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FASHION CONSCIOUSNESS, BEHAVIORAL INTENTION AND PURCHASING BEHAVIOR IN THE ONLINE FASHION RETAIL SECTOR

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Abstract

Due to the current situation in all over the world, online shopping industry has grown up and fulfilling the needs and requirements of consumers. To understand consumer behavior and their intention in online fashion retail industry with having uncertain situations, marketers and different brands have great opportunity to learn attitude and behavior of potential audience. The paper represents some of the factors that assist in learning their behavior so that brands can increase their sales and helps them in improving their weak points. Fashion consciousness, celebrity endorsement, social influence, time pressure, behavioral intention and purchasing behavior are the factors involved in online shopping. The model was validated using structural equation modeling, and a two-step approach to evaluate the measurement and structural models for the research. The research uses theory of planned behavior to match the conceptual framework with the help of hypothesis and literature review. Closed-ended questions were used in the study to get responses from general public and university students. Furthermore, the study collected data through online and offline with total sample of 208 responses. This paper uses graphical representative that interpret and clarify each questions answers and their ratio of all the participants of the university students. The results shown that time pressure is relatively more effective towards behavioral intention in regards with online shopping as compare to celebrity endorsement and social influence. However, fashion consciousness is very crucial because as per the graphical representation it has a great influence on consumer behavior. The examination results give recommendations to for competitive marketing strategies for online fashion retail organizations working in the developing business sectors. The current investigation utilizes theory of planned behavior to find fundamental connection between the factors.

Keywords: Online Shopping, Fashion Consciousness, Celebrity Endorsement, Social Influence, Time Pressure, Behavioral Intention, Purchasing Behavior.

Introduction

The aim of this research is to examine the relationship between the variables such as fashion consciousness, celebrity endorsement, social influence, time pressure, behavioral intention, purchasing behavior. The study will provide explanation of the topic in details with its theoretical background. The research will evaluate and assess the results of hypothesis by conducting responses from students to check positive influence on each variable. The study will represent data which will help marketers to learn consumer behavior more; therefore, they can attract more customers for their online fashion retail stores. This paper consists of various steps which clearly explicate the

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topic such as introduction, literature review, methodology, findings, discussion and conclusion.

The luxury fashion apparels are growing exponentially day by day, and online retailer makes it easier and comfortable to decide what products consumers wants to purchase. Pakistan has become known as one of the largest economies in the world, therefore it led to increase in disposable income level which automatically improves the requirement for fashion-oriented consumption that provides luxurious lifestyle (Chen, 2019). When consumers buy goods and services through internet then it is considered as online shopping. Many sellers are now selling through online platform because of the current situation in the world and it is going great. Many new sellers start their business through online because it considered being a simple way to nurture their business (Thilina, 2021). There are many elements that trigger people to shop online rather than shopping through traditional way. Generally, online buyers have various directions when they make any purchase choices for various sorts of items. Buyers with a tendency of higher status utilization are more able to buy branded luxury goods and services than unpretentiously marked ones in the developing business sectors like Pakistan as contrasted with develop markets (Herjanto et al., 2020).

About 10 years prior, the vast majority of the extravagance brands were hesitant to engage in on the online correspondence with retail purchasers, and now advertisers are utilizing internet, and technologies that are internet enabled to behaviorally connect with shoppers for their vital business objectives (Zhao et al., 2018). Continuously, online entries achieved the purchaser consideration as an elective mode for style buys and they moved off to the physical retail arranges. The web empowered innovative interface has reformed the extravagance style retail scene and prodded gigantic openings for advertisers, particularly for online attire fragment (Nazir et al., 2012). Rahman et al. (2018) stated that in the advanced computerized world, retail digitization marvelously changed the explanations behind shopping by making it more helpful and moderate. The shopper beguilingly accepts advanced best in class online help contributions for extravagance utilization. A channel for retail purpose has become a reality because of the internet, and become an omnipresent medium for individual at home and at work. The essence of the online business for their products and services is the exhibition website (Xu et al., 2017). All competitors and customers can meet together through internet shopping to encourage the product and service selling in the marketplace to capture the new lane. With the help of cyber appearance like cost factors, size of the good, product appearance, image and showing feedbacks and ratings of their services to customers will increase the chances of choosing products through online (Han et al., 2018). A shopping channel has colossal potential as internet has, as it permits cooperation with purchasers by providing a very surprising encounter to the conventional shopping. A character attributes shifts among individuals and drive purchasing conduct influence people’s evaluation, known as impulse buying tendency. "Blasting of internet shopping will emerge on the off chance that it meets customer, needs and wants" (Michaela & Orna, 2015). There is an emotional expansion in web based shopping and drive purchasing in the last decade. The online fashion retail sector allows customer to see products in pictures so that they can decide to buy it or not. Complete data might be expanding pattern in web-based shopping over the Internet can

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Volume 2, Issue 1, Page 1-42, June 30, 2021

be given (Lăzăroiu et al., 2020). Twite (2020) argued that being a fashion consciousness means that a person is aware of fashionable attire and apparel, knows what existing trend in fashion clothes is and wanted to wear to look good. With regards to online shopping, people are more connect to that because it assists them to buy new and fashionable clothes. As per the study of Liu et al. (2017) many people believe that online shopping trigger individuals to buy goods online, when they see attractive products and this automatically create behavioral intention towards that product. Therefore, customers purchase products to satisfy their needs and wants through online shopping.

Problem Statement

Online shopping provides a new world with full of opportunities to fashion shoppers and cares a lot for what they are looking most, offers them. Customers are prejudiced by a broad collection of reasons that direct them to choose online experience, whether the item is from personalization or gliding via an easy edge on mobile devices (Peng et al., 2019). By the research of Bucko et al. (2018), it can be observed that people believe that fashion consciousness is only associated with women, although in many recent studies it shown that mans are also being seen in this case and the concept regarding this is being studying. As compared to marketplace of developed countries, online sellers and companies are looking into the developing countries like Pakistan as they are rapidly emerging fashion apparels market development for the competition and profits (Wiranata & Hananto, 2020). The research of Ketabi et al. (2014) informs that the influence by social media on fashion consciousness of customers has impact to build their intention for purchasing behavior. Research papers might also inquire about advantage in seeking at values, time pressure and subjective norms inclusion among the online customers purchasing behavior (Pandey and Parmar, 2019). In developing countries the new markets that are emerging have observed that the behavior pattern of consumers which are an advanced literature to acquire views on the beliefs and attitudes of consumers regarding online fashion clothes transversely an extensive variety of people's social, location, culture, and demographic elements. Users from young age group are more concern regarding the enduring tendency than a little further age group (Lim et al., 2016).

According to Sundström et al. (2019) for organizations that can effectively explore the altering purchasing propensities for buyers, who progressively anticipate in an experience of consistent and associated shopping among online selling, there is colossal potential for clothing brands to maintain clients returning for more goods. The change in consumer behavior proposes that the power of online impact and that brand have potential for real expansion; however they shift towards online when attempting to attain their target customer (Peña- García et al., 2020). Whereas, the study of Kim (2020) informs that this would previously be able to be found in the cash being filled recruiting influencers of social media to publicize and promote fashionable clothing brands to customers who desire to imitate their own fashion. Clients act take motivation from numerous basis so it is a key for companies to consider online retail with an approach of multichannel. The expansiveness and scope of social influence likewise implies that they tell other people a lot of alternatives available for style retailers, and it's

anything but an instance of tracking down the precise way and the right representatives to achieve potential customers (Alreck et al., 2009).

Objective of the Study

The purpose behind this thesis is to assess and find the connection between fashion consciousnesses, behavioral intention and purchasing behavior of online fashion retail sector. Moreover, other elements like celebrity endorsement, social influence, and time pressure have a great impact on behavioral intentions. The objective of the study is to provide the influences on behavioral intentions of online buyers to purchase something via internet. The aim of this research is to present does all the factors involved in the study really influence buyer's intention to purchase products online.

Research Question

The following is the research questions of this current study:

1. Does the Fashion Consciousness, behavioral intentions and other elements effect purchase behavior in context of fashion apparel online retail sector?

Significance of the Study

The online platforms make things faster and easier like doing business online. The internet leads to change where individuals can do business in different ways with a quickly rising international trend towards e-commerce or online shopping. Online shopping makes a great opportunity for those who cannot buy products from other counties with regards of no availability of that brand in their home town; consequently, numerous buyers around the globe would prefer online shopping as many companies they cannot find in their country. Consumers from all around the globe can buy goods through internet support and with the assistance of new technologies buyers can buy any item by simply staying in their homes. As compare to traditional shopping, customer can purchase products and items through online which is very easy task to perform. Because of the busy schedule in people's life, buyers cannot find spare time for shopping so it plays a vital role in people's life especially elderly individuals. Shopping through web can usually save peoples time for both seller and buyer because it reducing hours of operation, specification, dropping phone calls about availability or other activities that easily found on company's official page and website.

Limitations of the Study

The research on this topic is facing several limitations. First of all, the study is not covering all the elements that can affect purchasing behaviour in online retail sector. Secondly, the data collection method of this thesis is quantitative; however we did not use qualitative method for this topic. The observation and interview can be considered as great tools and instruments for collecting data, conversely it is not used in this study to find results. Only one theory is discussed in this research. The survey is only conducted from the fashion retail sector situated in the Karachi city of Pakistan. Nevertheless, other cities in Pakistan like Islamabad and Lahore must have been included which is not. The

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sample size of this thesis is not enough to justify the results and findings of the study. The study does not utilize open ended questions or not use group discussions.

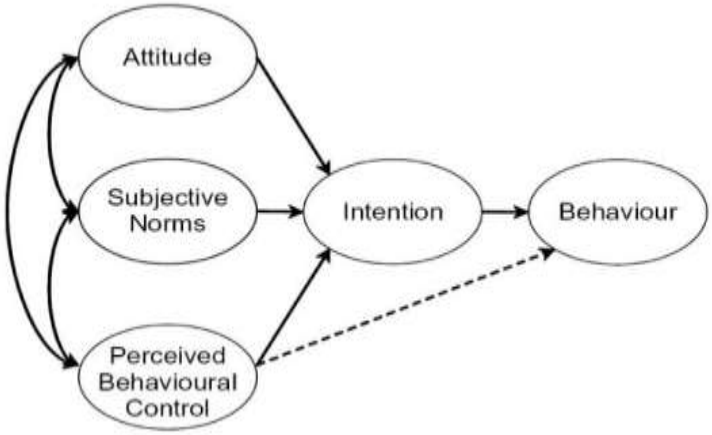
Literature Review

Theoretical Background

A theory which is used in this thesis describe as to predict and understand the behaviors of people which conceive that human behavior can be instantly controlled by perceived behavioral control, under certain conditions and behavioral intentions. There are three main factors and their combinations can determine the behavioral intention of human such as subjective norms, perceive behavioral control and attitudes toward the behavior (Novita & Husna, 2020). This theory was developed by Icek Ajzen in the year of 1985. To explicate all the actions and behaviors in excess of which individuals have the capability to wield self-control was anticipated in the theory. The vital factor to this conceptual framework is behavioral plan; the attitude about the probability that the conduct will have the estimated result and the subjective assessment of the dangers and advantages of that result are influence by behavioral intentions (Kautish & Sharma, 2018). The theory of planned behavior has been utilized effectively to anticipate and clarify a broad scope of wellbeing practices and expectations. The TPB affirms that behavioral accomplishment relies upon both ability (behavioral control) and inspiration (intention). It recognizes three kinds of beliefs such as control, behavior and normative. The theory of planned behavior is included six that develops the whole address an individual's genuine command over the behavior (Chen, 2019).

In the similar context, Thilina (2021) affirms that in this theory attitude represents that how much an individual has a good or troublesome assessment in the interest of the behavior. It involves anything but a thought of the results of executing the conduct. Moreover, with regards to this theory behavioral intention signifies that the persuasive components that impact a given conduct where the more grounded the aim to execute the conduct, the more possibility of any conduct will be performed. However, the study of Herjanto et al. (2020) state that subjective norms in TPB explains that the credence concerning whether many individuals support the behavior or object about it. It depends on the human’s credence regarding whether people or friends of significance to the individual figure the person in question ought to participate in the conduct. On the other hand, Zhao et al. (2018) state that perceived behavioral control alludes that an individual's view of the easiness or trouble of performing accordance with the interest of the behavior. In theory of planned behavior, perceived behavioral control differ according to the circumstances and due to performance which shows in an individual who have changeable point of view regarding behavioral control based upon the circumstance.

Fig. 1 Theory of Planned Behavior (Source: Luzzi & Spencer, 2008)



Empirical Review

Kim (2020) indicated that Purchase intention in the online open market: do concerns for e-commerce really matter. The aim behind the study was to find out the hindering motivational factors and motivational factors of online shopping through online marketplace. To investigate the study comprehensively, the data was gathered from Korean buyers and total responses were 417 prior to performing a hierarchical regression analysis. The findings of the study represents that the motivational factors were fully supported for purchase intention. As for restrained consequences of concerns for online shopping like, security concerns by cost saving and privacy concerns by perceived ease of use, time saving were originated to be statistically considerable and important. In order to decrease concerns for internet shopping so the results signified that, customers may possibly have a preference using the e-commerce sites they can trust and reliance on the basis of their earlier experience of online shopping. Another concern were found to be statistically important which was business integrity concerns by time saving and privacy concern by cost saving but they had also a significant impact as opposite to an preliminary calculation. To assist businesses, flourish in the e-commerce online marketplace, several concerns were recognized and examined in the research that are some signs to understand better that what are the potential barricades or motives for the consumers when to buy something online.

Michaela and Orna (2015) investigated that Fashion conscious consumers, fast fashion and the impact of social media on purchase intention. The study represents that fashion conscious is an influential segment that the expansion of new online media has been facilitated by it. There are very less studies found related to this topic that explains consumer behavior regarding fashion conscious products by the influences of social media platforms to adopt fashionable trends and purchase intention. The study explores the connection among the fashion conscious, online platforms for selling and tendency of purchase intention would be negative or positive. For this study, researchers collected

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data from 21 to 65 age groups of female and male with the help of self-administered online questionnaire, using Google Forms. The scales have been adjusted according to the sample size and 276 participants have been determined for the study. Step wise linear regression was used to perform the validated tests. The information about fashion consciousness is further discussed that significantly affect behavioral intentions of consumer by social media ads.

Han, Kim and Lee (2018) described that Exploring Consumer attitude and purchase intention of cross- borders internet shopping in Korea that the target of this examination is to analyze the association with convictions about prominence services of electronic; requirements of purchaser for extraordinariness and thought in regards to apparent behavioral control, and chance of web-based purchasing intention of cross border. The theory of planned behavior is used so that they had led their examination. A calculated model is creating in this paper, which clarifies the customer expectations about online shop transversely the public boundaries. Conversely, one of the aspect that are fundamental part of requirements of purchaser for uniqueness has been overlooked, which can be influenced buyer evaluation to utilize online retail shops exterior to their boundary. Also, the creators plan to assess the angle that can ease work with web-based business globally to expand an upgraded impression of the necessities of their shoppers in regards to across borders. Accordingly, to explore the impacts of value-added services of electronic and necessities of purchaser for uniqueness, the information they had been gathered was as of Korean buyers which have understood the internet shopping through cross borders. These analysts assessed that as indicated by this examination the exploration model and theories test, utilizes the methodology of incomplete least squares, the approach they uses which was an OLS regression foundation of projected that gathering point on anticipate the factors estimate have a hidden alliance with subordinate factors that can amplifies the illustrative change. The total sample of this exploration was 330 web shoppers who took part in online study. The last information of 309 participants was examined in light of the fact that 21 of the participants were withdrawn because of the missing reactions. The information investigation underlines that conviction about requirements of purchaser for uniqueness and quality administrations of electronic has influenced the uplifting perspective towards web based purchasing from worldwide online brands, which consequently turn beneficial outcome on intention of purchasing.

Alreck et al. (2009) explored that Time pressure, time saving and online shopping: exploring a contradiction. The study revealed that past studies on this shown that customers perception and buying behavior through online sites interpretive as time saving knowledge and practice. In contradiction, they barely report the details using that approach to save time, initiating as a disagreement. The techniques used in this research conducted on focus group with unstructured interview questions between active, therefore the partial answers were provide by time-pressured customer to resolve puzzle. There are two kinds of customers who can avail two kinds of internet shopping advantages plead: those with larger proportion, personality traits or personal preference outcome in time pressure are more fascinated in doing more responsibilities rapidly or appealing in polychronic actions. Another, who are encountering situational time pressure act in response well to "time-saving" plead. These discoveries recommend for

online shippers all the while advance both faster achievement and time saving of more assignments. In spite of the fact that they are cut out of the same cloth, time-constrained customers will in general see just one side or another. The two sorts of time pressured customers shun Websites requiring generous "direct front" speculation of time; intricate, home pages or multi-alternative starting and untimely demand for "enrollment" that needs uncovering individual data. This proposes perfect, understandable, cleaned up preliminary pages and postponement in asking enrollment in anticipation of compatibility has been set up. Restrictions on cost limits are the extent to which online shippers can oblige these inclinations. Quick conveyance times, liberal return and cheap advantages were additionally profoundly esteemed by all-time pressured members.

Lim et al. (2016) discovered the research named Factors influencing online shopping behavior: the mediating role of purchase intention. Web shopping is a phenomenon that is developing quickly these days. A peek into the outstanding development of the principle major parts in this business demonstrates there is as yet a huge supply of marketplace potential for web-based business. The internet shopping convenience is delivering it an arising pattern surrounded by customers, particularly from the generation Y. The pervasiveness of web-based shopping has lifted up the attention of the sellers to focus on this region. Hence, this investigation was to decide the connection amid online shopping behavior, subjective norms and perceived usefulness whereas intervened by buying intention. In University Malaysia Perlis were selected for the subject of analysis as students from university in the range of 18 and 34 that presently seeking their education in that university. For testing, coding and analyzing the hypothesis, there were 662 out of 800 sets were valid of questionnaires that were distributed. To analyze the collected data the research uses AMOS and SPSS, moreover structural equation modeling was used to assess the hypothesis testing and model fits. The results discovered that purchase intention was positively impact on the purchasing behavior in the online context.

Peña-García et al. (2020) expressed that Purchase intention and purchase behavior online: A cross-cultural approach. The article provides some key elements that explore the importance of internet shopping addiction with the with of social psychology like perceived behavioral control, attitude and subjective norms, introduce the knowledge of non-traditional essentials such as impulse purchasing, perceived usefulness and ease of use, self-efficacy and compatibility in online shops that compares relationships in a cross-cultural background. The paper utilizes various statistical analysis to further examine the factors, therefore structural equation model, multi-group analysis with EQS 6.3 software, CFA and measurement instrument invariance were used. With the sample of 584 online users in Spain and Colombia, the planned model was examined from the quantitative research by distributing questionnaires. The article revealed that in accepting e-commerce above the cultures premeditated, self-efficacy in online shopping retail stores is a key factor among them. Additionally, there is huge proof that demonstrates the directing impact of public culture on a few connections of the proposed model in the study. Findings emphasize the significance of public culture to comprehend spontaneous purchasing behavior. The study represents a few contemplations in the direction of the fundamental components to produce online buy aim between customers in arising countries and discovers generous contrasts with buyers

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Volume 2, Issue 1, Page 1-42, June 30, 2021

in developed countries. Viable ramifications are made for organizations to embrace online channels and grow globally.

Liu et al. (2017) evaluated that what consumers see when time is running out: Consumers' browsing behaviors on online shopping websites when under time pressure. The research assessed the consumer behavior regarding the browsing activity on internet shopping of their display page in the absence and presence of time pressure. The study provides information of consumer behavior when time is short and what things they can easily browse with limited time period. The researcher utilized 115 participants in which a team was encompassed 64 female and 51 males for the experiment with an average age of 21.46. To determine the eye movements of participants, the eyes' tracking device was used in the study. The findings demonstrated that when consumers shop on the web under time pressure, members' perception count and length peruse items with high awareness of brand were separately higher and longer than those for perusing items with low awareness brand. In any case, when buyer purchase online with no time pressure, no distinction among items with low and high awareness brand levels was noticed, so the answer that upholds every one of their hypotheses. Researchers described their outlines and discoveries their business and theoretical suggestions.

Wiranata and Hananto (2020) argued that do website quality, fashion consciousness, and sales promotion increase impulse buying behavior of e-commerce buyers? The predominance of internet retail shopping likewise led to do irrelevant shopping that are no necessary and not planned to shop which we called impulsive purchasing, which builds up a huge portion of electronic retailer income. The aim of the study was to break down the variables that influence motivation purchasing (i.e., fashion consciousness, online website quality and sales promotions / discounts) inside the setting of attire/style item buying. Additionally, this investigation likewise tried to look at the job of deals advancement in directing the connection among motivation purchasing and site quality. The research used multiple regression analysis (using R Statistical Software) and confirmatory factor Analysis to evaluate and check its four hypotheses and questionnaire was filled through online survey with the help of Google forms. The final data were collected from 211 respondents both male and female. The outcome confirmed that online site quality did not influence drive purchasing, while fashion consciousness and sales promotion was found to influential factors for motivation purchasing decidedly. Notwithstanding, the part of online site quality was as yet basic, since it's anything but a job as a hygiene factor. When internet retail shops quality communicated with deals advancement, it could significantly influence drive purchasing intention and behavior.

Peng et al. (2019) affirmed that Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. How does client saw esteem impact buy goal in online blaze deals on friendly internet business stages? Similarly, to concentrate on the limits of past study, this examination checks the presumption of a positive connection linking purchase intention and customer perceived value dependent on the "Purchase intention – Value perception" system. This article explores the part of time pressing factor and goods association in the connection amid buying intention and

perceived value. Altogether, 654 reactions were gathered throughout the research time frame, and 570 substantial samples were incorporated for the following examination. All respondents were affiliates from wjx.com, an expert review site in China, and they were arbitrarily relegated to one of four situational gatherings. They used SPSS and AMOS then conducted a confirmatory factor analysis. In China from wjx.com survey data was on drawing, where they found out that time pressure is negatively temperate the influence of social/expressive value on buying intention, while perceived value is positively related to purchase intention. The three-route communication between product involvement, time pressure, and perceived social/ useful/ emotional worth was likewise measurably important. Researchers talk about the hypothetical and realistic ramifications of these outcomes.

Xu et al. (2017) enlightened that the impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival. Alibaba's yearly worldwide internet shopping festival is notable for being the best and biggest online advancement crusade in view of the fact that it’s Chinese presentation in 2009. On Single’s Day, this examination investigates what works with buyer web-based shopping fair conduct. The partial least squares (PLS) method was approved utilizing for conceptual model. Illustration leading fair hypothesis and group conduct, we foster a logical model to clarify what educational motivating forces and social mean for influence consumer behavior regarding internet shopping festival. We have seen the force of web-based users conduct displayed by a craze of customers buying, cooperating and sharing with one another during Alibaba's worldwide online social carnival. To test the model, an enormous scope online survey of customers was accumulated from that took part during the Singles' Day time frame is utilized. The experimental outcomes show that (1) enlightening social impact and motivational incntives are two essential prerequisites for online social carnival user behaviors, (2) investment, collaboration and joy collectively characterize online social carnival buyer conduct. For the anticipated research model, the outcomes offer great help from hypothesis, theories and capitulate intriguing experiences regarding the significant parts of educational motivating forces and social impact by and large working with web-based shopping festival by the behavior of customer for the period of the Singles' Day time frame in China.

Chen (2019) suggested that the influence of celebrity endorsement on consumers' view of fashion products and purchase intention. The aim of this study was to evaluate the impact of celebrity endorsement on the perception of online buyers regarding fashionable products and consumer’s behavioral intention to buy. To assist in adding perspective to the effect celebrity endorsements can have the diffusion theory is the one framework by delineation the phase’s customers set out all the way through in an adoption procedure. To gather information, a poll was shipped off members who were presently selected undergrads and beyond 18 years old. To finish the Qualtrics study they had three weeks, and the complete legitimate example size staying to break down was 140 (n=140). The outcomes showed that members demonstrated that their attractive quality of an item isn't connected to any big-name support. They additionally noticed a celebrity who supported design item did not transform their view of item intricacy. Nonetheless, they showed that they accept that Celebrity's or stars negative conduct out in the open can impact their perspective on the item supported by those VIPs. The

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outcomes demonstrated that customers accepted there will be no transformation to their view of the fashion goods enjoying more qualified benefits since it was embraced by a big name or any celebrity. Individuals with various sexual orientation, nationality and age were not fundamentally unique in their convictions on what celebrity endorsements meant for their goal to buy the style item. Members likewise showed that their capacity to recollect a style item would be further developed if any celebrity or star underwrites the item, and they will not buy an embraced design item to find a way into gatherings of people. There would be no change to their view of the style item embraced by a superstar customer likewise accepted assisting them with finding a way into a gathering of people. Finally, buyers revealed that they were not bound to need fashionable goods since it was supported by a big name. There were a few impediments in this investigation that should be viewed as, for example, one-sided criticism in light of the fact that the overview was posing inquiries about what members accepted they would do, as opposed to genuine noticed conduct.

Ketabi et al. (2014) stated that Analysis of the effective factors on online purchase intention through theory of planned behavior. The World Wide Web quick development in the context of electronic trade has become another path for organizations on online business sectors. Because of its conveniences and service, numerous individuals will shop on the web because it provides more facilities and ease of doing. In spite of the fact that business-to-customer, internet business has set out new open doors for organizations, inquiries concerning about buyer shopping inspirations toward web based purchasing rather than regular shopping keep on persevering. The reason for this examination is to research elements which influence internet purchasing thought. In such manner, giving a calculated structure, the impact of certain variables encompassing emotional standards, conduct control, mentality, social influence and saw validity on online buy aim are explored. Moreover, the study is a graphic endurance examination. Unmistakable and inferential insights and primary conditions are utilized to test hypothesis and investigate data. Information assortment is cross field because of utilizing survey questionnaire just as library assets. The paper used Cochran equation, test volume is equivalent to 260 individuals from the university students of Isfahan for statistical population. The findings of this paper recommend that all referenced elements, for example behavioral control, social influence, believability, subjective norms and attitude has directly influence internet shopping from retail stores.

Nazir et al. (2012) established an article named “How online shopping is affecting consumers buying behavior in Pakistan”. Electronic transactions are growing quickly, as Internet has created many new channels for delivery. This gap makes everyone to understand the importance of internet shopping and they will directly recognize as a purchase customer. People who live in Pakistan have different kind of attitude towards online shopping because of many reasons they are reluctant to purchase online. The study main purpose was that buyers from Pakistan felt unwilling to buy from online stores, therefore the study performed to found out the elements that are influencing customers to buy something online. The survey questionnaires were distributed amongst the general public and different university students with total 120 questionnaires. Conversely, the answers were examined through average, chart analysis and frequency distribution. There are some factors like emotional factors, privacy factor,

social factor, and psychological factors which have positive and negative impact on consumer's attitude regarding online shopping, although the analysis in this paper discovered that online users in Pakistan were already doing internet purchasing. The behavior and attitude of the target population who prefer to purchase online have some major issues that can affect their intention related to protection of privacy.

Lăzăroiu et al. (2020) informed that Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. The objective of this paper is to explore decision making process of potential customers' buying needs, the determinants segment of societal business perspectives and purchase intention, the impact of online shopping can affect perceive risk by creating intention and purchasing conduct and purchaser trust on internet retailing stores. This investigation upgrades the current writing on the part of online perceived risk and trust in changing decision-making process of customer regarding social business. Restricted examination has measured shoppers' dynamic cycles on friendly business stages by researching in what ways their quick delights, perceptual mentalities, and behavioral intention influence the acquisition of items and administrations on the web. The experiences got from this paper examination broaden present information as respects to shopper's determinants perspectives and aims in the direction of internet buys, customers' apparent shopping hazard and re-buying conduct once purchasing items on the web, and saw buyer online trust and buy choices. Furthermore, the discoveries highlight the significance of the examination on mental determinants of customer commitment in web-based media, choice systems placing at the back of assessment costs, the sorts of apparent danger caused, and internet re-buying intention and behavior on different platforms of social businesses. Ensuing bearings ought to explain either reception of versatile installment administrations might form online customers' decision making and impulse purchasing behavior, particularly affected by online item feedbacks.

Rahman et al. (2018) explored the article of Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. The paper presents that all over the globe, there is no little number of changes in the behavior and attitude of people as the World Wide Web has impelled. On account of this truly beneficial modern setting, online retail shopping has appeared which makes lives easier for ordinary people. Consumer was not so much comfortable and habituated about online shopping in Bangladesh when it was been started. The study has conducted survey with both male and female who have similar kind of attitude regarding dislikes and likes elements; as they do not like the zero chances of feeling or touching the products they like and they like doing online shopping because it offers delivery option. The reviews of consumers revealed that they like online shopping because it saves time and for varieties of products and service's accessibility. Moreover, the research used 160 respondents to understand the consumer behavior of online buyers via self-generated questionnaire from Dhaka City. People obtain internet shopping knowledge and experience from the purchase accessories, apparels and social networks about their websites and products, especially from payment method via cash on delivery. The findings also disclosed that online users are mostly concern about their overall shopping satisfaction and the security of the payment system which is mixed.

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Volume 2, Issue 1, Page 1-42, June 30, 2021

Hypothesis Development

Fashion Consciousness and Behavioral Intention

The desire to adopt and follow latest and existing styles to continue an individual's class in a social network is considered as fashion involvement or fashion consciousness. Previous researches shown about this factor, has integrated fashion consciousness as an independent variable with reference to clothing or apparel (Nazir et al., 2012). By the research of Rahman et al. (2018), it can be observed that a customer who is fashion conscious inclined to be extremely implicated with all the activities concerning style and fashion, and these buyers were more likely to be concerned in online shopping practices contrast with their less fashion-conscious friends. To seek new fashionable products consumers would tend to search for it by visiting online retail stores which gives them pleasure and excitement. On the other hand, Xu et al. (2017) state that the research urges that when online buyer's experience any fashionable items, then they would likely to connect in behavioral intention and has a positive influence on buyers thought. Consequently, the researcher recommended that people who are fashion conscious should be more vulnerable to act upon their intention of buying as they would be more aggravated to view online fashion retail stores to discover stylish goods.

H1. Fashion consciousness has a positive impact on behavioral intentions regarding online shopping.

Behavioral Intention and Purchasing Behavioral

Behavioral intention might be utilized to help the manager so that they can decide whether this topic needs to develop more or determine which consumer segment and geographical marketplace have to target via marketing channels as it assist in assessing the implementation of new distribution channel (Han et al., 2018). The significance of the behavioral intention has been concealed in the fact that consumer intentions are recognized as the key interpreter of real behavior, thus the research can be the reason behind online retailers' success. Customer behavior can easily be predicted by knowing the necessary things or activities of the consumer like internal factors, attitudes and evaluate actions that eventually generate the behavioral intention (Michaela & Orna, 2015). As per the research of Lăzăroiu et al. (2020), the best way to understand online behavioral intention refer as the extent to which a buyer is eager to purchase any good via an online retail fashion store. In several marketing fields, purchasing behavior has been studied to learn more about consumer behavior, besides conventional buying in offline stores like B2B transactions, luxury brands and products, green marketing and in last online purchasing behavior. The positive intentions of customer are an indicator which shows willingness to perform particular actions which translated as online purchasing behavior (Twite, 2020).

H_2: Behavioral intention has a great influence on purchasing behavior regarding online shopping.

Celebrity Endorsement, Fashion Consciousness and Behavioral Intention

A company uses different famous personalities because of their high accomplishments and glamorous personality to attract more customers. To support or promote their luxury product or services, organizations use various celebrities who have huge number of followers and have great image on public to build unique and optimistic acuity about their brand name, this is the main purpose of celebrity endorsement (Liu et al., 2017). The benefits of doing celebrity endorsement are that more customers will be aware for that brand and their products as customers follow their favorite celebrity so much. Any famous person who belongs to sports industry, music industry, film industry and other entertainment industry can be the part of any organization to promote and market their goods (Peng et al., 2019). When it comes to endorse any fashionable or luxurious product, many companies thought to hire actresses or models and ultimately their dresses on them looking remarkable, therefore these strategies used to capture customer attention for fashion conscious apparels. Celebrity itself describe as fashion conscious, hence their impact is also significant in the context of online shopping. When celebrities promote fashionable attire through their pages and other campaigns, their fans become more conscious about those products they have seen them wore (Bucko et al., 2018).

According to Wiranata and Hananto (2020) there are two characteristics that any celebrity can convey to a company. Initially, celebrities become prominent among the community, construct significant feeling in the course of their expansive media disclosure and they cause to notice the brands to which famous personalities are interconnected with. Consequently, celebrities build understanding surrounded by purchasers about brand and item ascribes which they do not have knowledge in their past. The other characteristic, the brands and items that are related with celebrity, purchasers see them as being better, more magnified, or more attractive among shoppers (Ketabi et al., 2014). It is a result of numerous famous people entrancing lifestyle and making life better. Hence, they effectively convince shoppers to be bound to buy the item and address a significant expense to get it. People who admire their favorite person will always listen to them what they are saying (Pandey & Parmar, 2019). Similarly, by the act of promoting product, customer will make their minds to purchase goods or services by their recommendations. Many users have stated that they also follow celebrity's recommendations and suggestions. Additionally, consumer behavioral intention will be triggered when they see the famous person is also using same product as the advertisement shown (Lim et al., 2016).

H_3: Celebrity endorsement has a significant impact on fashion consciousness.

H_4: Celebrity endorsement has a great influence on behavioral intention.

Social Influence, Fashion Consciousness and Behavioral Intention

As per the study Sundström et al. (2019) the ways by which people change their actions to comfort the desires by the pressure of social environment is considered as social influence. It takes numerous structures and can be found in sales, persuasion,

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Volume 2, Issue 1, Page 1-42, June 30, 2021

marketing, leadership, peer pressure, compliance, authority, congruity, and socialization. Peña- García et al. (2020) stated that it is the factor which is used as an umbrella term as compared to other outside elements that might cause people to perform or think in a certain manner as they perform or think. To understand better meaning of social influence is the exertion of people to transform someone's behavior, belief, attitude or perception regarding particular thing. Kim (2020) proposed that people with high involvement of fashion who saw new fashionable goods according to their predilection would be more likely to obtain it immediately; therefore, fashion consciousness offered experimental or sensory indications of assorted stylish goods. Through mobile phones, purchasing fashionable apparel via online platforms and to the occurrence of browsing has positive connection with fashion consciousness. Social influence has a positive power which influence consumer towards fashion consciousness. To stay side by side of the most recent fashion, consumers who are conscious about fashion would be extremely entailed with fashion like place a high significance of the attractive styling and existing fashionable (Alreck et al., 2009).

Novita and Husna (2020) suggested that there are many features involved in social influence that can impact consumer behavior such as family, friends, social gathering, social roles, and reference groups. Consumer behavior is typically prejudiced by the virtual groups as the part of and thus, by word of mouth in the environment of online. The people who influence by one of the factors in social influence such as reference group engages virtual groups or communities, friendship groups, consumer-action group, work groups, and shopping groups (Kautish & Sharma, 2018). When individuals are convinced by other people regarding online shopping then they feel more confident towards any object they wanted to purchase or have a positive intention to buy it. There are many researches that represent that social influence plays a vital role in shifting someone's mind or attitude towards the product. Behavioral intention indicated that an individual is planning or thinking about something to perform (Thilina, 2021). With regards to online shopping, consumers who influence by society has positive attitude towards fashion apparels via online platform and make their mind to purchase it. Social influence is considered as very effective way because when people move towards online shopping, they require someone's' opinion about it and especially from close ones like family, friends, or relatives (Chen, 2019).

H_5: Social Influence has a positive impact on fashion consciousness in context of online shopping.

H_6: Social Influence has a significant impact on behavioral intention in context of online shopping.

Time Pressure and Behavioral Intention

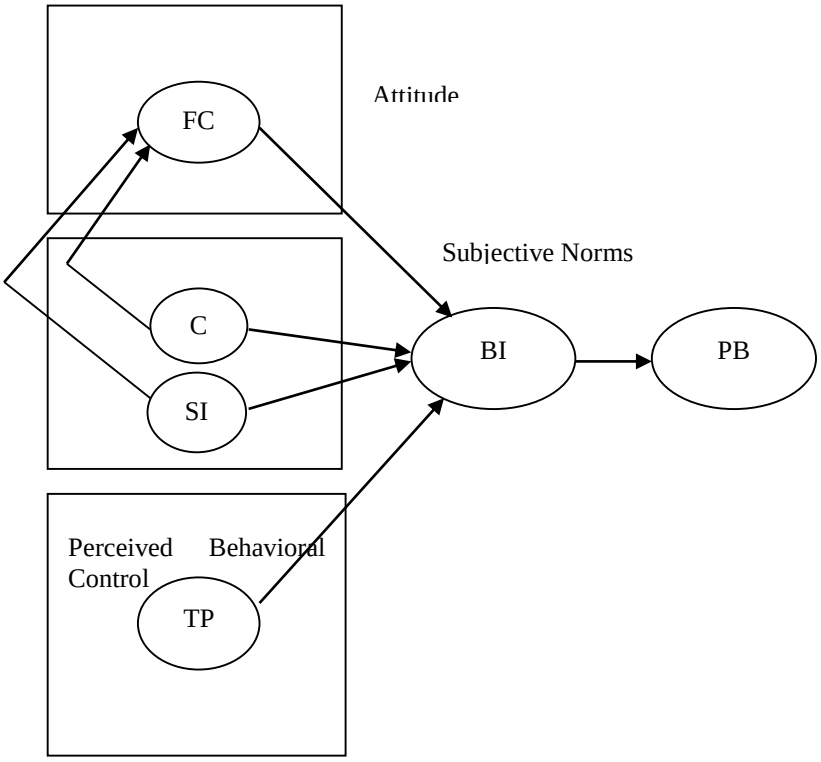
According to Zhao et al. (2018) perceived time pressure can be seen in two different aspect one is personal and other one is situational and refers as the extent to which individuals recognize themselves as short of time qualified to the everyday responsibilities of livelihood. Situational and personal time pressure can be recognized as when people get stuck in too much work, or too many things are pending and there is

no time left to finish whatever they are doing (Rahman et al., 2018). On the other hand, Xu et al. (2017) urged that due to avoid time pressure, people take advantage from online shopping which save their time and satisfied them by providing all the relevant information to their online fashion retail stores. The online buyers have less time pressure because they have optimistic attitude and their intention towards online shopping consider as great factor. Similar argument has been buttressed by the study of Michaela and Orna (2015) time is very precious and valuable for people who work all day and earn money for their family, therefore to enjoy little moment's consumers prefer to buy online so that they can save more time. Online shopping provides quality time by mentioning details of the product, quantity, color, price and many features so that people make their minds to shop from their website.

H_7: Time pressure has a positive influence on behavioral intentions.

Conceptual Framework

Fig. 2 Conceptual Framework of this Study



ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

Methodology

In this session, it will provide the brief explanation of methods used in the research. Methodology is considered as definite techniques and procedures that performed to select, evaluate, process, and identify the knowledge related to the topic. Through this section, reader will get a view point of the whole study so that they can critically assess the methods used to check overall reliability and validity.

Research Approach

To interpret and explore the arrangement of the investigation, researchers or academic writers utilized particular strategy for research approach. There are two kinds of approaches normally functional during leading any examination by the specialists, such as qualitative and quantitative. I have used quantitative approach of my study because this paper is related to dependent and independent variables and its relationships. Statistical and numerical analyses are the main procedures applied in the quantitative study. Quantitative approach underlines target estimations and the numerical, statistical or mathematical examination of information gathered through surveys, polls, and questionnaires, or by controlling prior factual information utilizing computational methods.

Data collected from quantitative research are often approved in figures, charts, tables as graphical representation or other non-textual types or in the shape of statistics and numbers. This approach is more suitable for large number of responses, as it would be easier for researcher to conduct quantitative research.

Research Design and Method

By the research of Marczyk et al. (2021), it can be observed that research design can be defined as an overall tactic or approach that a person prefer to incorporate the dissimilar elements in the research which is logical and coherent manner, in that way a person will make sure that it comprises the proposal for the measurement, analysis, and collection of data and also it will efficiently and effectively tackle the research problem. This section will explain the research method and design that will be used in this study. The methodology that will be applied to do this research will explain the different techniques; research methods, population and sample, sources of data, collection of data, analysis of data etc. The quantitative research will be used in this study, to find out connection between fashion consciousnesses, behavioral intention and purchasing behavior of online fashion retail sector.

Correlation research design is a part of descriptive research, as it measures a connection among the two factors devoid of the researcher’s control. A comprehensive questionnaire will be developed for the data collection in this survey. The design used in this paper is relationship design because I have to find out the connection between each variable whether it is positive or negative to check with the hypothesis.

Data Source

In the similar context, Boatman et al. (2020) affirms that there are two types of data sources in research paper such as primary and secondary. Some researchers are conducted with the help of primary or secondary data procedure but it depends on the researcher that which source they want to utilize. Primary data collection can be perform by interviewing the participants, by meeting them in-person, computerized questionnaire (online or offline) or mail survey. The primary data source is recognized as the original data source that cannot be change but it is very helpful in these types of researches. The purpose of this source is to gather the firsthand information by experiments, survey, observation, interviews or other ways. Whereas, secondary data offers second hand information which is already published or cited from other sources. Secondary data source can be used by newspaper, articles, research papers, websites, books, documentaries and other ways. Similarly, literature review is considered to be a secondary data source but if researcher uses different tools to test the hypothesis and theories to collect data then it will be primary data. Additionally, the structure questionnaire is prepared in this paper because I have used primary data source to collect data and information related to the topic.

Target Population

The target population is described as it is the collection of people that the intercession proposes to perform research in and reach determinations from. Moreover, the target population for an investigation is the whole set of components for which the data in examination are to be utilized to formulate assumptions. In cost-adequacy investigation, attributes of the any subgroups and target population ought to be depicted unmistakably (Draugalis & Plaza, 2009; Naseri, 2021). The target population of this research is those individuals who are using online fashion retail websites for shopping and are fashion conscious. The data has been collected from domestic online users and from university students as well who live in Karachi.

There were 220 responses collected that were joined in the survey but due to the removal of extreme missing values and not clearly filled demographics section, therefore after removing all those incomplete responses I analyzed only 208 cases for my graphical representation.

Data Collection Technique

The research of Marczyk et al. (2021) informs that there are many ways to gather data for quantitative research, although these extensively applied techniques can either be collected via online or offline by most common methods that are questionnaire observation, document review, probability sampling and interviews. With reference to this, I have gathered data from both offline and online through distributing hard copy of questionnaires and Google forms.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

Data Collection Instrument

The data collection instrument used in this research is structured closed ended questions because participates are more comfortable in this instrument. The sources of data collection instrument's items (questions) are the research papers and articles (Paradis et al., 2016). Participants of the study belong to different backgrounds such as age groups, their personal choice of brand and others that are sought out for data collection. Likert scale can be based on 3, 5 or 7 points but for my study I used only 5 points (i.e SD, D, N, A, SA). Following are the questions that are adapted from different previous research articles and paper but one variable's items are self-constructed.

Sampling Technique

The sampling technique used in this paper is Purposive or Judgmental Sampling technique. Purposive sampling is also known as selective sampling. It means that researcher can use elements that can reach fast target sample or are suitable for the purpose of the study. In primary data collection, purposive sampling for enclosure in the amalgamation is one way of accomplishing a controllable amount of information related to the topic. The main benefit of using purposive sampling is that it assists in saving money and time while gathering data. It provides an interaction that is versatile as condition transformation, regardless of whether it happens in unexpected way. Researcher can address numerous interests and requirements whereas yet keeping up with the establishment of a solitary point of convergence. In Addition, the reason it gets conceivable to create a last coherent result that is illustrative of a particular common people. Therefore, researchers are adopting a non-arbitrary strategy to produce outcomes that would be able to give more data about future choices that should be made (Ames et al., 2019).

Statistical Technique

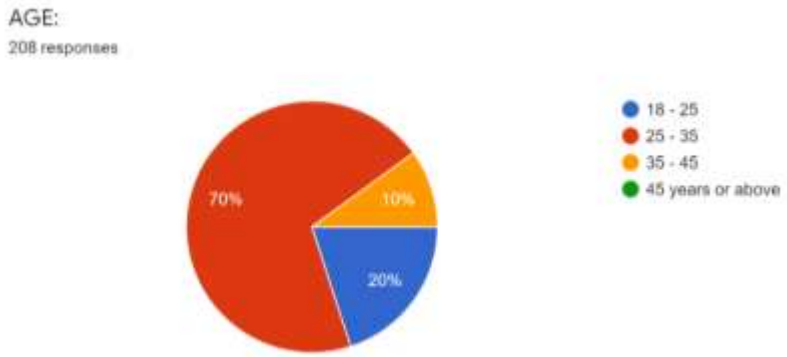
The statistical tool utilized in the study is graphical representation for interpretation, measurement and clarification of numerical data. Graphical representation alludes to the utilization of insightful diagrams to evidently simplify and visualize informational collections. Information is consumed into graphical portrayal of information programming and afterward addressed by an assortment of images, for example, bars on a bar diagram, cuts on a pie graph, or lines on a line outline, from which researcher can acquire more significant understanding than by mathematical investigation unaided.

Results And Findings

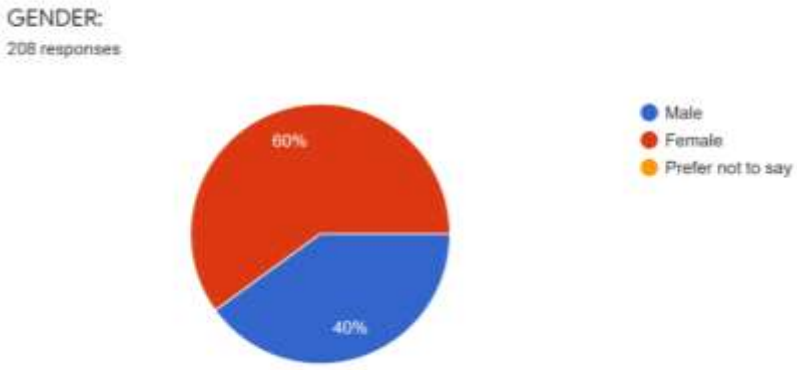
The data collected from quantitative research which is based on two approaches inferential statistics and descriptive statistics. In this section, data gathered from questionnaire is about the systemically process of pertaining logical or statistical techniques/ tools to illustrate and explain compact and reiterate, and estimate gathered data. The numerical data can be analyzed through different software using various statistical techniques; however, this paper uses graphical representation to provide

accuracy, interpretation, and measurement of each question. Following are the rationalization and measurement of each item used in questionnaire with its description.

Demographic Information

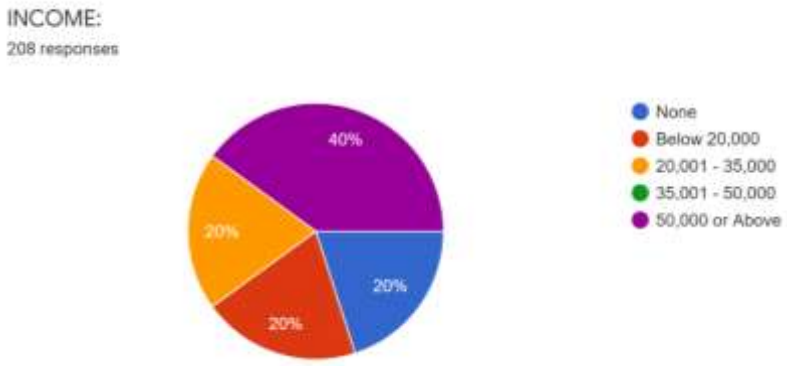


In above figure, age groups of respondents are describing in which it shows that more responses are collected from the age group of 25 to 35, these individuals are more interested in online shopping. Therefore, marketers and different brands must know that they should target people from this age group so that they can increase their sales.

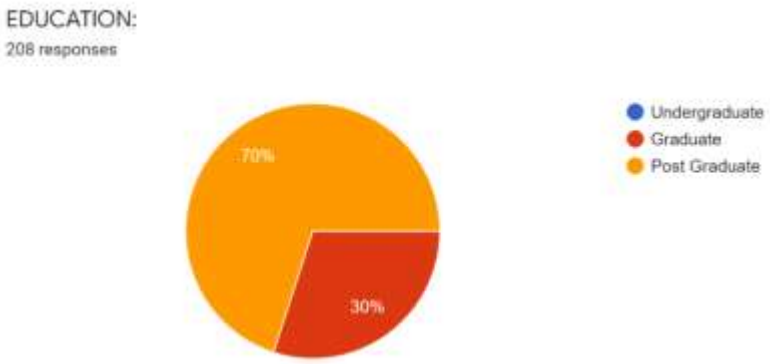


In above figure, more percentage has shown in female because women are recognized as more sophisticated and stylish customer as a whole as compare to men, as they take longer time to formulate a buying decision regarding online shopping.

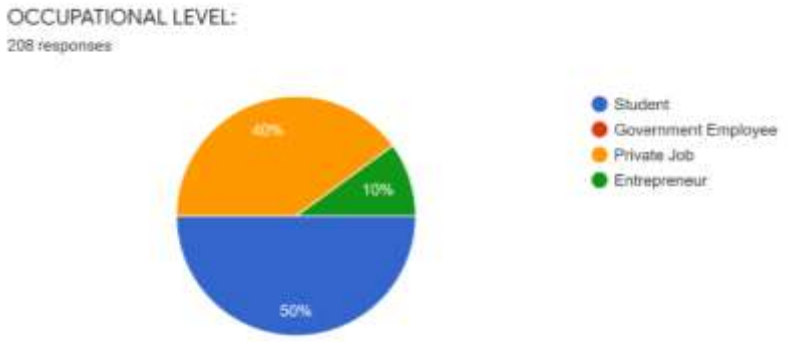
ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021



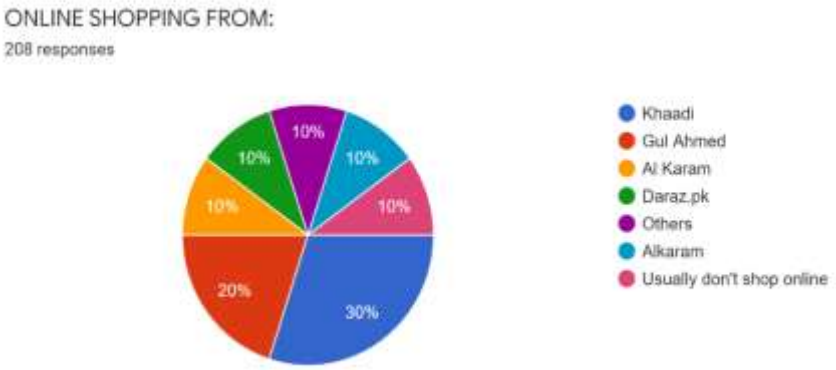
In above figure, income of participants has been described, as an online shopper payment is their first security concern, so they do not want to waste it. Consequently, people with low income are less interested in online shopping and individuals with more income level have more likelihood of purchasing clothes online.



In above figure, the research revealed that post graduates are doing more shopping through online platforms, as they are very busy in their daily routine. They prefer doing online fashion retail shopping because it is more convenient and suitable according to their lifestyle.



In above figure, most of them are students as in the research methodology already mentioned that most of the data is collected from university students. And many are doing private jobs and very less individuals are entrepreneur.



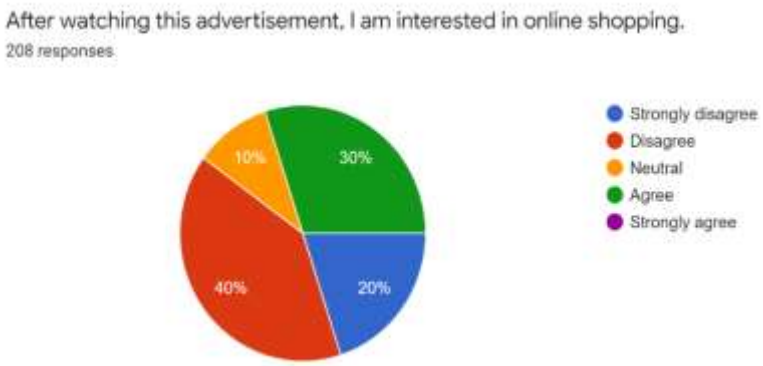
In above figure, it was really important to mention the brands that they are using to buy fashionable apparels, so there are the lists of brands that respondents used. Similarly, Khaadi and Gul Ahmed are the most used brands according to the respondents.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

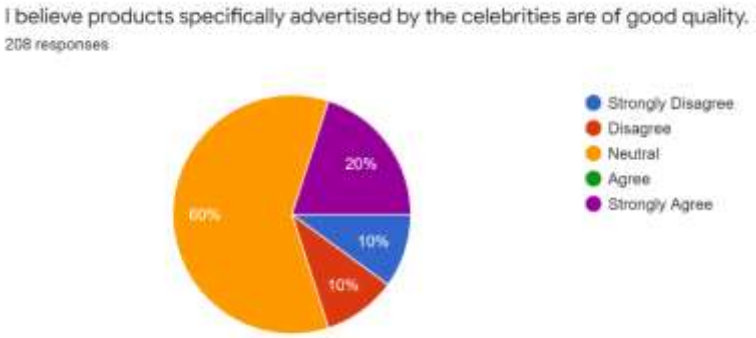


Frequency of using online sites is also very essential to figure out that how much buyers will visit any website to buy clothes because this information also help marketers and brands to increase their search engine optimization and can take benefits for other activities.

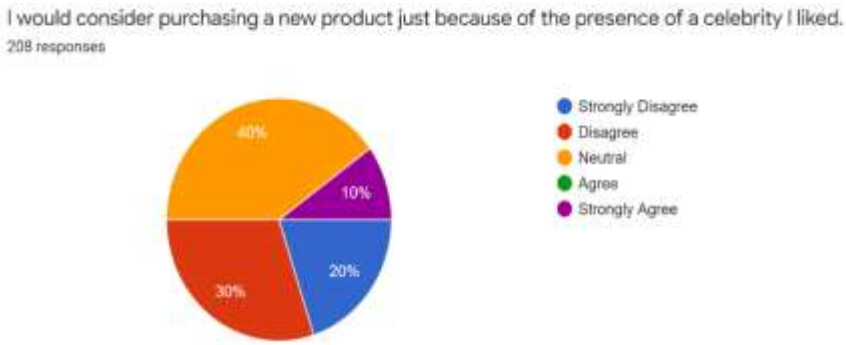
Part - I: Celebrity Endorsement



In above figure, all of the questions are related to celebrity endorsement so that reader can understand that how celebrity can influence any person to buy clothes. This question shows the importance of advertisement that has a great impact on buyers mind. However, most of the people disagree with this concept.

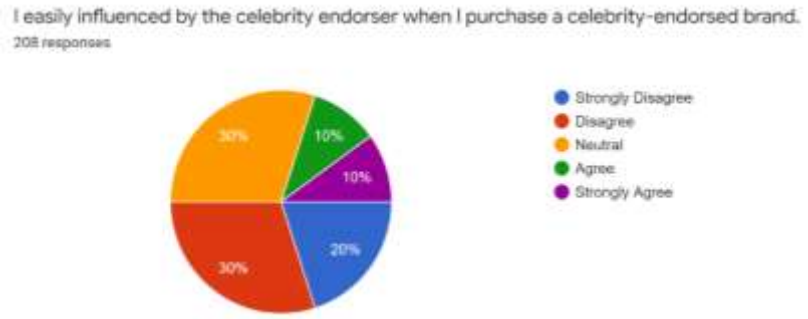


In above figure, it revealed that customers have mixed perception regarding the quality of product endorse by celebrity. Some people believe that products are of good quality but some don't. As per the blog of fishman (2021), there are some lists of skin care products that celebrity endorses to help people making their skin better.

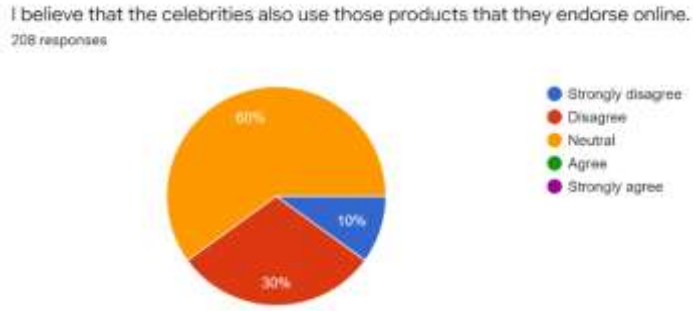


In above figure, 30% of the responses are disagreeing with this question because they will not buy any product only for the reason that they like that celebrity. Similarly, the ratio of neutral is again higher than agree which means people will not consider this.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021



In above figure, the results clearly explain that no one can change individual's perception regarding anything, when a celebrity cannot change or influence online buyer then this factor is not considered as influential. Buyers influence by quality, variety, service and other aspects.

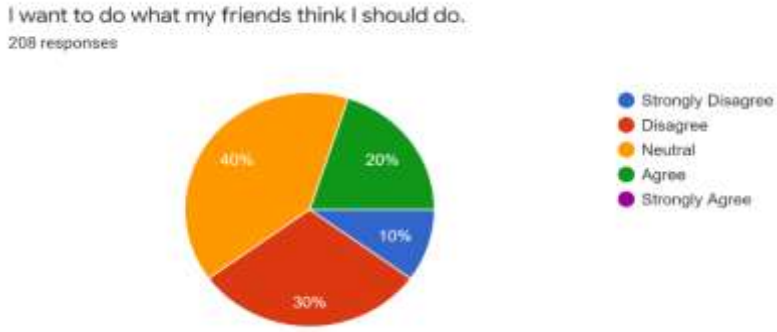


In above figure, respondents have mixed views that celebrity maybe used those products or maybe not because participants cannot judge by only watching TV commercial.

Part - II: Social Influence

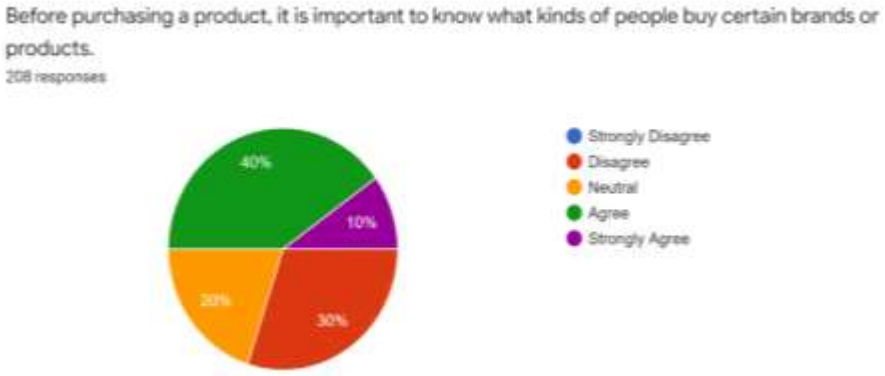


In above figure, respondents do not feel any kind of social pressure to purchase goods from online store. The figure shown that 60% have clicked neutral and 30% are strongly disagreeing with this question.

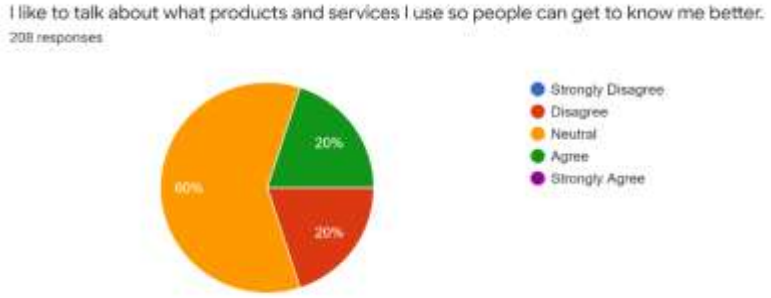


In above figure, 20% of the respondents are the individuals who listen to their friends, take their advices related to online shopping or maybe they pressurize them to buy online. Conversely, many online buyers sometimes listen to their friends and sometimes maybe not, they do what they want to do.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

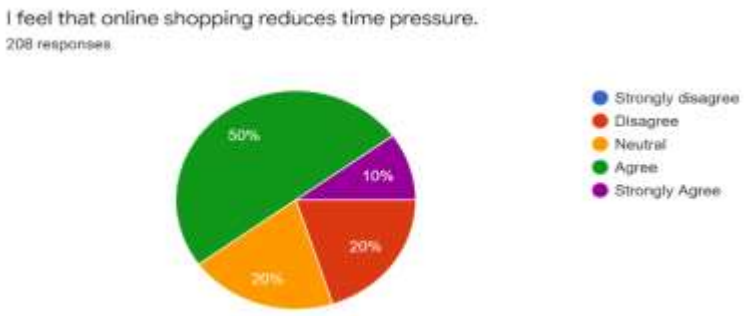


In above figure, various people have curiosity to know what other people are wearing, what kind of product and band they are using. Therefore, respondents have agreed to this question.

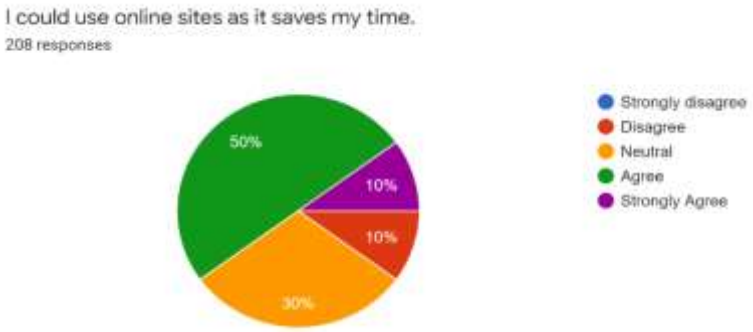


In above figure, 60% responses have assorted observation and sight; people prefer not to say anything they buy.

Part - III: Time Pressure



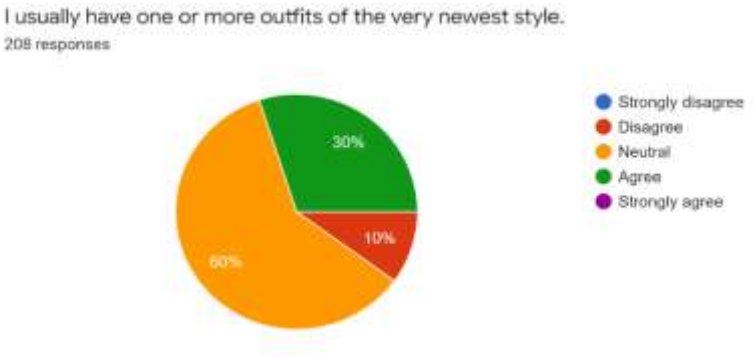
In above figure, 50% of the respondents have felt that online shopping have this great advantage of reducing time pressure because of the busy schedule. This means that time pressure is one of the factors that influence buyers to purchase through online platform.



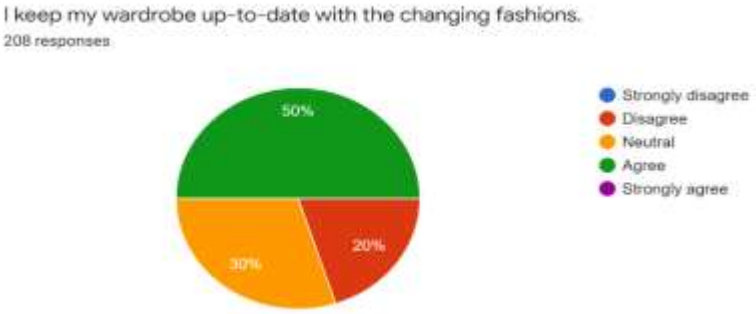
In above figure, online buying gives various benefits in which one of the advantage is time saving, as consumers can order anything from their home. Therefore, participants have shown consent to this statement.

Part - IV: Fashion Consciousness

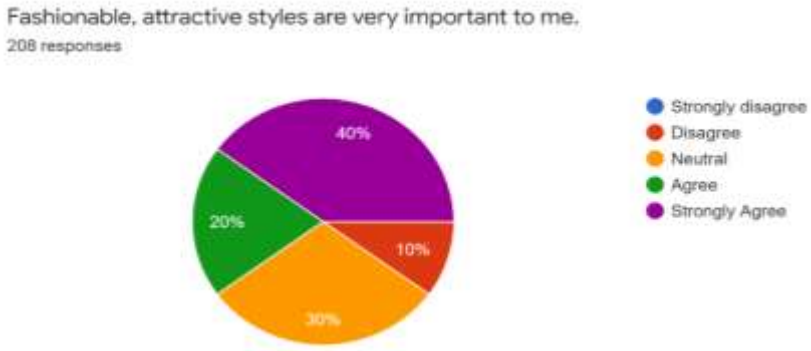
ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021



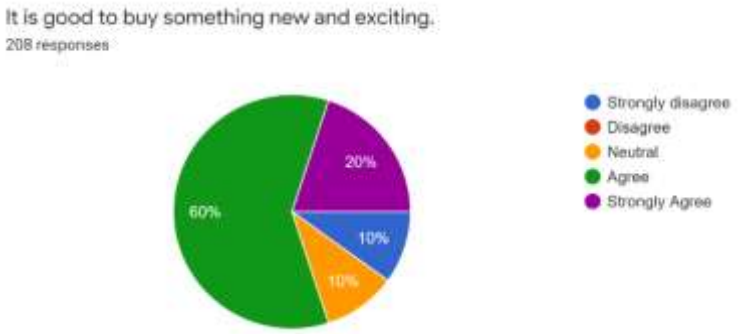
In above figure, the item is explaining that people who are fashion conscious have more dresses with newest style, in which 60% of them showed neutral response. Thus, several buy newest design clothes and several do not.



Pakistan is a developing country and here people are more concern about fashionable clothes. In every season, designers bring out new fashion which trigger customer to buy outfits accordance with the current trend. So, people keep changing their wardrobe in relation with modern or existing fashion clothes.

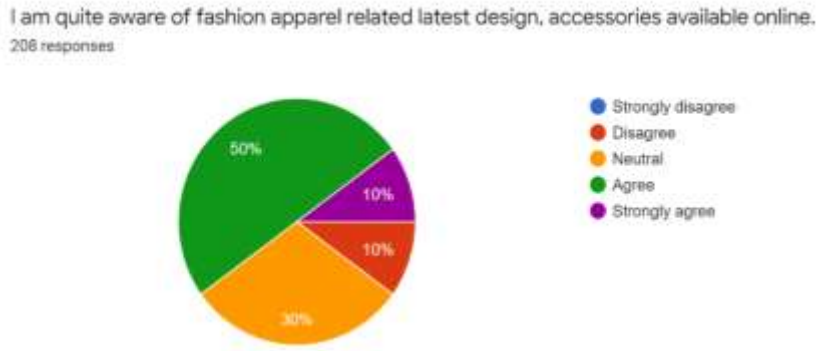


Everyone likes attractive or fashionable clothes, 40% shown consent as they like to wear attractive dresses which make them special and good looking; as a result, this is crucial for them.



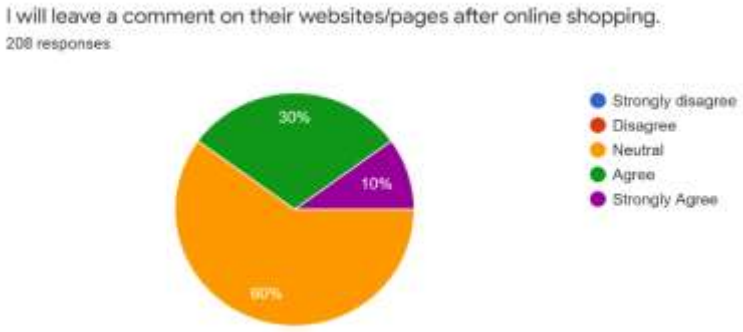
In daily live people get so bored and aggravated, and many people do shopping just to reduce their stress. Similarly, this item explains that it is good for people to purchase anything that excites or motivate them. Nevertheless, 60% responses were positive related to this question.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

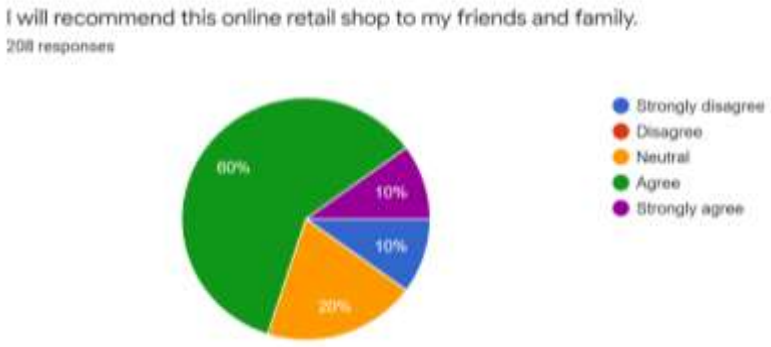


In above figure, individuals who are addicted to online shopping have great knowledge of latest design, brand experiences and other aspects which is a good habit. Therefore, this awareness helps a lot in attracting new and existing consumers.

Part - V: Behavioral Intention



In above figure, feedbacks and reviews are very important for online websites because when new brand appear in the marketplace, online buyers would not try their products without checking customer feedback and reviews. So, the study revealed that 60% have miscellaneous opinion on this.

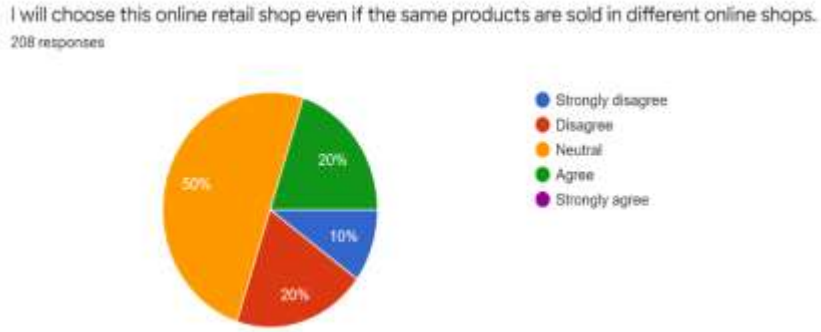


In above figure, 60% shown consent about recommending or suggesting their family or peers to shop from online retailers, which means that people only recommend anyone when they are satisfied. If anyone recommended then other person will make their mind (intention) to purchase goods online.



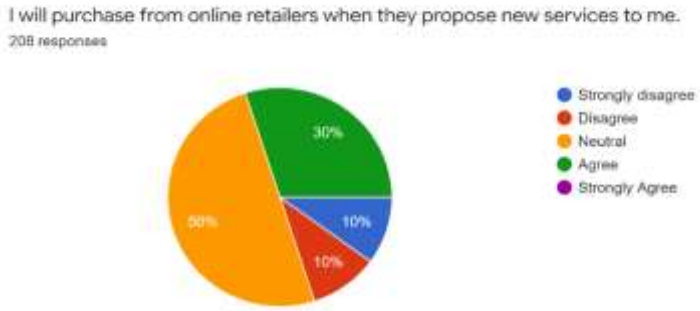
In above figure, to grab the attention of customers and capturing customer's intention of buying towards their product they use discount offers or other promotion deals so that they can increase sales. Conversely, 30% shown in agree, strongly agree and neutral as these strategies always grab consumer's attention.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

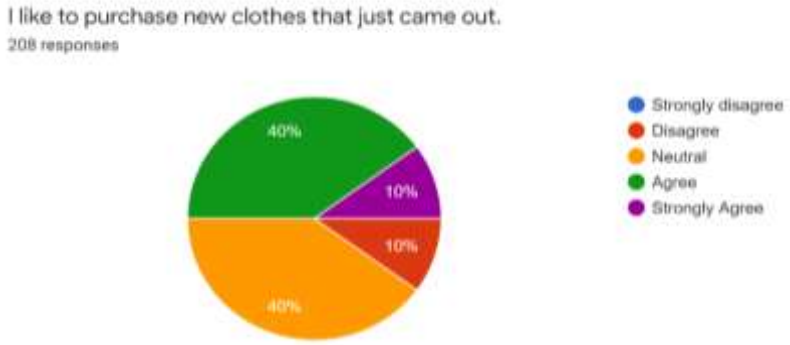


In above figure, it discovered that participants can buy same products from another online store the thing that matters is that they are getting what they actually wish for, or in other words, it does not matter from where they get it.

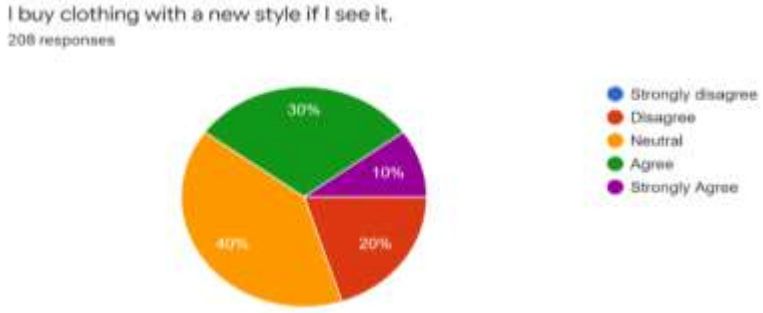
Part - VI: Purchasing Behavior



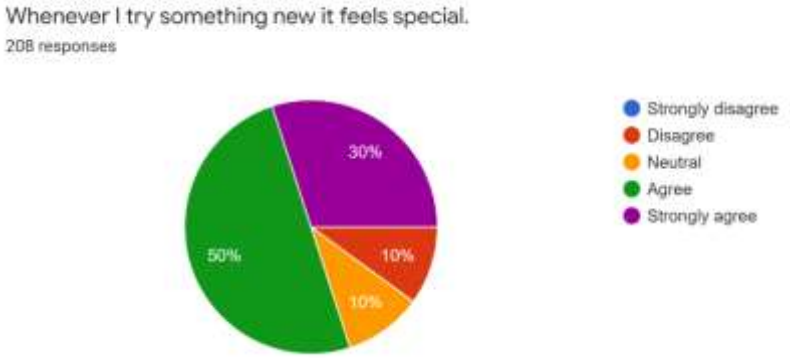
In above figure, 50% shown their response as neutral and some of them are agreeing on this that when online seller proposes any new service, they will definitely purchase from their online retail store.



In above figure, this item's result showed the same percentage that is 40%, regarding purchasing of new cloths whenever the new apparel has launched.



According to the respondents, they sometimes buy fashion clothes when they see any new style and sometimes, they do not want to copy it so the customers will not acquire new stylish attire.



ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

In above figure, the item is explaining that how individual really likes to have something new which makes them special, so this act will increase their purchasing behavior when they see any new design or style of online apparel.

Discussion

In this part of the report, it encompasses all the description and details that are presented in above sections and clearly provide results of each variable. As we all know that due to covid-19 outbreak and after lockdown, many businesses in Pakistan has experience dropped by 50 percent in its exports and lost in revenue around one - third. On the other hand, when many traditional companies faced downfalls in their business process, then there were many other small businesses that were operated successfully through online platform and encounter rise in growth. With reference to this, many other fashions apparel companies that were only operating their conventional stores are now selling through their official online pages, website or other social media applications. Therefore, this study was conducted to help brands and marketers who are searching to increase their sales to attract more customers, this paper will assist them in many ways. The study gathered 208 responses by university students and domestic online users who visit online websites half yearly, monthly or weekly and submitted their responses as per their opinion. The independent variables are fashion consciousness, celebrity endorsement, social influence, time pressure and behavioral intention, moreover dependent variable is purchasing behaviour.

Online stores have a wide assortment of items that could be shown on sites. It assists the inquiring purchasers with buying an item after getting involved in decent pursuit. Clients can buy things from the solace of their work environment or own homes. Online fashion retail shopping is made convenient and simpler for the buyers via brand websites or pages. It is additionally simple to drop the exchanges. Online fashion retail shops provide many benefits in which one of the benefits is customer can easily track their delivery status and order status in every movement. As this paper evaluated questionnaire through graphical representation which means that all questions results are on the basis of percentage and diagrams. Firstly, according to hypothesis and empirical evidences reader can understand that celebrity endorsement was positively related to behavioral intentions. But, according to my research the results of this study presents that celebrity endorsement is not effective to influence consumer behavior which means consumer intention towards buying online products are not considered as significant. Most of the answers with highest ratio are neutral and disagree which means customer do not buy goods online because they are not attracted by any famous celebrity. Secondly, social influence is recognized as great influential factor as per the hypothesis and empirical reviews, however this is not proved that it has great influence. Somehow, I can say that it has a little bit impact on consumers but not very much because most of the respondents have answered neutral in several questions and some agreed. In the similar context, a blog written in a website of Rider University (2020) informs that it is essential to note that social influence can be neutral, negative or positive in impact on people. An umbrella term is used for social influence for the distinctive external factors that make people to act or think with a specific goal in mind. In particular, this part of brain science is worried about how people pick specific behavioral patterns because of

groups, individuals, or cultural standards that encompasses them. The idea that individuals may change or transform their conduct dependent on individuals surrounded by them is not really extraordinary. Indeed, it is a natural thing to even rudimentary schoolchildren, to "fit in" with certain companion gatherings who might adjust their conduct. Essentially, grown-ups might some of the time offer empty promises to certain social, moral or political perspectives when they are present in acceptable organization, regardless of whether their private convictions vary from acknowledged standards or norms. Thirdly, time is very precious gift for human being; they know the value of time, hence hypothesis of time pressure showed the significance with behavioral intentions is discovered same in this study. The results demonstrated that time pressure is main factor which triggers consumers intention regarding online shopping. In graphical representation, responses on time pressure are 50 percent positive. Similar argument has been buttressed by the study of Dost et al. (2015) that online shopping being supported as a life saver when individual suffer from situational or personal time pressure because it is extremely successful strategy. Notwithstanding, attempting to elevate internet shopping to individuals who are experiencing individual time pressing factor might not be as compelling on the grounds that their tendencies and character are totally extraordinary. They possibly will look for greater movement and really need to build their degree of action. Accordingly attempting to advance somewhat that possibly will really diminish their degrees of movement won't be met with an optimistic reaction. Fourthly, fashion consciousness has a positive impact on behavioral intention, similarly this study also revealed that fashion consciousness is really impactful on behavioral intention. Because there was totally positive response by participants in regards with fashion consciousness question. The highest percentage in all items shows consent and concurs in consumer's opinion. Another variable which is behavioral intention of online consumer, showed in this study that all of the variables that have great impact on behavioral intention that are fashion consciousness, social influence, celebrity endorsement, and time pressure are positively persuading behavioral intentions because all of the items show positive responses. By the research of Novita and Husna (2020), it can be observed that when consumers are brand loyal, they will purchase again and recommended to their friends and family members so that they can also take advantage from good services. However, when user's favorite brand provides different deals and discount offers it makes them feel worthy that is a good strategy to capture more customers. Lastly, behavioral intention has definitely a positive impact on purchasing behavior because when buyers make their mind to make a purchase from an online fashion store then next step will be purchasing behavior. Additionally, most of the answers of purchasing behavior contains the highest ratio with agree and neutral which means that customer wanted to buy goods from online fashion retail stores.

Conclusion

In this research study, the influences of fashion consciousness and behavioral intention with the consideration of several other crucial factors i.e. Celebrity endorsement, time pressure, social influence have been examined. Past records and outcomes of consumer's involvement in online fashion apparel retail sector have also been incorporated in this study.

ISSN (Print): 2788-4821 ISSN (Online): 2788-483X
Volume 2, Issue 1, Page 1-42, June 30, 2021

Two vital consumer values should be considered while understanding the fashion consciousness and behavioral intention for online purchasing, which are; terminal values and instrumental values. The most essential aspect in deciding on the online purchase that it symbolizes and the value it represents to the consumer is symbolism. This research also aids us in comprehending the most significant component that builds the relationship between a client and a brand, which is the primary goal of the study (Park et al., 2010). The relevance of this study may be seen in its integrated shopper value technique for online shopping for fashion apparel. As a result of these variables, the consumer pursues the inner instrumental value and its components, and as a result, fashion consciousness might develop, giving weight to their behavioral goals. The major goal of execution research is to either identify the existing and established phenomena with a specific degree of setting modifications, which is known as exploratory study, or to investigate the phenomenon in a completely new method owing to any reason, which is known as explanatory study.

As a result of the data analysis, it is suggested that the elements that have a substantial influence be worked on further. As evidenced by research, celebrity endorsement, fashion awareness, and internet self-efficacy all have a major influence on purchasing intent. Internet self-efficacy, among other factors, has a significant influence on purchasing intent. As a result, the industry should focus more on making internet websites or social advertisements more appealing, which will boost consumer online usage and capability. Celebrity endorsement, fashion awareness, and digital self-efficacy, as demonstrated by studies, all have a significant impact on purchase intent. Purchasing intent is influenced by a variety of characteristics, including Internet self-efficacy. Fashion awareness has a big influence on purchasing intentions, therefore companies should focus more on current trends and provide customers with fresh or stylish items to buy. As a result, customers are happy with your brand since it offers stylish items. Another element that has a major influence on purchasing intent is celebrity endorsement; therefore, it is advised that companies use well-known celebrities in their brand or product marketing in order to attract more customers or keep them using their brand or product. A further aspect that has a major influence on fashion consciousness is instrumental value. Buying intention has the most influence on purchasing behavior of all the items. It is suggested that businesses use celebrity endorsement in their marketing approach, develop new or fashionable items, and use more appealing visuals in online advertising or websites to increase customer purchasing intent. These factors will influence customer intent to buy, which will influence consumer purchasing behavior.

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Annexure-I

Questionnaire	
Behavioral intention	Adapted from Sun, Ni and Wang (2016)
BI1. I will leave a comment on their websites/pages after online shopping.	
BI2. I will recommend this online retail shop to my friends and family.	
BI3.I always pays attention to the new products or discounts of this online retail shop.	
BI4. I would not switch to other online shop, as long as this online retail shop sells their product.	
BI5. I will choose this online retail shop even if the same products are sold in different online shops.	
Fashion Consciousness	Adapted from Kautish and Sharma (2018) and Ramkumar and Woo (2018)
FC1. I usually have one or more outfits of the very newest style.	
FC2. I keep my wardrobe up-to-date with the changing fashions.	
FC3. Fashionable, attractive styles are very important to me.	
FC4. It is good to buy something new and exciting**.**	
FC5. I am quite aware of fashion apparel related latest design; accessories available online.	
Social Influence	Adapted from Jain, Khan and Mishra (2015) and Loureiro, Costa and Panchapakesan (2017)
SI1.I feel social pressure to buy fashion goods from online shops.	
SI2. I want to do what my friends think I should do.	
SI3. Before purchasing a product, it is important to know what kinds of people buy certain brands or products.	
SI4. If I were to buy something expensive, I would worry about what others would think of me.	
SI5. I like to talk about what products and services I use so people can get to know me better.	
Purchasing Behavior	Adapted from Park, Kim and Forney (2006)
PB1. I will buy from online retailers when they propose new services to me.	
PB2. I like to buy new clothes that just came out.	
PB3. I buy to try out a garment with a new design.	
PB4. I buy clothing with a new style if I see it	
PB5. Whenever I try something new it feels special.	
Celebrity Endorsement	Adapted from Cheah et al. (2019) and Malik and Guptha (2014)
CE1. After watching this advertisement, I am interested in online shopping.	
CE2. I believe products specifically advertised by the celebrities are of good quality.	
CE3. I would consider purchasing a new product just because of the presence of a celebrity I liked.	
CE4. I easily influenced by the celebrity endorser when I purchase a celebrity-endorsed brand.	
CE5. I believe that the celebrities also use those products that they endorse online.	
Time Pressure	Self-Constructed Questionnaire
TP1. I feel that online shopping reduces time pressure.	
TP2. I could use online sites as it saves my time.	