materialism on intention to buy foreign luxury products

Richins & 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.

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, Podoshen & Shahzad., 2018). Cleveland, Mark, Michel, Laroche & Papadopoulos., (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, Burns and Rabolt., (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, Phang and Lim., (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, Petrovici, Gonçalves Filho and Ayres., (2016) identify that materialism had a significant relationship with intention to buy counterfeit or original foreign goods. 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 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 basis of above-mentioned findings, it is hypothesis.

\textbf{H1}: Materialism positively influences the intention to buy foreign luxury products online.
2.2 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). 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, Coulibaly & Mimoun., 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 element 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, Gao, Norton, Zhang and To., (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. 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.

2.3 Materialism and Perceived Brand Globalness (PBG)

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. According to Özsoer and Altaras., (2008), PBG 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) Defined PBG as the consumer’s perception that the brand is purchased and sold beyond national boundaries. (Steenkamp, Batra & Alden., 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, Exler & Bronk., 2007).

Punyatoya., (2013) identified that consumer’s evaluation of new products depends highly on perceived brand globalness. (López-Lomelí, Alarcón-del-Amo & Llonch-Andreu., 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, Burroughs & Wong., 2008). Hence

**H2b:** Materialism (MAT) is positively significantly related to perceived brand globalness (PBG).

### 2.4. 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 luxury products. Consumers secure their image in the group through bandwagon consumption leading to buying 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 traits of bandwagon consumption and will seek noticeable luxury goods, indulging themselves in conspicuous consumption (Kastanakis & Balabanis., 2014). Akturan & Bozbay., (2018) find out though the face-to-face interview that bandwagon is positively related to purchase intention in emerging markets. Eastman, Iyer, Shepherd, Heugel and Faulk, (2018) conducted three studies on teenagers, to identify bandwagon consumption behavior stimulates desire for status consumption leading the individuals to buy luxury fashion products. 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, Bae and Koo., (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). 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 led to purchase a foreign brand to seek recognition and acceptance from the group members. If their group members are buying through online channels, 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.

### 2.5 Perceived brand globalness and Intentions to buy foreign luxury products.

Initially Brand Globalness was described as the brands that are highly reachable and are highly available, according to this explanation there will be very few brands that are global. On the other hand,
other authors consider Brand globalness as consumer perception (De Meulenaer, Dens, & De Pelsmacker., 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 markets 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, Arslanagic-Kalajdzic and Diamantopoulos., (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, and Khanh Giao., (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 buys 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 brands, 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.

### 2.6 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, Chtourou and Youssef., (2018), through the online survey about choosing autonomous car identify the moderating role of consumer innovativeness. Researchers identified that consumer innovativeness positively works 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, Kang & Nurunnabi., 2019). The results showed that females are more effected by cognitive innovativeness, hence leading to purchase online. The trust in 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 adoptions in the group have an impact on other members to welcome innovative products in their life. According to Defuant, Huet and Amblard., (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

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). 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. 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. 300 responses were collected and 210 were acceptable responses which were selected. The conducted study using convenience sampling method. Data was collected through online survey questionnaires. The questions were in English and quantitative close ended questions, using survey structured questions.

#### 3.2 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 incomes 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, housewife’s, businessman and freelance consumers), employed consumers were 69(32.9%) and unemployed were 37(17.6%).

3.3 Measures and data analysis

All items were measured based on the 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, M. N., & Balabanis, G., 2014). Perceived brand globalness was measured with three items adopted from (Fastoso, F., & González-Jiménez, H., 2018) research. Intentions to buy foreign luxury products three items were taken from (Ling, K. C., Chai, L. T., & Piew, T. H., 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 tests 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”. 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 has excellent reliability of 0.833. Consumer innovativeness has good reliability of 0.774 and Intention to buy foreign products online has good reliability of 0.764.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Items</th>
<th>Cronbach’s Alpha</th>
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<tbody>
<tr>
<td>Materialism</td>
<td>6</td>
<td>0.792</td>
</tr>
<tr>
<td>Bandwagon Luxury Consumption Behaviour</td>
<td>4</td>
<td>0.832</td>
</tr>
<tr>
<td>Perceived Brand Globalness</td>
<td>3</td>
<td>0.833</td>
</tr>
<tr>
<td>Consumer innovativeness</td>
<td>3</td>
<td>0.774</td>
</tr>
<tr>
<td>Intention to buy foreign products online</td>
<td>3</td>
<td>0.764</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th></th>
<th>MAT</th>
<th>IBFLOP</th>
<th>BLCB</th>
<th>PBG</th>
<th>CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT</td>
<td>1</td>
<td>.558**</td>
<td>.700**</td>
<td>.369**</td>
<td>.630**</td>
</tr>
<tr>
<td>IBFLOP</td>
<td></td>
<td>1</td>
<td>.618**</td>
<td>.493**</td>
<td>.628**</td>
</tr>
<tr>
<td>BLCB</td>
<td></td>
<td></td>
<td>1</td>
<td>.374**</td>
<td>.775**</td>
</tr>
<tr>
<td>PBG</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>.444**</td>
</tr>
<tr>
<td>CI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

**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.

### 3.4 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 3a: Model summery for BLCB (M)**

<table>
<thead>
<tr>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
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<tr>
<td>.70</td>
<td>.49</td>
<td>.35</td>
<td>199.74</td>
<td>1.00</td>
<td>208.00</td>
<td>.00</td>
</tr>
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The above table 3a demonstrates that 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 3b: Model summary for IBFLOP (Y)**

<table>
<thead>
<tr>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
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<tr>
<td>.68</td>
<td>.46</td>
<td>.28</td>
<td>44.14</td>
<td>4.00</td>
<td>205.00</td>
<td>.00</td>
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The above table 3b demonstrates that 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.
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 3d: Outcome of IBFLOP (Y)

<table>
<thead>
<tr>
<th></th>
<th>β</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
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<tbody>
<tr>
<td>Constant</td>
<td>.44</td>
<td>.47</td>
<td>.92</td>
<td>.36</td>
<td>-.34</td>
<td>1.21</td>
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<tr>
<td>BLCB</td>
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<td>.18</td>
<td>2.67</td>
<td>.01</td>
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<td>.78</td>
</tr>
<tr>
<td>MAT</td>
<td>.18</td>
<td>.08</td>
<td>2.30</td>
<td>.02</td>
<td>.05</td>
<td>.31</td>
</tr>
<tr>
<td>CI</td>
<td>.55</td>
<td>.17</td>
<td>3.26</td>
<td>.00</td>
<td>.27</td>
<td>.84</td>
</tr>
</tbody>
</table>

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.

3.5 Results for Mediation (Model 4)

To identify the 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 4a: Model summary for PBG (M)

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>.37</td>
<td>.14</td>
<td>.44</td>
<td>32.88</td>
<td>1.00</td>
<td>208.00</td>
<td>.00</td>
<td></td>
</tr>
</tbody>
</table>

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 4b: Model summary for IBFLOP (Y)

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R-sq</th>
<th>MSE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>.64</td>
<td>.41</td>
<td>.30</td>
<td>70.96</td>
<td>2.00</td>
<td>207.00</td>
<td>.00</td>
<td></td>
</tr>
</tbody>
</table>

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 4c: Outcome of PBG (M)

<table>
<thead>
<tr>
<th></th>
<th>β</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>2.53</td>
<td>.24</td>
<td>10.35</td>
<td>.00</td>
<td>2.12</td>
<td>2.93</td>
</tr>
<tr>
<td>MAT</td>
<td>.39</td>
<td>.07</td>
<td>5.73</td>
<td>.00</td>
<td>.28</td>
<td>.50</td>
</tr>
</tbody>
</table>

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 4d: Outcome of IBFLOP (Y)

<table>
<thead>
<tr>
<th></th>
<th>β</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>.60</td>
<td>.25</td>
<td>2.41</td>
<td>.02</td>
<td>.19</td>
<td>1.01</td>
</tr>
<tr>
<td>PBG</td>
<td>.33</td>
<td>.06</td>
<td>5.77</td>
<td>.00</td>
<td>.24</td>
<td>.43</td>
</tr>
<tr>
<td>MAT</td>
<td>.46</td>
<td>.06</td>
<td>7.55</td>
<td>.00</td>
<td>.36</td>
<td>.56</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>MAT → IBFLOP</td>
<td>Supported</td>
</tr>
<tr>
<td>H2a</td>
<td>MAT → BLCB</td>
<td>Supported</td>
</tr>
<tr>
<td>H3a</td>
<td>MAT → PBG</td>
<td>Supported</td>
</tr>
<tr>
<td>H2b</td>
<td>BLCB → PBG</td>
<td>Supported</td>
</tr>
<tr>
<td>H3b</td>
<td>PBG → IBFLOP</td>
<td>Supported</td>
</tr>
</tbody>
</table>

4. 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 a 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 represent 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 indicates the extent 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, E., & Rosenkopf, L., 1993). 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) to gain satisfaction consumers compare their visible material objects with their social group. To conform to 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. 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. 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 indicates key quality sign (Özsomer., 2012). Materialistic consumers are interested in purchasing famous foreign brands as they think such brands 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 individuals depend on extrinsic information like brand name, advertisement and country of origin to determine the quality of product (Sichtmann & Diamantopoulos., 2013).

Thus, our findings confirm that bandwagon consumption behaviour and perceived brand globalness work as a pathway leading the materialist to prefer and chose foreign luxury products.

5. 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 considered a global brand materialistic consumers will be interested in purchasing such foreign brand, when exposed through internet. Thus, perceived brand globalness acts as a mediating variable among materialism and intention to buy foreign luxury products online. Moreover, the findings 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.

5.1 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 the marketing strategy of referral programs 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 luxury products should promote their
goods as prestigious and status-oriented by showing global cues in their advertisement like language and aesthetic-style etc. Thus, the above conversation shows how marketers can target Pakistani consumers and earn profit.

5.2 Limitations and Further Research

Like some other research, 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 pathway 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 longitudinal data can be collected completely. 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 interviews to get a 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.

REFERENCES


Lim, Phang & Lim. (2020). The effects of possession-and social inclusion-defined materialism on consumer behavior toward economical versus luxury product categories, goods versus services product types, and individual versus group. *Journal of Retailing and Consumer Services*.


