Factors Affecting the Impulse Purchase Intentions for Luxury Pret

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ARTICLE DETAILS	ABSTRACT
History Revised format: Aug 2022 Available Online: Dec 2022 **Keywords** *Luxury pret, Advertising cues, Attitude, Perceived price, Subjective norms, Fashion industry, Impulse purchase intentions.*	The purpose of this study is to examine the effect of advertising cues, attitude, perceived price, and subjective norms on the impulse purchase intentions in the context of fashion pret. This study incorporated survey method for data collection and the 386 personally administered questionnaire were distributed among visitors from three high customer traffic malls in the provincial capital of the Province Punjab Lahore. However, 272 responses were used in SPSS 25 and Smart PLS-3 for data analysis. The result found that advertising cues, customer attitude, perceived price and subjective norms showed significantly positive impact on the impulse purchase intentions in the context of fashion pret. Further, this study offers contribution towards brand managers and advertisers particularly in the field of fashion industry. Policy makers may also find important references from this study to develop policy guidelines. Moreover, this study discussed some limitations while performing this research. Finally, this article offers future research suggestions for further development in this area.

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Introduction

In textile industry fashion and clothing industry play an important role in economy and well-being of society indifferent region of the world (McCormick et al.,2014). It is somehow the way of showing creativity and it's not just about style and displaying pretty models but also represents as an enterprise involving many people; each contributing towards the biggest picture of the fashion industry. It is a way of expressing ideas and personal interest. Fashion shows the culture of a country. Each region has its own dress codes which give unique identity among all cultures.

There are two lines of product in the fashion industry. The first line in Haute couture and second line is pret-a-porter. Haute couture is a line of products that is only for one person, with its unique design that only fashion models can wear on red carpets. Because of its uniqueness, it one concerns with art and innovation. So, most of the people cannot even reach them. You can only see those fashionable outfits in magazines or on television. On the other hand, pret-a-porter is something, people can wear in their daily lives. These are kind of items; normally can buy and wear them these cloths can be in different sizes and colors. Although these clothes are also inspired or copied by the haute couture but still, they are simple wearable and accessible (Pierazzo 2019).

The market value of the fashion industry's market value is 406$ billion with 4% market share globally (Fashion united, 2020). In 2018, the global market is estimated to be 920 USD and it is forecasted that it will touch 1230 USD billion in 2024. It is witnessed growing 4.4% during the forecasted period. In Pakistan the textile industry second largest employer after agriculture. The industry owns 8.5% of Pakistan GDP and 70 % of export comes from the industry. The textile industry has been playing a vital role in economic growth of the country (Nini, 2018). Fashionable clothing is shaping society in the social change of modern world. A few years back fashion was restricted to high-end markets and limited designers. Pakistan apparel exports are growing with 17% increase into 2018 in quantity and 12% in value year on year being enough to cope up business friendly environment in the country.

Pakistani retailers over the year have achieved zero innovation and there is almost similar trend when it's comes to market development. Brands made hefty profit between 2007 to 2016. But in those years, they failed to develop a product life cycle strategy. They just follow the trends and one of the major trends is to open a shop in front of a well-known brand or to close that big brand. Due to the uneven stores location 50-70 stores close every day. The main problem of the fashion industry is that it takes to prepare the product than time the customer wants to wait (Ciarniene & Vienazindiere, 2014). The fashion industry has a very short time span because customer needs are changing every day. Every day a new fashion trend is coming, and marketers must maintain and need to refresh their stock timely in effective manners. Fashion is basically the ability to know the taste of customers and change it to the required product.

Purchase of fashion accessories by young females affected by their attitude in fashion purchase intentions (Jain 2023). If attitude is positive in purchasing process the intention must be positive too (Kalampakas 2023). For consumers if a brand is as important as their lives, then they will generate behavior toward that brand (Rehman & Ghazali, 2022). The drivers of women brand choices are fabric, fashion, new trends, name of brand, or image of that brand in market (Shin et al., 2018). According to a study the women those are 40-45 years old are more loyal than the teenage girls of 18-24 years old. An overall assessment of brand image can generate a positive or

negative attitude towards that brand and affect the purchase intention of that brand (Peña-García et al., 2020).

Advertisements are the building blocks of favorable attitudes and generate purchase intentions which are highly profitable outcomes of these advertisements (Baack et al., 2016). According to a study, out of-store advertisements firstly influence the attitude then influence the advertised products and then purchase intentions. But in-store advertising firstly influences the purchase intentions then attitude and after that advertised product. Therefore, a comprehensive framework is needed that may describe the factors that predict major factors which influence consumers' impulse purchase intentions for luxury pret.

Subjective norms are social pressure or influences for an individual to perform a behavior (Seen et al., 2018). Approval or disapproval of other peoples are judgmental tools for an individual behavior (Choi et al., 2015; Han et al., 2010). If a person is not sure about the decisions, he made then he will try to seek help from other people (Harland 2022). And these people can be friends, family, society, or any reference group who choose to make that decision. According to a study the action of other people has a remarkable importance in making any decision. Past studies found that subjective norms are basic predictors of purchasing intentions. Past researchers indicate that consumers can purchase both expensive or inexpensive products and most of the purchase is part of impulsive purchase (Wang et al., 2006). According to a study for impulsive purchase, sometimes price is a main reason and price is 9% parts of impulsively purchased products. Low priced products are more preferred than high priced products. Products that are on sale or at promotional price are more impulsively purchased. Many researchers find price promotion as an important stimulus to motivate consumers (Zhou & Gu, 2015). Perceived price is an important factor specifically when consumers see any price discounts, they will be more engaged in impulsive buying behavior.

Past studies show that consumers purchase intentions are affected by the different price promotions. The money-based form is more catching than the percentage form, because it is a way easier for them to make mind for purchasing impulsively (Jung et al., 2022). Also, these promotional prices decrease their emotion of regret (Roseira et al., 2022). This study intends to find the impact of advertising cues, attitude, perceived price and subjective norms on impulse purchase intentions for luxury pret. As we discussed these factors and their effect on purchase intention have been discussed in past literature but in isolation, however in a framework to investigate the problem none of the study has attempted yet, to the best knowledge of researchers.

Literature Review

Fashion Industry

The word "Luxury' is a concept of "enjoyment of elegance of thing desirable but not essential" (Djafarova & Bowes, 2021) is engaging more people from all over the world. Fashion goods include jewelry, handbags, watches and if these things are part of brand, then this thing gives satisfaction to the owners (Chauhan, 2021). According to Valaei, and Nikhashemi (2017) consumption can be divided into four parts:1) necessary 2) basic 3) affluence 4) luxury. And luxury is far from material and its functions (Moorlock 2023). Now, fashion apparel is available in different colors and styles at affordable prices that made it simple for the consumers to adopt new

fashion. Tom ford the designer of Gucci, firstly introduce the new concept of fast fashion affordability. Now fashion is not only a part of elite class (Parameswaran., 2022).

Luxury Pret

There are two lines of product in the fashion industry. The first line in Haute couture and second line is pret-a-porter. Haute couture is a line of products that is only for one person, with its unique design that only fashion models can wear on red carpets. Because of its uniqueness, it one concerns with art and innovation. So, most of the people cannot even reach them. You can only see those fashionable outfits in magazines or on television. On the other hand, pret-a-porter is something, people can wear in their daily lives. These are kind of items; normally can buy and wear them these cloths can be in different sizes and colors. Although these clothes are also inspired or copied by the Haute couture but still, they are simple wearable and accessible (Pierazzo, 2019).

Impulsive purchase intentions

Impulse buying is a consumer sudden experience or an urge to buy something that is not a part of their shopping list. According to Vishnu and Raheem (2013) there are five elements in impulse buying that are immediate act, psychological imbalance, struggle, less evaluation, and less consideration for results of impulsive purchase. Recently researchers agreed, impulsive buying includes hedonic and effective component (Parameswaran., 2022).

Researchers suggested different types of impulse buying for apparel products. Yu and Chen-(2022) listed impulse buying into four different types, planned, reminded, fashion oriented and pure impulse buying. Park & Forney (2013) said that impulsive purchase of clothing can be objective evaluation, or it can be reasonable buying that is unplanned. Impulse buying is unplanned so unplanned buying can be divided again into several types, that are reasonable buying, emotional buying, and objective buying. All these unplanned buying types are related to apparel products (Karbasivar &Yarhmadi, 2011).

According to a study Putra et al. (2017) listed four types of impulse buying. This categorization is based on the amount of affect compared to cognition presence in a decision. Pure impulse buying occurs when an emotional appeal stimulates the buyer to buy. This type has the minimum amount of cognition of amount of cognition in decisions. Suggested impulse buying occurs when a consumer did not know about the product and still, they want to purchase the product. Planned impulse buying occurs when a customer already has an extra amount for some specific purchase in his/her mind. But actual purchase depends upon discounts and offers. Remainder impulse buying occurs when a customer has a preplanned need that is encouraged upon encountering the product while shopping. All these three types have a combination of cognition and effective influences. With respect to affective process component, males and females have different point of views (Pierazzo, 2019). There are different factors like brand competitions, product type and age that influence their impulse buying (Gawior, Polasik, & Olmo, 2022). The consumer who has decreased resources relative to the consumer who has extra resources, feels strong desire to buy impulsively. These consumers are also willing to pay more and spend more in unexpected buying situations (Chauhan, Banerjee & Dagar, 2021).

Effect of Advertisement on Impulse Purchase Intentions

Advertising is paid communication that is generated by the company for the promotion or delivering knowledge about a product or any specific brand. Publicity is described as a communication that is non-paid, developed by a third party (Kwon & Lee, 2021). An important

advantage of the advertisement is that it creates the opportunity for the company to create a message that gives a different brand image. The second advantage of advertising is that it helps companies to control the circulation of the massage through diverse media that strengthen the lifestyle of the target market segments (Taylor & Costello, 2017). On the other hand, publicity can enhance the value of advertising expenses by creating high consumers knowledge of advertising campaigns (Joo & Wu, 2021).

Many market researchers suggest that the purchase decisions are affected by the company's social business activities. A few studies found the usefulness of codes of conduct and "no sweat" and "eco" labels in the marketing of apparel products and effect of these strategies on customers purchase intentions (Kwon & Lee, 2021). According to Bandyopadhyay and Ray (2020) women are more influenced by the "no sweat" label than men. Researchers said that different generations have no differences in their responses to eco cloths that are used in the advertisement non-clothing products (Li et al., 2022). Hence it is hypothesized that,

Hypothesis 1. Advertising cues influence positively purchasing intention for luxury pret

Effect of Attitude on Impulse Purchase Intentions

Pornpitakpan, Yuan, and Han (2017) in the cross culture, impulse buying has more concerned with the shopping environment and attitude. Attitude is the manner, feeling and status of a person or object. we all may have a negative or positive attitude towards any product or person (Djafarova & Bowes, 2021). According to researchers, a consumer attitude for any specific object, is an important level that a consumer placed towards retail store features and a consumer's perception about the attribute that a retail store possessed (Styvén, Foster & Wallström, 2017).

According to theory of Reasoned action, behavioral intentions and attitude are positively corelated (Wang, H. Y. (2023). If an object attitude creates more positive belief for the customer, the customer attitude towards the object will be positive too (Cook, & Yurchisin, 2017). Evaluation will have an impact on judging attitude that is specified by an individual to every result that that is obtained by an individual. This judgement can be useful or harmful (Djafarova & Bowes, 2021). If a customer has a positive attitude towards a product, his purchasing intentions will be positive (Ong et al., 2021). Hence it is hypothesized that,

Hypothesis 2. Attitude influence positively purchasing intention for luxury pret

Perceived Price

As a marketing tool price is complex in nature and in some situations the customer perceived feeling is not to make a real purchase. Customers feel that the price they see in physical stores is more expensive than online shopping (Malin et al., 2019). Also, free shipping and return make it easier for the customer to buy impulsively. Customer also feels that they buy more products than they plan to buy when they see up selling or cross selling. A customer shares his experience when she saw a pair of shoes she wanted to buy, and she ended up buying three pairs of shoes and two shirts with pure impulse buying.

Price is an important element, affecting the distribution of products and services. But it is difficult for companies to set prices of new products or services because for this purpose a company should have complete knowledge of customers' perception and the elements they need in any product. Also, marketers should have information about how customer perceive the price of products (Munnukka,2008). Knowledge of consumers about price can be affected by the consumers'

demographic background. Demographic factors like age, gender, income can affect the consumers' perception about price and sensitivity. This thing can help a marketer to make market segments (Munnukka, 2008). If there is a gap of demographically driven variation in price information. than this is may be because of equal level of different groups in processing the information about the product (Femi, 2007).

The price sensitivity of a customer can also be influenced by the intermediary services that are available offline and online. These intermediaries have two factors, price comparison and price bundling. Price comparison (Kukar-Kinney 2023). When a customer chooses a comparison intermediary that option provides the competitive prices of competitors, and this can increase the price sensitivity. But this thing is lower online than offline buying. If a customer chooses price bundling, then this thing has more focus on value of bundle than less on price of single product. Because according to customers perception bundles have more value than single product they purchase. Hence it is hypothesized that,

Hypothesis 3. Perceived price influence positively purchasing intention for luxury pret

Effect of Subjective norms on Impulse Purchase Intentions

"Subjective norms are social pressure or influences for an individual to perform a behavior" (Nam, Dong & Lee, 2017). Approval or disapproval of other peoples are judgmental tools for an individual behavior (Ong et al., 2021). If a person is not sure about the decisions, he made then he will try to seek help from other people. And these people can be friends, family, society, or any reference group who choose to make that decision. According, a study the action of other people has a remarkable importance in making any decision (Nam, Dong & Lee, 2017). Past studies found that subjective norms are basic predictors of purchasing intentions (Jain, 2020).

Subjective norms are defined as a social pressure from a reference group to perform a specific behavior. And these reference groups can have family friends or any other social group (Salim et al., 2022). In a shopping context, this group can also be the media, other people in the store and even salesperson. According to some researchers, subjective norms affect the attitude of a person towards the product (Brandão & Costa, 2021). found that shopping enjoyment is clearly related with the social group because shopping is way to create or maintain a social group also relationship with friends. The purpose of shopping is to share time and difference shopping experiences with friends and family Peña-García et al. (2020).

According to a study subjective norm are the motivation that helps a person to have purchasing intentions through different stores (Rausch & Kopplin, 2021). Subjective norms are used as forerunner in any decision-making process (Brandão & Costa, 2021) because people think if their role models are saying something to do then they should try (Sung & Woo, 2019). Some studies suggest that subjective norms influence positively if it is from family and friends (Lee, 2022). Hence it is hypothesized that,

Hypothesis 4. Subjective norms influence positively purchasing intention for luxury pret

Data, Variables, and Methodology

To investigate the consumers' opinion regarding impulse purchase intention towards luxury pret this study selected Punjab Province of Pakistan. The Punjab province is the largest province in terms of population souring up to 110 million representing 56% of total population of Pakistan. Lahore is the provincial capital of Punjab having 13 million population, where representation of

all Pakistani provinces is present. Therefore, Lahore is selected for data collection. The population of consumers aged 18 years and above is .078 million. The consumers aged 18 and above are selected because those are considered rational enough to buy luxury prets and another reason is the buying power that the adults are considered acquainted with. By using Kerjuice and Morgan table (1970) 386 sample size was identified for data collection. Our sample selection is line with the guidelines of previous research about the selection of sample in social science research (Anser et al., 2020; Gulzar et al., 2022; Hameed et al., 2019; Iqbal et al., 2021; Masood, Feng, Rasheed, Ali, & Gong, 2021; Naeem, Weng, Hameed, & Rasheed, 2020; Pitafi, Rasheed, Kanwal, & Ren, 2020; Zhang, Wu, & Rasheed, 2020). A survey method was used for data collection. The data was collected through personally administered questionnaires. All the items to operationalize the variables were adapted from past studies. Mall intercept data collection method was selected where three shopping malls of Lahore with high consumer terrific were selected naming Emporium Mall, The Mall of Lahore, and The Packages Mall. 386 questionnaires were personally equally distributed by the researcher in these three shopping malls. We have followed guidelines provided in the previous research to design method of this research (e.g., Kanwal, Pitafi, Rasheed, Pitafi, & Iqbal, 2022; Khan, Liu, Khan, Liu, & Rasheed, 2020; Luqman, Masood, Shahzad, Imran Rasheed, & Weng, 2020; Rasheed, Malik, et al., 2020; Rasheed, Weng, Umrani, & Moin, 2021).

Measures

This study used a five-point Likert scale for all item responses ranging from 1 strongly disagree to 5 strongly agree. The scale for impulse purchase intentions was adapted from Karbasivar and Yarahmadi (2011), whereas the measure to analyse advertising cues was adapted from Jaffar et al. (2012). Scales for attitude, perceived price and subjective norms were adapted from Kuster et al. (2016), Aruna and Santhi (2015) and Garcia et al. (2020) respectively. Cronbach alpha (α) for all the scales in previous studies found over and above 0.70 and these scales have been incorporated in many studies. The questionnaire is designed in English language to get customer responses according to the guidelines of Zhang et al. (2022) who collected consumer responses in same market by using questionnaire formulated in English language.

Conceptual Framework:
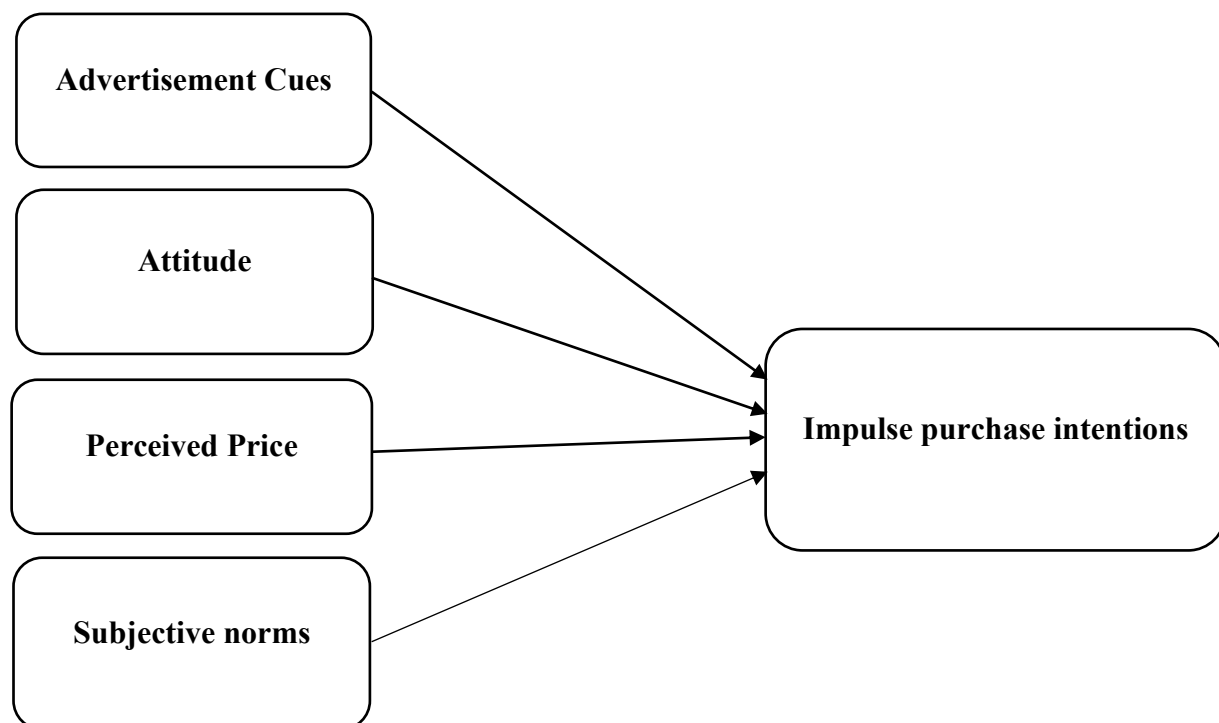
Data Analysis and Results

Out of 386 questionnaires only 272 were returned. Some questionnaires were not properly filled in. So, 272 questionnaires were used in the analysis of the study. So, the response rate of the study is 70%. And is response rate being good as it is compared to previous mall intercept consumers behavior studies (Hong et al., 2013). The items we use in the questionnaire were coded by using codes comprising alpha numerals. Impulse purchase intentions towards luxury pret were coded as PI. For example, the first question was coded as PI1. PI was a dependent variable. Price was coded as P. subjective norms were coded as SN. Advertisement was coded as AD. And lastly, attitude was coded as AT. SN, AD, AT, P are independent variables. After coding the data, the data was ready to enter SPSS 25. To check the data, outliers and normality were conducted. And the questionnaires that were found missing were excluded before further analysis. Outliers can manipulate data in regression techniques, and this may lead to unreliable results (Barnett & Lewis, 2016). To check outliers, maximum and minimum values of frequencies were used. Mahala Nobis distance was further used to separate the outlier. Mahalanobis distance is a "distance of a case from centroid of the remaining cases where the centroid is the point created at the intersection of the central mean Mahalanobis values were calculated through probability critical value method, also probability values were checked through CDF Chi square with the help of SPSS 25. If the probability value is less than 0.001 then these values are outliers. In this study, all the values are above 0.001, so there are no outliers in the data.

Afterwards, the normality of the data was analyzed. Normality can be assessed through skewness and kurtosis values (Pallant 2005). Data in the table below shows the value of skewness fell overall and above acceptable range. So, the data is not normally distributed. This is in line with the guidelines of previous research (e.g., Moin, Omar, Wei, Rasheed, & Hameed, 2021; Nisar, Rasheed, & Qiang, 2018; Sattar, Rasheed, Khan, Tariq, & Iqbal, 2017; Yousaf, Rasheed, Hameed, & Luqman, 2019).

Table 1. Normality test results

Factors	skewness		Kurtosis	
	Statistics	Std Error	Statistics	Std Error
Price	-.252	.148	.015	.294
Subjective norms	-.269	.148	-.433	.294
Advertisement	-.368	.148	-.359	.294
Attitude	-.653	.148	.285	.294
Impulse purchase intentions	-.340	.148	.095	.294

Moreover, for structural equation modeling (SEM), the data were analyzed using SmartPLS-3, due to the fact the data is not found normally distributed. To find the convergent, average variance extracted (AVE) and factor loadings were measured. For reliability composite reliability was measured. According to (Hair et al., 2016). Factor loadings which are below 0.4 should be eliminated. AVE tell us, how much a variable explains variances of their items. The value of AVE should be more than 0.5.

For establishing convergent validity, the next step is composite reliability (CR). It shows the indication of constructs to its items. If the value of CR is higher than 0.7 then its reliability will be also higher (hair et al., 2014). In the present study, the values of P3, SN4, PI4 were below average so, they were deleted from the model. AVE value of all the variables were above 0.5 and lie between 0.508 to 0.602 then these results confirm the convergent validity.

Table 2. Convergent validity and reliability/ Measurement Model

Constructs	Item	Loadings	CR	AVE
Advertisement	AD1	1.432	0.863	0.557
	AD2	1.762		
	AD3	1.691		
	AD4	1.428		
	AD5	1.589		
Attitude	AT1	1.658	0.863	0.602
	AT2	2.003		
	AT3	1.792		
	AT4	1.605		
	AT5	1.653		
IPI	IPI1	1.594	0.819	0.533
	IPI2	1.591		
	IPI3	1.236		
	IPI5	1.177		
Price	P1	1.366	0.813	0.524
	P2	1.234		
	P4	1.437		
	P5	1.355		
Subjective norms	SN1	1.262	0.804	0.508
	SN2	1.384		
	SN3	1.254		
	SN5	1.237		

Whereas, discriminant validity was determined through cross loadings, with Fornell-Larcker criterion. In this approach if AVE square root value is higher than the correlation value is higher with another construct than there is discriminant validity (Henseler et al., 2009). Table 4. shows that all the values (bold) are higher than correlation value, so discriminant validity exists for the variables.

Table 3. Discriminant Validity

	AD	AT	IPI	PRICE	SN
AD	**0.747**				
AT	0.425	**0.776**			
IPI	0.371	0.45	**0.73**		
PRICE	0.318	0.354	0.354	**0.724**	
SN	0.364	0.431	0.336	0.275	**0.712**

After the measurement model, the next model is structural model in PLS-SEM. For structural models, the most common criteria are significant path coefficients (Henseler et al., 2015). As per below table the results shows that advertisement (β=0.159, t=2.083, p<0.05), attitude (β=0.272, t=3.679, p<0.05), price (β=0.183, t=0.66, p<0.05) and subjective norms (β=0.121, t=1.859, p<0.05). So, all the hypothesizes H1, H2, H3, H4 are supported.

Table 4. Measurements of structural model

Hypothesis	Relationship	Std Beta	Std dev	T-value	Sig.	Decision
H1	AD->PI	0.177	0.076	2.083	0.019	Supported
H2	AT->PI	0.158	0.074	3.676	0.000	supported
H3	Price->PI	0.113	0.066	2.677	0.004	supported
H4	SN->PI	0.271	0.061	1.859	0.032	supported

In the table 6. below the value of R^2 is 0.271. So, this result shows that all four variables price, advertisement, attitude, and subjective norms define 27.1% of impulse purchase intentions variance.

Table 5. Coefficient of determination

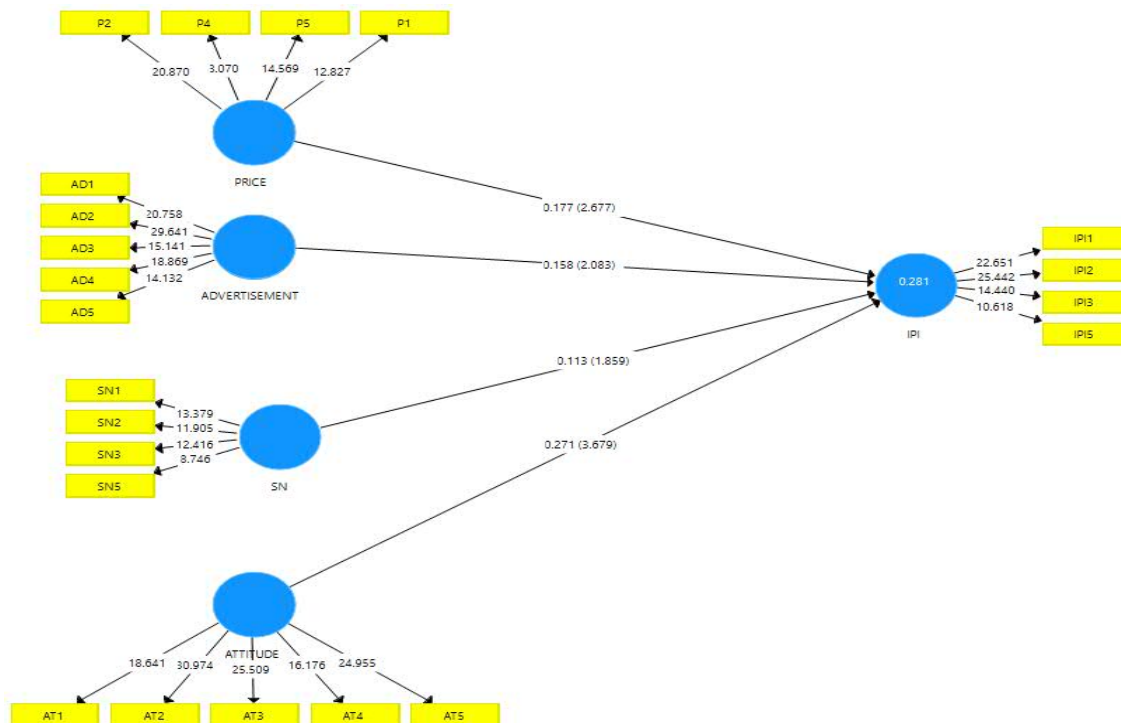| Endogenous latent variable	R^2 variance
PI	0.271

Figure 1. Structural Model

Conclusion and Discussion

In this study, advertisement is a way of promoting the product that can create a sense of awareness in consumers. Advertising is an important part of marketing tactics because people are spending more time on social media. So, it is easy for them to seek information about products on their mobiles, tv or internet. The results of the study show that advertisements have a positive relationship with impulse purchase intentions. We can say that consumers feel motivated towards advertising while shopping. They want to purchase clothes, while seeking information about them through advertisements. Consumers are now getting more impulsive while shopping because everybody is busy in today's fast life. They can't spend much time shopping. They wanted to buy them in an easy way. Advertising helps them to get information about new trends in the market. Advertising shows the culture of any specific country. Now customers know the value of advertisement. They are trusting on the information of advertisement, As well as the knowledge, they are getting from advertisement. The reason behind this behavior is the marketers knew the preferences of the consumers about the advertisement. This study shows the positive behavior of the consumers towards advertisement while buying luxury pret. It can create a profit for the marketers. Our findings are in line with the previous research in social sciences (e.g., Rasheed, Jamad, et al., 2020; Rasheed, Okumus, Weng, Hameed, & Nawaz, 2020; Saleem, Rasheed, Malik, & Okumus, 2021; Yousaf et al., 2014; Zhang, Rasheed, & Luqman, 2019).

Further, Attitude is a person's feeling about something. If a person sees something, then will create a feeling towards that thing. This feeling can be good or bad. Let's say if a younger consumer sees a new product in the market, he just wants to try that product same as if an adult sees the same thing, he will think about the consequences too or the quality of that product. This is their attitude towards the product.

The current study results show a positive relationship between the attitude of consumers and impulse purchase intentions for luxury pret. They have a positive thinking about luxury pret. Consumers are now triggered by the marketing tactics of the different brands. Consumers are buying clothes impulsively. In cross-culture, impulse buying is concerned about the attitude of consumers. Because, Pakistan is a diverse cultural country and people have different preferences towards the cloths they want to wear. Clothes are an important part of consumers life. So, it is important to give a variety of clothes to create profit. So overall this study shows a positive attitude toward luxury pret and impulse purchase intentions.

Price is the amount that a customer pays to get product/services. In this study price is the willingness of a customer for the value they get in return. The results show that there is a positive relationship with impulse purchase intentions. That shows consumers are willing to pay a certain price for luxury pret.

In Pakistan, most of the population fall in the middle-class category. So, they want to pay a less amount and high quality. But in impulse purchases, consumers buy the product that they like. So, this means consumers preferences are changing now. They are paying high prices too, to get their product according to their liking. Today, there are so many brands that are existing in the market. And consumers like to buy those branded products. It creates satisfaction for them that are wearing something nice. They are now willing to pay high prices too, to get that satisfaction. These brands all give discounts on different occasions like summer sale, winter sale, Eid discount, black day sale, azadi sale etc. These sales help the consumers to buy high quality clothes in less prices. These brands have a great effect on the purchasing intentions of the consumers. So, overall study defines a positive behavior towards impulse purchase intentions for luxury pret.

Subjective norm is defined as a pressure of social group on the person's behavior. These social groups can be our family, friends or any other social groups that are close to us. This study shows a positive effect of subjective norms on impulse purchase intentions for luxury pret. Results show that consumers social values are changing now. Their behavior towards impulse purchase is positive. Social media is gaining much attention from the consumers. Biggest influencers are now days are celebrities. People are following them on social media. They are much influenced by the pattern of their wearing. They want to buy branded clothes that their favorite celebrities are wearing. In Pakistan luxury pret are gaining much attention. The trends are changing now, stitched cloths have their special place in the market. They are easy to get, also they don't need any extra prices to pay for stitching. So young consumers are buying luxury pret. young consumers can be easily influenced by the new trends of stitched cloths. Also, they can be influenced by their friends or other social groups because they are spending more time on social media. Overall study shows a positive effect of subjective norms for luxury pre and purchasing intentions.

Theoretical and Practical Contribution

This study helps the marketers to have information about the behavior of consumers towards luxury pret and helps them to create different marketing strategies to gain consumers attention. This study is primarily focusing on the purchase intentions of the consumers towards luxury pret. Study have four independent variables like price, subjective norms, attitude, advertisement. All these factors help to enhance the purchasing intentions of consumers. Marketers can change their marketing strategies according to consumers' preferences.

Promotion of the product can create a profit for the marketers. Advertisement creates awareness about product. So, if marketers use the right information in advertisements, it can help to increase sales. This study helps the consumers to know about the behavior of consumers towards the ads. People want to purchase advertised products because this thing satisfies them that the product, they are purchasing has some worth. Also, current study gives a deep insight into people's preferences for impulsive buying. So, marketers can trigger their intentions to have a look at the product.

Subjective norms and attitude of the consumers can create a profit for marketers because consumers intention is influenced by their social groups to like or dislike some certain brand. Intentions can mold a person's thinking to actual behavior. Marketers need to have an eye on the sale of clothes so they can better understand the needs of customers. Also, they can give a wide variety of new styles to gain their attention. Fashion is a part of a person's life. Consumers spend more on clothing. So, there is a need to give better quality at an economical price.

In Pakistan, fashion clothing trends are changing. Now, people want to wear trendy clothes. And marketers can fulfill their needs by giving variety in luxury pret. They can increase impulse purchases by right advertisement, different deals, or discounts on clothes. So, this study can help marketers to increase their profit.

Limitations

Although this study can help the marketers to gain profit, it also has some certain limitations too. They study just four variables that are affecting the impulse purchase intentions. But there are so many other factors too that can affect or increase impulsive purchases. All these factors that are present in the study define the 27.1% of the impulse purchase intentions. That means there are other factors out there that can define 73% of the intentions.

Another issue in the study was related to data collection. Because consumers were not willing to give information about their income. Also, females were not agreed to fill the questionnaires. And the focus of the study were women. So, it was difficult to convince them to fill in the questionnaire. Some questionnaires were not filled in properly. Language was also an issue because some customers were not educated enough to understand the questionnaires. So, data collectors have to talk with consumers in their understandable language. So, there were some difficulties in completion of the study.

Future Research

In the above section, I write some limitations of the study. All these limitations can also be a suggestion for future research. In future, the researchers can have other factors to check the effect of impulse purchase intentions. Also, the study has a small sample size. Research could be done through large samples in future to check the intentions for impulse purchase towards clothing. This research purely focused on clothes but there are so many other impulsive products like makeup, shoes, chocolate, and vehicles too.

Theory of planned behavior was used to support the study. The main purpose of the theory is to describe the intentions of consumers. In future, other theories like Hawkins Stern theory can be used to support the study with different factors. This theory also supports the impulsive behavior of the consumers while purchasing. This study mainly focuses on the intentions of female. In future, male can be a prime focus of impulsive intentions.

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