



EXPLORING MUSLIMS CONSUMER PERCEPTION AND
RELIGIOSITY TOWARDS PURCHASE BEHAVIOR IN CONTEXT
WITH WESTERN IMPORTED FOOD PRODUCTS IN PAKISTAN

A Thesis submitted by

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Abstract

Consumers in an Islamic society are governed by Islamic norms which serve as a guide in their daily life. Moderation directs the way Muslims spend money: they are required to base their consumption on strict adherence to this practice. Despite guidelines on moderate spending and food consumption according to Islamic law and the values they entail, which contrast to the consumerism of western culture, the consumption of western imported food and the money spent on it in Pakistan has been increasing. This is surprising because western imported food is more expensive compared to locally produced food products and to purchase it seems contrary to the Muslim principle of moderation.

Therefore, the purpose of this study was to explore the motivation behind this behavior. This study aims to improve the understanding of the factors that influence Muslim consumers' purchase behavior in the context of western imported food in Pakistan. The factors related to the marketing mix, which include product attributes, price, place and promotion and the consumer related factors of personality, social class, brand trust, self-concept, customer satisfaction, brand loyalty, religiosity, lifestyle and subjective norms were used to investigate this purchase behavior in detail. To test these factors, the research model used in this study was based on the theory of planned behavior (TPB).

This is a sequential study. A mixed method approach was adopted in the form of in-depth semi-structured interviews and a paper-based survey questionnaire. Initially, a detailed literature review was carried out to identify the factors influencing the food purchase behavior from a global perspective, which identified the factors mentioned above. From this analysis, in-depth semi-structured interviews were conducted with 90 participants comprised of professionals, housewives and university students from eight cities in Pakistan which represented different regions and demographic variables. These were Karachi, Lahore, Islamabad, Peshawar, Quetta, Hyderabad, Faisalabad and Larkana. The technique used to analyse the qualitative interview findings was thematic content analysis. To confirm the results, Leximancer software Version 4.5 was used to reanalyze and validate them. This authenticated the overall qualitative interview findings. A pilot

test of the survey instrument was conducted with 375 respondents in the city Karachi. On this basis, the instrument was adapted and some items were excluded. At this point, the hypotheses were developed and the conceptual model was adjusted before delivering the main survey questionnaire which involved 927 respondents from these eight Pakistani cities with the occupational demographics mentioned above. The objective of the main study was to confirm the findings that were revealed by qualitative focused in-depth interviews. Once all the questionnaires were received, a detailed screening was carried out to find any missing values and to confirm the normality of the data. Measurement models were developed for individual constructs to verify the model fit and also to construct the final structural model. To determine the reliability and validity of the constructs, convergent and construct validity methods were used. To confirm the findings of the qualitative interviews, a structural equation modeling technique was used and hypotheses were accepted and rejected by using the path analysis method.

The findings from the qualitative focused interviews revealed that the product attributes of packaging, taste, and labeling influenced their purchase behavior. The vast majority reported that food products coming from the west needs to be halal and this is an important deciding factor for purchase. Further, brand trust, loyalty, and satisfaction were influential factors for Muslim consumers purchasing and consuming western imported food in Pakistan. Also, these consumers were willing to pay a higher price for western imported food due to its overall quality, brand name and country of origin. However, the elements of promotion, lifestyle, self-concept and subjective norms were not found to significantly influence their purchase behavior. The quantitative study revealed that product attributes, price, self-concept, brand trust, personality, and religiosity were positively associated with Muslim consumer purchase intention towards western imported food products.

This study is instrumental for western food producers and exporters, providing valuable information about the motives behind the purchase of western imported food products in Pakistan, and by extension, potentially in Muslim countries in general. The study also contributes to the academic literature on Muslim consumer behavior in the context of western imported food purchasing behavior by combining factors on a single platform,

grounded in the theory of planned behavior. The study's findings add value to the field of consumer behavior, in which little research has been conducted on the relationship between consumer perception, religiosity and Muslims' consumer behavior towards western imported food products.

Certification of Thesis

This thesis is entirely the work of **Syed Faheem Hasan Bukhari** except where otherwise acknowledged. The work is original and has not previously been submitted for any other award, except where acknowledged.

Principal Supervisor: Dr. Frances M. Woodside

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Student and supervisors' signatures of endorsement are held at the University.

Publications Arising from the Thesis

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Abbreviations

USQ	University of Southern Queensland
TPB	Theory of planned behaviour
TRA	Theory of reasoned action
TCA	Thematic content analysis
SEM	Structural Equation Modelling
SRMR	Standardized root mean square residual
GFI	Goodness-of-Fit
AGFI	Adjusted Goodness-of-Fit
RMSEA	Root Mean Square Error of Approximation
IFI	Incremental Index of Fit
TLI	Tucker-Lewis Index
CFI	Comparative Fit Index
RMSEA	Root Mean Square Error of Approximation
ECVI	Expected Cross-Validation Index
AMOS	Analysis of a moment structures
SPSS	Statistical Package for the Social Sciences
GDP	Gross domestic product
PKR	Pak rupee
USD	United states dollar
SES	Socio economic status
SEC	Socio economic class
KPK	Khyber Pakhtunkhwa
PA	Product attributes
PRC	Price
PROMO	Promotion
SOC	Social class
PER	Personality
LIFE	Lifestyle
SELF	Self -concept

CS	Customer satisfaction
PLACE	Place
BT	Brand trust
SUB	Subjective norms
REL	Religiosity
PI	Purchase intention
BL	Brand loyalty
PB	Purchase behavior
UK	United Kingdom
USA	United States of America
EFA	Exploratory factor analysis
CFA	Confirmatory factor analysis
KMO	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
FA	Factor analysis
SEC	Socio economic class
HREC	Human research ethics committee

CHAPTER 1: INTRODUCTION

1.1 Chapter overview

The objective of this first chapter is to describe the topic and to provide an outline of this thesis as well as the basis for developing this study. The area under investigation and associated research objective and research questions is discussed. The study's significance followed by the thesis outline is presented. The chapter concludes with a chapter summary.

1.2 Introduction

Religion has been documented as an important factor that deeply influences consumer buying decisions (Vitell 2009). Religion may serve to link consumers to a style of life that determines not only what and how much is consumed, but why it is consumed. Studies examining the effect or impact of religion on consumer behavior are based on two aspects: religious affiliation and religiosity (Choi, Paulraj & Shin 2013). Religious association has been explored comparative to denominational association or the religious identification of a person (e.g. Catholic, Protestant and Jewish) although religiosity (in other words, the religious commitment) has been used as a variable in studying the effect of religion on consumer behavior (Shukor & Jamal 2013).

A number of researchers believe that it is not sufficient to use affiliation alone to reflect the impact of religion on consumer behavior. For instance, a person may claim to be affiliated with Islam, however, if he or she does not actually follow the instruction and conduct of Islam, the consumer behavior is just the same as other non-Muslims. Future research in the area of religion and consumer behavior should focus not on the denominational affiliation of the consumer but on religious commitment (Laufer & Solomon 2011). Religious commitment, or religiosity, is explained here the extent to which an individual follows to his or her spiritual values, principles and practices them in everyday life (Shukor & Jamal 2013).

Islam as a religion presents a comprehensive way of life, controlling and restricting the behavior of Muslim buyers, with the purpose of attaining satisfaction and contentment in this and the life hereafter (Swimberghe, Flurry & Parker 2011). Religious beliefs (e.g. concerning halal food) are the best guiding principle to identify food consumption

choices for Muslims who strongly follow religious guidelines as these rules address the Islamic principles for food consumption (Mustafar & Borhan 2013).

Over the next 40 years, Islam will grow more rapidly than any other major faith. If current trends persist, by 2050, there will be nearly as many Muslims as Christians in the world (Pew Research Forum 2017). This rapid increase of the global Muslim population indicates an opportunity for researchers to investigate more about Islam and Muslims' consumer behavior in various contexts such as food consumption. This may add value to the academic literature on consumer behavior (Pew Research Forum 2016).

Consumers' buying and usage of any product is influenced by their perception about the product. Perception can be described as the procedure by which a person chooses, arranges and understands stimuli into an expressive and clear image of the world (Schiffman & Kanuk 2000). Product perception is enhanced through how effectively the product has been marketed. These days' firms are putting their best efforts into marketing in order to attract customer attention and make a positive impression in consumers' minds. Accordingly, they respond to the knowledge that consumers' perception about products are formed by the marketing mix factors of product, price, placement and promotion along with personal, social and cultural factors (Kazmi 2012). Besides these factors religiosity is another aspect which may influence consumer purchase behavior (Muhammad & Mizerski 2013). Hence, by combining the factors of the marketing mix along with personal, social and cultural elements and with an understanding of religiosity may explain the consumer purchase behavior in the context of western imported food products in Pakistan. Thus, this approach and the current research detailed in this thesis may add value to the literature on Muslim consumer behavior and provide information for western marketers and producers to penetrate a Muslim majority consumer market, with the aim of understanding the consumer perception behind their purchasing of western imported food.

1.3 Area under investigation

Consumers in an Islamic culture are administered by Islamic rules which assist in providing guidance and direction in their daily lives. Muslims must spend their money for specific purposes only, as mandated by spiritual and cultural norms such as for general

living, education, health and aiding the poor and those in need. Hence, the concept of moderation is encouraged and Muslims are told to base their usage of money on a strict observance to this practice (Ramli & Mirza 2010). The Pakistani population comprise of 97 percent Muslims with different religious beliefs as compared to the western part of the world. (Pakistan Bureau of Statistics 2016).

In spite of these Islamic guidelines on appropriate food consumption and moderate spending, money spent on western imported food has been increasing in Pakistan (Hayat, Hussain & Yousaf 2016). Therefore, it is advantageous to know the consumer perception or motives behind the purchase of western imported food, especially as this is an increasing trend as the population grows and the general economy has developed so that there is increased discretionary personal spending for the middle and upper classes in Pakistan (Hayat, Hussain & Yousaf 2016; Ramli & Mirza 2010).

Pakistani Muslim consumers may have different perceptions about the western imported food products (in relation to the marketing mix, personal, social and cultural elements). Their religious commitment indeed expresses the intensity of their faith and is indicated in part through their consumption choices about western imported food products (Mathras, Cohen & Mandel 2015). Hence, it is particularly interesting to investigate the Pakistani Muslim consumer perception towards western imported food products and the role of religiosity in determining their purchase behavior.

The reasons for this behavior were little studied in prior research studies and yet there is an opportunity to explore the factors mentioned above, in the context of western imported food products in a Muslim dominated country like Pakistan (Aiedah 2015; Bornemann, Scholer & Homburg 2015; Chamhuri & Batt 2015; Kazmi et al. 2015; Wongleedee 2015). This research proposes an important contribution to the field of Muslim consumer behavior, it also adds value to the literature on consumer behavior by employing a model wherein the stated elements are tested on a single platform, based on the theory of planned behavior.

Religion is a key element of Pakistani culture that directly affects the behavior of Pakistani consumers (Saqib, Hussaina & Usman 2011). Furthermore, religion

expressively governs cultural and social behaviors in Asian and Middle Eastern societies as compared to western societies. For these reasons, the level of religiosity must be researched as an important force in shaping Muslim purchasing behavior in Pakistan. This area is still under-researched and many studies have suggested exploring the influences of religiosity in defining Muslim consumer purchase behavior in these regions in particular (Yousaf & Malik 2013).

1.4 Pakistani outlook and food consumption

The national religion in Pakistan is Islam. About 97 percent of its total population of 207,774,520 inhabitants is Muslim (Pakistan Bureau of Statistics 2017). The retail and wholesale food business turnover is 17 percent of the gross domestic product (GDP) and the average Pakistani earner spends 42 percent of his or her income on food related items. In general, Pakistan's upper and middle class consumers consume both domestic and imported goods, including imported food products from the western part of the world (Pakistan Bureau of Statistics 2016). Consumers from the Pakistani middle and upper socioeconomic class broadly support both domestically produced and imported goods, including imported food products. The upper and middle income classes are currently estimated at 17 million, with a relatively high per capita income which favors consumer spending. By 2030, the population of Pakistan will reach 245 million, an increase of 29.6 percent from 2015 and it will be the sixth most populous country in the world in 2030 (Euro Monitor 2016).

Pakistan has ended up spending US\$ 1.37 billion on the imports of vegetables products such as canned vegetables, asparagus soup etc. in the first half of the 2018 fiscal year (Dawn 2018). The State Bank of Pakistan announced that total food imports rose to US\$ 21.3 billion in this period. Surprisingly, a major part of these imports are agricultural and dairy products which are easily available in the country. The import of these products highlights the country's lavish spending which could be easily avoided to save foreign exchange. This spending on imported vegetables and vegetable products was 29 percent higher than for the corresponding period (US\$ 1.067 billion) of the previous fiscal year (Dawn 2018).

Pakistan is considered country rich in fruits but it still spent US\$ 74.9 million to import edible fruits and nuts during the first half of the 2018 fiscal year. In 2017 such imports were worth US\$ 49 million for the entire 12-month period. The country spent US\$ 64.6 million for imports of dairy products, eggs, honey, ice creams, chocolates and candies while another US\$ 23.9 million was spent on the import of live animals (Dawn 2018).

Throughout the first six months of the 2018 fiscal year, Pakistan spent US\$ 312.5 million on the importing of coffee, tea, beverage whiteners and spices, the second largest spending category in the food products sector. First place was taken by the import of animal or vegetable fats and oil products, on which US\$ 908.9 million was spent. In this period the country also spent US\$ 500.9 million on imported oil seeds and ‘oleaginous fruit’, which is the part of a plant that is used to produce a vegetable oil. It can be a fruit (e.g., olive), seed (e.g., sesame) or nut (e.g., walnut) (Dawn 2018).

Pakistanis consumed imported vegetables and fruit worth hundreds of millions of US dollars during the first half of the current fiscal year. The veggies and fruits imported during the period included: potatoes, tomatoes, onions, shallots, garlic, leeks, cabbage, cauliflower, kohlrabi, kale, lettuce, chicory, carrots, turnips, cucumbers, gherkins, coconuts, bananas, avocados, dates, figs, pineapples, grapes, apples, pears, apricots, cherries, peaches, plums and citrus fruits. With an increase in income levels on the back of higher GDP growth in recent years, demand for both agro-based products used in Pakistani food industries and finished food products has gone up (Dawn 2018). This clearly indicates that rising consumer income levels are driving stronger demand for imported quality food products. Moreover, the qualitative findings of this study do indicate that consumers perceive western imported foods to be of higher quality and are backed by their income level. This means that as incomes rise people can choose foods of better quality. Further, the lack of development of value-chains and their distorted pricing mechanisms make it difficult for domestic food industries to produce tailor-made quality products domestically that can cater to the fast-changing tastes of consumers. (Dawn 2018). Pakistan’s current and future outlook clearly illustrates an immense growth potential, bearing in mind its demographic shift, strategic location, dynamic changes in its middle class’s lifestyle, rising urban population, and tremendous future growth in its

cities' populations, consumer spending patterns and in the variety of imported food products in retail outlets. All the stated points mentioned above lead to a burgeoning demand. Besides, the food import figures illustrated above are a sign of massive awareness and consumption of imported food items in Pakistan. This signifies that Muslim consumers are inclined towards imported food products in Pakistan.

Pakistan is an emerging market for the consumption of imported food items. There is strong interest from western firms in exploring the market in the Asian sub-continent, especially Pakistan, given its size, economic potential and strategic position in South East Asia. Such firms in Australia have the endorsement of their government which is committed to supporting Pakistan to build economic prosperity and promote sustainable, equitable development (DFAT 2015). This sets the context for the purpose of the study, which is discussed next, with an explanation of its research purpose, objective and research questions.

1.5 Research question

What are the factors affecting Muslim consumer purchase behavior concerning western imported food in Pakistan?

1.5.1 Research sub questions

1. What are the factors affecting Muslim purchase behavior concerning western imported food products in Pakistan?
2. What are the relationships that exist between each of these factors and western imported food products purchase behavior?
3. Do demographic factors moderate the relationship between each of these factors and consumer purchase behavior?

1.5.2 Research objectives

1. To investigate factors affecting Muslim consumer purchase behavior in relation to western imported food products in Pakistan.
2. To identify the relationships that exist between each of these factors and western imported food products purchase behavior.
3. To determine the demographic factors that moderate the relationship between each of these factors and consumer purchase behavior.

To answer the research questions, the researcher covered four regions of Pakistan, namely Sindh, Punjab, Baluchistan and Khyber Pakhtunkhwa (KPK) and within that eight metropolitan cities were selected for data collection for both the qualitative and quantitative phases (please see Figure 1.1, target cities are circled in blue). The eight cities consisted of Karachi, Hyderabad, Larkana, Islamabad, Lahore, Faisalabad, Peshawar and Quetta.



Figure 1.1: Targeted cities for data collection

1.6 Economic profile of Pakistan

The brief economic profiles of Pakistan as well as the chosen cities are discussed next:

Pakistan

In the 2017-18 fiscal year, the size of Pakistan's economy was USD 313 billion, as compared to USD 304 billion in 2016-17 (Pakistan Bureau of Statistics 2017). The country's per capita income in 2017-18 has increased to USD 1640 compared to USD 1629 in 2016-17. Private sector investment in Pakistan has remained stagnant over the past few years at around 9.8 percent. In 2017-18, government consumption stood at 14.1 percent of the GDP while private sector consumption was around 6.3 percent. The GDP

growth in the last three years (2015 – 2018) on average stood at 5 percent. The GDP at market price has been estimated at Pak rupees 34,396 billion for the 2017-18 fiscal year against Pak rupees 31,963 billion for the previous fiscal year. In June 2016, the annual household expenditure in Pakistan was USD 594.10. According to the US Department of Agriculture’s Economic Research Service, Pakistanis spent almost half of their household budget on food, 47.7 percent, which is more than any other country in the world (Pakistan Bureau of Statistics 2017).

Karachi

Karachi is one of the major cosmopolitan urban centers in Pakistan and the largest city in Sindh province. It is also the financial and economic capital, with a large manufacturing sector providing employment to millions. Karachi’s real GDP grew 5.7 percent annually from 2000 to 2012 (compared to 4.5 percent national growth). During the same period, the employment figure grew at 5.1 percent per annum yet the per capita real GDP grew at only 2.7 percent annually (Pakistan Bureau of Statistics 2017.)

Lahore

According to Pakistan’s 2017 census, Lahore is its second largest city of Pakistan. It is distinguished by the unique feature that its population more than doubled from 2010-11 to 2014-15, reaching 11.13 million by that time. Between 2016 and 2017 Lahore’s urban population saw a growth of 4.02 percent, which has led to the Lahore district being classified as 99 percent urban. In the same period, Lahore’s share of national value in agriculture and industry remained unchanged, but its share in the services sector increased by almost 2 percent. Lahore’s contribution to Pakistan’s GDP in 2017 was 11.5 percent (Pakistan Bureau of Statistics 2017).

Islamabad

A Pakistani think-tank, the Policy Research Institute of Market Economy, has ranked Islamabad as the most economically competitive city in Pakistan, contributing 1 percent to the country’s GDP and ranking number 1 in economic dynamism, infrastructure efficiency and liveability aspects and has a population of over 1 million. (Pakistan Bureau of Statistics 2017).

Peshawar

Peshawar is the third largest city in Pakistan. Peshawar’s share of Pakistan’s total GDP has historically comprised 10.5 percent, although the province accounts for 11.9 percent

of Pakistan's total population. Presently, Peshawar accounts for 10percent of Pakistan's GDP, 20percent of Pakistan's mining output and since 1972, it has seen its economy grow in size by 3.6 times (Pakistan Bureau of Statistics 2017).

Quetta

Quetta is located in north western Baluchistan, close to the Pakistan-Afghanistan border. It acts as a trade and communication center between the two countries. The population of Quetta was approximately 1.14 million (in 2016) and the population in Quetta district was then categorized as around 75 percent urban. Baluchistan largely remains underdeveloped. The average annual growth rate in Quetta district between 2014 and 2016 was 4.13percent (Pakistan Bureau of Statistics 2017).

Hyderabad

Hyderabad has a population of over 1 million and is the eighth largest city in Pakistan and the second largest in the province of Sindh. 75 percent of Sindh's industry is concentrated in the Karachi-Hyderabad region. It is a major commercial center with the following industries: tanneries, cement, and the manufacturing of textiles, mirrors, sugar, ice, soap, paper, plastics, pottery, hosiery, and films. Hyderabad is a large commercial center for the agricultural production of the nearby areas, involving rice, millet, wheat, cotton, and fruit (Pakistan Bureau of Statistics 2017).

Larkana

Larkana is located in the north western part of Sindh province and has a population of over 1.5 million. Larkana district's economy is largely agrarian, being a major sugarcane and fruit producer. Larkana is also a main institutional hub for the education and health sectors, with almost a tenth of the working population of Larkana engaged in the education sector (Pakistan Bureau of Statistics 2017).

Faisalabad

Faisalabad is the third most populous city in Pakistan with a population of over 3 million and the second largest in Punjab province. Due to its central location, it has grown to become a major industrial and distribution center. The city contributes approximately 20 percent of Punjab's annual GDP and 5 percent of Pakistan's annual GDP. It has an average annual GDP of USD 20.5 billion out of which, 21 percent comes from agriculture. The Faisalabad district produces cotton, wheat, sugarcane, maize, vegetables, and fruit (Pakistan Bureau of Statistics 2017). Henceforth, Karachi, Lahore, Islamabad,

Peshawar, Quetta, Hyderabad, Larkana and Faisalabad have been intentionally selected for this study.

1.7 Significance of the study

The current study applies the theory of planned behavior (TPB) to food buying behavior. The application of TPB and testing it has substantial importance to academics working on the food consumption behavior of Muslim consumers, and to marketers and producers of western imported food looking for ample opportunities to tap a growing food market in the sub-continent. The western world always seeks opportunities to export food products in emerging markets. With this strategic export vision, Asian consumer markets present great opportunities for many western food growers and businesses to explore (Casarini 2014). Understanding these consumers may facilitate such western food business professionals to produce high value-added premium consumer food products, enabling them to make adjustments to their current marketing mix strategy and assisting them to export to such consumer markets. Most importantly, this research aims to understand two important factors: consumer perception towards western imported food products and religiosity. Firstly, this study identifies a number of marketing mix elements which shape consumer perception: product, price, placement and promotion, followed personal, social and cultural factors which all impact on consumers choosing western imported food products. Secondly, this research also investigates how religiosity shapes the consumer’s perception of western imported food products and then ultimately influences Muslim consumer purchase behavior.

1.8 Research methodology

To achieve the research objective and research questions presented in Sections 1.5.1 & 1.5.2, it was decided to employ a mixed method research design (see Chapter 3 for details). The sequence of methodology used in this study is shown in Figure 1.2.

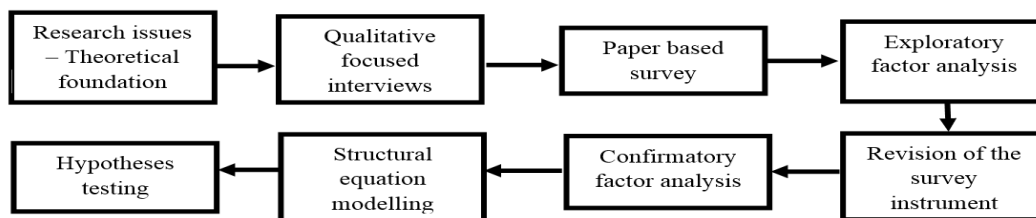


Figure 1.2: Structure adopted and modified from Mathews (2009)

Qualitative data were collected through in-depth semi-structured qualitative interviews with professionals, housewives and university students from eight cities of Pakistan namely, Karachi, Hyderabad, Larkana, Lahore, Faisalabad, Islamabad, Peshawar and Quetta between December 2016 and January 2017. These cities represent the various geographical regions in Pakistan. All the interviews were conducted in Urdu and then translated into English in order to later use thematic content analysis, Leximancer software Version 4.5 and also some SEM (structural equation modeling) techniques. The survey instrument was then developed in the light of the qualitative findings and previous studies. This instrument was pre-tested, followed by pilot testing. Throughout this process and the final survey implementation, the same three occupational groups comprised the respondents: professionals, housewives, and university students, who belong to the middle and upper socio economic classes, and are more likely to be aware of western imported food. The survey was administered in the same eight cities between September and October 2017. Exploratory factor analyses were executed to identify the factors and then followed by a confirmatory factor analyses on the data to build the measurement models. The final structural model was tested and developed in the final stage, followed by hypotheses testing.

1.9 Delimitations of scope

The delimitations are those factors that bound the scope and describe the study boundaries (Leedy & Ormrod 2010; Simon 2011). This research revolves around the following boundaries. Firstly, the sample size for the study was drawn from the general population and comprises professionals, university students and housewives residing in eight cities of Pakistan such as, Karachi, Lahore, Islamabad, Hyderabad, Larkana, Peshawar, Quetta and Faisalabad. Secondly, the sample was restricted to those individuals who were frequently buying and consuming western imported food products in Pakistan. Thirdly, as this study concentrated on Muslim consumers purchase behavior, therefore, only Muslim consumers were taken into consideration at the time of data collection. Lastly, qualitative focused interviews and survey questionnaires were used as data collection tools.

1.10 Research outline

This thesis comprises seven chapters. Figure 1.3 represents the roadmap to the structure of the thesis as recommended by Perry (1995).

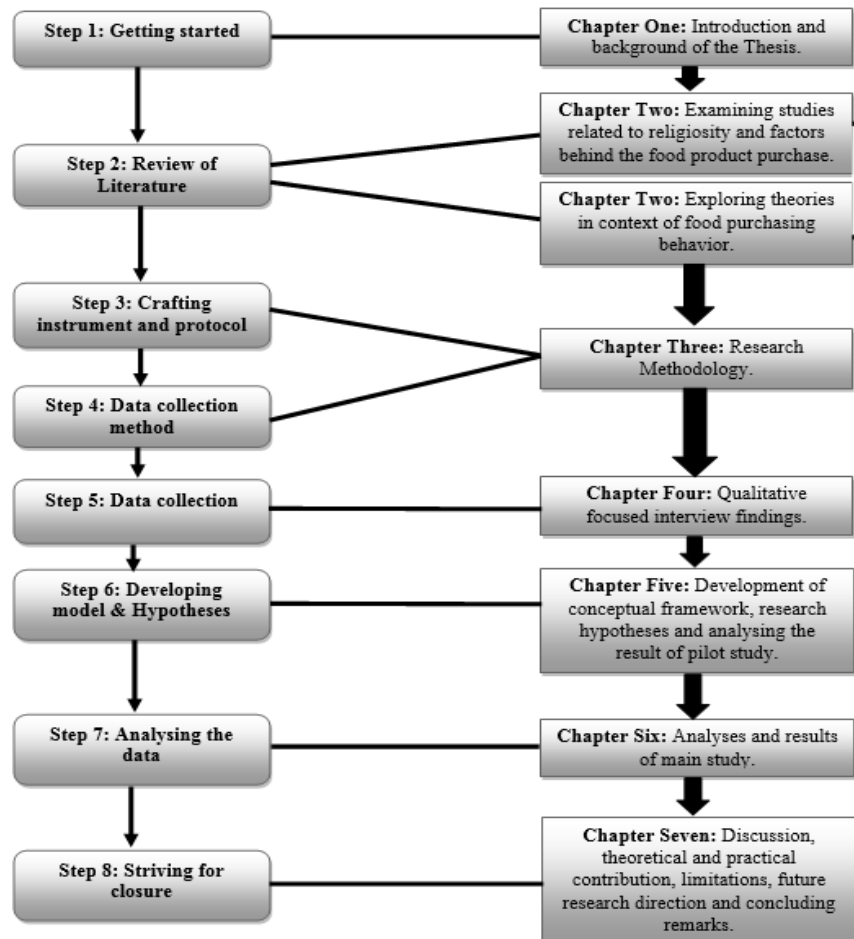


Figure 1.3: Research outline developed from Perry (1995) for this research.

1.11 Thesis overview

A summary of each of these seven chapters is discussed next.

1.11.1 Chapter 1: Introduction

This chapter comprises the study background, the problem area and the research objective and research questions of the study. It continues with this outline of the overall thesis structure and a brief summary as a conclusion.

1.11.2 Chapter 2: Literature review

In Chapter 2, previous studies related to religiosity and factors behind food purchasing behavior in a global sense are presented. Gaps are identified in the literature, in particular, a dearth of studies is noted from a Muslim majority population wherein the

concept of religiosity and other factors investigated through a single theoretical platform is needed. Furthermore, theories related to food buying behavior are explored: the theory of reasoned action and the theory of planned behavior are discussed. A detailed rationale is also provided to utilize the theory of planned behavior for examining food buying behavior.

1.11.3 Chapter 3: Research methodology

In Chapter 3, an appropriate research design is developed and the methodology used in the study is illustrated. Since it is a sequential mixed method study, two stages of different data collection methods are employed: qualitative focused interviews and a paper-based survey. The processes for sampling, pre-testing and the pilot study are also outlined.

1.11.4 Chapter 4: Qualitative findings

In Chapter 4, the findings extracted from the qualitative focused interviews are presented through thematic content analysis (TCA). The complete analysis process is described along with participants' viewpoints, which are discussed at length with sample quotations illustrating particular points. Additionally, Leximancer software Version 4.5 is used to confirm the findings extracted from thematic content analysis. This procedure is also outlined.

1.11.5 Chapter 5: Model development and research hypotheses

In Chapter 5, a conceptual framework is established on the basis of the previous relevant literature and qualitative interview outcomes. Here various conceptual factors which are to be tested in the pilot and main study are introduced. A number of hypotheses are developed to answer the research questions for this study. The analysis of the pilot study which involved 375 respondents is also presented. The exploratory factor analysis process and results of this pilot study are provided to identify the appropriate factors of interest for the survey questionnaire. Reliability testing is also elaborated on in this chapter.

1.11.6 Chapter 6: Quantitative data analysis

Chapter 6 presents the analyses of the results of the main quantitative study, based on 927 responses. The discussion outlines a series of confirmatory factor analyses performed to build the measurement models, which, in turn, were used in a structural equation model.

This chapter also reveals the hypotheses testing and presents its results. An outline of the process for checking the reliability and validity of the data completes this chapter.

1.11.7 Chapter 7: Discussion & conclusion

In Chapter 7, the findings based on the qualitative focused interviews and the results from the path analysis are discussed. So as to avoid repetition, only the second study's findings, the quantitative study, are connected with those in the previous literature which are relevant to the themes of this current research. The main purpose of this chapter is to match the findings with the research objective in order to articulate their rich detail. Theoretical implications for academics and practical implications for both academics and practitioners are discussed. This is followed by an evaluation of the study's limitations and several recommendations for future research directions. The chapter ends with some concluding remarks for the overall thesis.

1.12 Chapter summary

This chapter has provided a detailed background to the study by incorporating a discussion of the role of religiosity in Islam and briefly presenting other factors which have been identified in the literature as likely to influence Muslim consumers to purchase and consume western imported food products. Pakistan's burgeoning economy and population have been touched on to highlight the growth in the food sector and how it is impacting the country's gross domestic product. The study's significance was also discussed at length, positioning it as one of the few wherein the food purchase behavior of a Muslim population is explored from the sub-continent. This study fills a gap in investigating the consumer perception behind the growing phenomenon of Muslim consumers' purchase behavior concerning western imported food, which is a growing trend. An overview of the structure of the thesis completes the chapter.

In the subsequent chapter, a detailed literature review appropriate to this study is given. This includes literature on consumer buying behavior, followed by a discussion on theories related to the subject matter, after which are presented the identification of literature gaps and the conceptual model derived from the literature review.

CHAPTER 2: LITERATURE REVIEW

2.1 Chapter overview

In this chapter, a literature review on religiosity and other factors affecting consumer purchasing behavior that are relevant to the study are elaborated on. Firstly, the conceptualization of religiosity is discussed and next is a review of studies examining various factors influencing consumer buying behavior. This research's theoretical foundation is also presented along with the research gap identified. Lastly, a preliminary conceptual framework is given, which sets the pathway for the following stages of the study.

2.2 Background of the study

The role of religion in marketing from the global marketing perspective is given much recognition in the literature of Muslim consumer behavior (Farrag & Hassan 2015). Marketers should consider religion when it affects diversified types of consumers. Also, religion in some populations is a major determinant for promoting a product, when understanding how to advertise and communicate the product attributes to the target market is guided by religious principles. This parameter of religious doctrine, therefore, impacts a number of the essential elements of marketing, such as the pricing of products, how the products will be distributed, and the assortment of the products as well as the choice of communication that will be applied by the marketers (Boone et al. 2012).

Global marketers hence need to identify relevant aspects of the local religion of consumers in target markets to assist in their marketing plans before they can enter a new consumer market, especially if Islam is the dominant religion of that particular region (Eid & Gohary 2015). Religion affects consumer behavior but this depends on how much individuals believe in and adhere to their religious practices and how they connect their beliefs with their buying behavior (White et al. 2018). Marketers and researchers have been trying to establish the link between religion and marketing to validate if religion influences consumers' consumption patterns and to what extent (Jafari et al. 2015). Since the 1980s there have been numerous studies attempting to understand the interconnection between religion and marketing and how this influences consumer buying behavior (Moschis & Ong 2011).

2.3 Religiosity

Religiosity is the degree to which a person is willing and capable of adhering to the practices, beliefs, and values taught by their religion (Muhamad & Mizerski 2010; Muhamad & Mizerski 2013). Religiosity can, therefore, be conceived of as lying at the core of a religion and indicates the level of individuals' commitment towards their religious practices. Jamaluddin (2013) reported that people who are strong believers of their religion's doctrine will practice their religion as per its values, beliefs, and rules. Moreover, Abu-Raiya and Pargamet (2015) added to this finding that religiosity pertains to the individual commitment in relation to one's beliefs, feelings and attitude towards their religion.

Religiosity is a concept of various dimensions. The intrinsic dimension refers to interiorized religiosity while the extrinsic dimension relates to institutionalized religiosity. Another way of conceptualizing this difference is that intrinsic religiousness act as the religious framework that is endowed with the meaning of the religion while extrinsic religiousness involves the social conventions and comfort of the believers (Verma & Singh 2016). Carroll, Stewart and Thompson (2014), outlined a different schema for various dimensions of religion: doctrinal orthodoxy, devotionalist communion with God, associational frequency and a communal preference, and the frequency of an individual's relationship with God. In a research conducted by Guveli et al. (2016), they reported Fukuyama's (1961) approach to religion which consist of religious dimensions such as, creedal, cultic, devotional and cognitive dimensions. Guveli et al. (2016) reported Fukuyama's (1961) approach to religion consisted of creedal, cultic, devotional and cognitive dimensions. El-Menouar (2014) suggested other aspects to characterize religion, namely religious knowledge, financial aid, dogmatism, friends' engagement in social activities, a willingness to adapt to growth and change and creedal propositions, among others,

Glock (1962) presented a model of several religious measurements based on the core definition of religiosity, which was later elaborated on (Glock & Stark 1965; Stark & Glock 1968). In the concluding discussion, Stark and Glock's (1968) model can be comprehended on the foundation of five dimensions: belief, religious practices, religious

knowledge, religious experiences and consequences (religious effects). Verbit (1970) has recommended six elements in an attempt to combine the existing research in this field: ritual, doctrine (belief), emotion (feelings), knowledge, ethics (consequences), and community, each of which was further posited to have various dimensions. Himmelfarb (1975) also recognized two elements of religiosity: doctrinal beliefs and ritual observance. Bergan and McConatha (2000) suggested numerous dimensions related to religious beliefs and involvement. Ellison et al. (1989) observed three magnitudes of religiosity: private devotion, religious attendance, and denominational connection. Much later, Ellison (1991) stretched this to four elements: denominational ties, social integration, and a personal sense of the divine and existential certainty (Holdcroft 2006; Salleh 2012). In the research conducted by Salleh (2012) as shown in Figure 2.1, dimensions provided by Glock have been further extended by other researchers' works on religiosity such as Faulkner and DeJong (1966), Nudelman (1971), and O'Connell (1975).

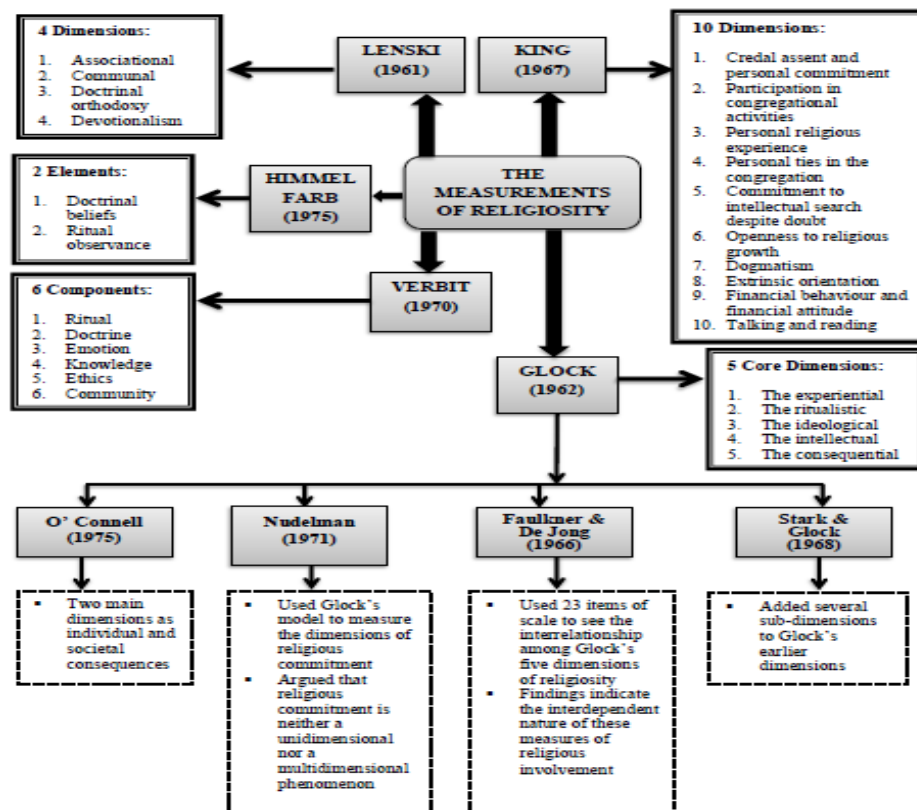


Figure 2.1: Proposed dimensions of the conventional measurement of religiosity
Adapted from Salleh (2012 p. 268)

The element of religiosity in this study is the combination of religious dimensions described above which are directly taken from Glock and Stack's (1965) study. Since this study is based on Muslim consumer behavior in the context of western imported food, research into the beliefs, practices, and knowledge about Islam and its linkage with food buying behavior is presented below to explain how Muslim consumers take their food related purchase decisions.

Relationship between religiosity and consumer behavior

Religion is an important cultural factor because it is one of the most powerful influencers, having an important impact on an individual's behavior, values and attitudes at both the personal and group level. The religions practised in a particular society impact the prominence afforded to material life, and attitudes towards possessing and consuming goods and services (Shaharudin et al. 2010). Religiosity, a central point of any religion, has a close association with consumer behavior and thus an exploration of religiosity allows in-depth investigation of consumer preferences and patterns (Chaudhry & Razzaque 2015).

There have been many inquiries into the relationship between religiosity and consumer behavior. In a pragmatic study of religiosity and consumer behavior among 602 typically Protestant customers, Rakrachakarn et al. (2015) reported the noteworthy inference that religiosity affects several facets of a consumer's lifestyle, which ultimately may influence selections and/or behavior. When age, income, and gender were controlled, the investigators established that individuals with a higher degree of religious commitment were inclined to be happy with their lives, have a more old-fashioned sex-role orientation and were more likely to be opinion leaders. Though further results were statistically insignificant, results from their research also delivered some suggestion that consumers with a greater religious obligation were less probable to use credit and more likely to favor national or local brands.

In Vitell's (2009) evaluation of religiosity and consumer behavior, one observation was prominent: that the number of academic studies has been inadequate in clarifying consumers' religious beliefs and norms. This was associated with the arguments of Hannah, Avolio and May (2011) who specified that the capacity of beliefs and norms

accounted for just 20 percent of the difference in the behavior explained. Hence, the question remains: is consumers' behavior aligned with their acknowledged religious beliefs and norms? In short, while a consumer with a high level of religiosity may have well established norms and beliefs, it is unclear whether the person will possibly refer to his or her values in all situations.

Table 2.1 below illustrates a number of studies conducted by various researchers in relation to Muslim consumer behavior together with the study outcome. The studies addressed several influential factors such as religious beliefs, rituals, values, communities, consumer knowledge, how religiosity influences advertisements and shopping behavior, and the intention to choose halal food. These studies were mainly conducted in western countries such as the UK, the US, and Singapore, none of which are Muslim dominated populations. However, a few were also conducted in Muslim dominated countries like Saudi Arabia and Malaysia, wherein religiosity and consumer intention to purchase food product were analyzed.

Table 2.1: Studies related to religiosity and consumer buying behavior

Author(s) & year	Study focus	Methodology	Outcome
(Chaudhry & Razzaque 2015)	Religion and consumer behavior	Survey questionnaire	Religious values play an important role in determining consumer behavior. Religion guides Muslim consumers to take actions as per religious principles.
(Arffin, Ismail & Shah 2016)	Religiosity and advertising	Survey questionnaire	Religiosity moderates the relationship between consumers and advertising messages. Highly religious consumers are not engaged by any advertising messages which are outside the Islamic and cultural norms. Consumers with medium religiosity are somewhat inclined towards advertising

			content. Consumers with low religiosity accept the advertising messages without any hesitation.
(Chamhuri, Kusumawaty & Batt 2015)	Religious influences on shopping behavior	Survey questionnaire	Moderate spending as per Islamic guidelines has a key influence on consumers with high religious values.
(Azam 2015)	An empirical study on Saudi Arabian consumers' purchase intention for non-Muslim manufacturers' packaged halal food	Survey questionnaire	The hypotheses tested using PLS method have discovered that halal consciousness and product constituents and halal logo have effected Muslims' intent to purchase halal packaged food that is produced by non-Muslim manufacturers.
(Seo et al. 2015, Hassan et al. 2016, Chamhuri & Batt 2015)	Religion influences on shopping behaviour	Survey questionnaire	Moderate spending as per Islamic guidelines has a key influence on consumers with high religious values.

Table 2.2 below illustrates various studies on halal food purchase, which is important for Muslims because of their religious obligations surrounding food and drink. In addition, religious beliefs are the key driver of halal consumption. Secondly, consumers' knowledge about the food item by investigating its halal certification is important. Lastly, it is worth keeping in mind that the concept of halal extends beyond the understanding of religious values alone. It signifies hygiene, cleanliness and the quality of the food consumed.

Table 2.2: Studies on halal food purchasing behavior

Author(s) & year	Study focus	Methodology	Outcome
(Aiedah 2015)	Determining the consumer's food habits.	Survey questionnaire	A religion may effect consumer purchase behavior and behavior in general especially in decisions to purchase meals and in establishing food habits.
	Halal food consumption among Muslims.	Survey questionnaire	There is a religious control of food utilization patterns in terms of limitations on specific foods. Muslims are forbidden from eating pork, blood, and animals that have not been killed in the way directed by Islamic Shariah law, and they may not consume alcohol. Muslims have a religious commitment to eat halal food.
(Ambali & Bakar 2014)	Estblishing the Muslim awareness of halal consumption.	Survey questionnaire	Religious beliefs are a potential source of Muslim awareness of halal consumption.
(Samori et al. 2014)	Understanding the determinants fo halal food consumption among Muslims.	Survey questionnaire	Even though halal food is not easily accessible, Muslims were willing to put an effort into finding a halal food. Social structures such as people's origin and generational differences are contributing factors in predicting the dietary preferences of consumers as well.
(Ismail et al. 2018)	Halal principles and halal purchase intentions among Muslim cosnueMrs.	Survey questionnaire	Food safety, hygine and clean process is significantly associated with halal purchase intention among Muslim consumers.
	To identify the factors that		The findings of this study show the intention to consume halal food in Klang Valley, Malaysia is predominantly influenced by young Muslims' positive

(Khalek et al. 2017)	influence young Muslims' behavioral intention to consume halal food in the Malaysian Private Higher Learning Institutions.	Survey questionnaire	attitudes and their behavioral control towards halal food. The factor of subjective norms is found to have no significant influence as compared to the attitude and behavioral control of young Muslims' behavioral intention in consuming halal food in Malaysia.
(Arsil et al. 2018)	To uncover the personal values driving Indonesian and Malaysian Muslims' consumption decisions with respect to halal food	Face to face interviews	Primary personal values are identified as a better sense of personal security. This is ascribed as seeking "better future" and "go to heaven." Other personal values are related to tradition, benevolence and achievement.
(Muhamad et al. 2017)	This paper aims to model consumers' decision to use halal logo on packaged food products.	Survey questionnaire	Halal certification logo was found to have COO effect on consumers' evaluation during purchase decision of food items. Consumer uses information on the COO of a halal logo to assess the logo's credibility in delivering the halal food standard. The construct, along with the constructs of religiosity and its interaction terms, subjective norms and attitude, explains consumers' intention to consider the halal logo during packaged food purchase

The results of the literature on religiosity and consumers behavior presented that religiosity is one of the key factors that impact consumers' choices and buying decisions.

2.4 Factors affecting consumer buying behavior

Consumer behavior is generally influenced by factors that can be classified into four groups: cultural factors, social factors, personal factors and the marketing mix. In earlier studies, food choices were considered to be a complex function of individual and environmental factors, categorized into sensory (taste, odor, texture) and non-sensory

characteristics including price and health claims, food related expectations, cultural and social economics status forces and environmental issues (Rani 2014). These are the dominant factors influencing consumers in making their food choices. If marketers try to increase consumers' acceptance of a product, some major factors such as consumers' personal and cultural backgrounds will generally be considered (Kumar & Ghodeswar 2015). Table 2.3 below explains various studies on consumer preferences and motives behind food buying.

Table 2.3: Studies on consumer preferences towards food products

Author(s) & year	Study focus	Methodology	Outcome
(Chamhuri & Batt 2015)	Determining the key product characteristics and its influence on consumer buying behavior.	Survey questionnaire	Factors based on several product characteristics, mainly divided into sensory characteristics (taste, ingredients and general appearance like packaging, labeling, size, shape, ingredients) and non-sensory characteristics (ethics, health, religion) affect consumer food choices. Further, country of origin plays an important role.
(Rani 2014)		Survey questionnaire	Product packaging, shape, design, symbol, taste and brands country of origins are the key predictors.
(Kazmi et al. 2015)		Survey questionnaire	Color, brand, product features, appearance, and price play a major role in consumer buying behavior.
(Bornemann, Scholer & Homburg 2015)		Survey questionnaire	Freshness, product appearance, human health, food safety and environmental concerns are the key factors.

The focus of the studies listed in Table 2.3 included consumer preferences for a specific food product, factors impacting consumer preferences and purchase behavior, the effect of marketing mix variables and food quality considerations on consumer preferences. The key findings were that consumers are concerned about health factors associated with the food products. Certain product characteristics such as packaging, labeling, size, quality, and variety have been highlighted as importantly influencing food product preferences. In addition, product pricing and promotion were identified as important. The element of halal food products was also discussed in some studies. Besides, the concept of the country of origin has also been used to determine consumers' confidence in imported food products. This section thus has highlighted factors along with various dimensions which have been identified as influential in consumer purchase decision making for instance, the personal factor to product packaging and labelling. The following section deals with research which aims to tie this together in terms of concepts which are integral to marketing.

Brand loyalty

Brand loyalty has been expressed as the consumer's positive feeling about a brand, the consumer purchasing the brand more frequently than others as well as buying and using the same brand for a long time (Kotler 2010). While these are different constructs, some tendencies and common conditions have been identified that facilitate a discussion of brand loyalty.

Loyalty may include attitudinal commitment. A customer with attitudinal commitment may recommend the products and services of an organization even if he/or she does not use them regularly. Customers with attitudinal commitment are of great importance for the company because these consumers are emotionally attached to the company (Krystallis & Chrysochou 2014).

Brand loyalty towards a company is considered as emotional in nature and a consequence of the relationship between the customer and company. Loyalty increases customers' preference of company and similarly, to some extent, is a determinant of their wallet share (Kang, Alejandro & Groza 2015; Lim et al. 2015). Likewise, brand loyalty is important for companies because it reduces customer switching and it makes consumers

remember the brand (Singh & Pattanayak 2014). There are various factors which induce brand loyalty, Singh and Pattanayak (2014) reported that the brand name is the most important factor that influences brand loyalty in sportswear. Other factors which also contribute to brand loyalty are quality, price, and the store environment.

Brand loyalty is associated with consumer purchase intention with regard to food products (Malik et al. 2013). While this study focused on such a relationship and association in the food sector, the decision can be drawn that brand loyalty is related with the intention to buy food products. Higher the brand loyalty consumers have more tendency to purchase a product. Furthermore, other marketing literature endorses this, such as Khraim's (2011) study which examines consumer brand loyalty in the food segment among housewives in India. As a result, brand loyalty was found to comprise of seven key elements such as: brand name, product price, quality, design, service quality, store environment and product promotion.

Most importantly, brand loyalty is associated with consumer purchase intention (Malik et al. 2013). While this study focused on such a relationship in the clothing industry, the conclusion can be drawn that brand loyalty is related with the intention to buy. Moreover, other marketing literature confirms this, such as Khraim's (2011) study which investigates consumer loyalty in the cosmetics buying behavior of women in the UAE. Brand loyalty was found to consist of seven factors: the brand name, price, product quality, design, service quality, store environment and promotion.

Loyalty serves as an important aspect for companies to understand their customers' behavior (Lim et al. 2015). Martinelli, Belli and Marchi (2015) stated that understanding the customer loyalty status gives a clear picture of a customer's attitude towards the company's products and also provides an opportunity for companies to revamp their product line in the light of their customer loyalty status. Henceforth, in Pakistan, it would be beneficial for the researcher to gauge loyalty status and its connection with Muslim consumers' purchase behavior in the context of western imported food.

Brand trust

In the case of food purchase behavior, brand trust is positively related with consumer certainty about brand quality and security, mainly via faith in the food system. Additionally, self-assurance in credence features and could lead to brand trust. Faith in food brand could be described as a one factor model, as opposed to preceding research which considered brand trust as multidimensional construct (Lassoued & Hobbs 2015). According to Carnevale, Loureiro and Kabadaayi (2018), goodwill about a brand diminishes the negative effect of a perceived product risk on customers' perception of its value, in other words, competence beliefs were found to be irrelevant to the effect of the risk on value. In a food related research study conducted by Chen (2013), it was reported that, brand trust plays an important role. There is an imperative relationship between various types of trust and consumers' perception of food safety. The author specified two main types of trust: general and specific, specific trust further classified into industry level trust and supplier level trust. Using the survey method in Beijing, results indicated a positive relationship between consumers' brand trust in food producers and retailers with their perceptions of food safety. When marketers aim to increase specific trust, they should address the integrity and ability of producers (Viktorina et al. 2012). Drescher et al. (2012) studied Canadian households' perceptions about processed meat and their levels of trust. The research suggested that consumers with a high level of brand trust spend more on processed meat than those with a low level.

In the past literature, the importance of brand trust has been highlighted along with its impact in creating highly valued relationships between consumers and firms. In this research the element of brand trust has been added to determine the extent of consumers' brand trust in western imported food and if this is really influencing their purchase behavior. Brand trust is essential for making sure that the consumer makes the purchase. In the case of western imported food products, brand trust is essential for the purchase behavior to take place. Once the consumer trusts the brand, he or she is willing to pay higher prices to procure the western imported food product.

Customer satisfaction

Customer satisfaction strategy with regard to food buying perspective has received a great deal of consideration during the past decade (Kim, Vogt & Knutson 2015).

Satisfaction is, in reality, probably the most unassailable concept of the modern management field (Orel & Kara 2014). The idea of satisfying customers does not just have good, common-sense appeal; it is evident that customer satisfaction would lead to loyalty, resulting in increased profit (Kursunluoglu 2014). For many food producing firms, customer satisfaction is becoming the guiding principle for establishing marketing tactics as well as developing marketing activities. Customer satisfaction ought not to be conceived of as a goal in itself, it should be considered as a means for improving the company's brands performance (Calvo & Mangin 2015). Currently, companies are focusing on their satisfaction strategy because satisfied customers are more likely to repurchase the same product and this element is considered to be important in a food sector (Kashif et al. 2015).

There is a positive association between satisfaction and buying intention of food product (Van et al. 2018). Predicting consumer future spending growth is a major marketing topic. To a large extent, practitioners and researchers agree that customers' perceptions of their consumption experiences drive how they spend (Oliver 2014). Marketers aim to satisfy their food current and potential consumers and build long term affiliations with them (Tu, Wang & Chang 2012). The importance of consumer satisfaction is inevitable to develop loyalty, with which it is highly related.

In earlier literature, the importance of customer satisfaction has been discussed at length, in particular, its impact on overall business performance and most importantly in food segment. Essentially, firms need satisfied customers which then are reflected in firms' profits and a larger customer base. Customer satisfaction is another important factor in the food buying process (Shin & Thai 2015). In the case of western imported food products, it is important that the consumers have a high level of satisfaction from their previous purchase experience of the same product. In that case, consumers are likely to repeat their purchase behavior towards western imported food products. In this research, the element of customer satisfaction has been included to determine the extent of consumer satisfaction with regard to western imported food products, and indeed if the consumers are even satisfied with western imported food products or not.

Self-concept

The congruence of brand personality and the consumer's self is a way to create an emotional attachment to the brand and other various brand related outcomes (Gonzalez 2017). Additionally, various research studies have posited a significant relationship between this congruity and a positive brand attitude, a positive brand perception and the intention to buy (Sung & Choi 2012). Another study also supports the view that consumers prefer those products which match (somehow) with their own self-concept (Lee 2009). Self-concept has been identified as playing a mediating role in relation to the underdog brand effect and the intention to buy (Tuskej, Golobo & Podnar 2013). The research of Hoonsopon (2016) also found and used the self-concept as a moderating variable in the relationship between consumer innovativeness and new product purchase intentions. Hence, it can be concluded that even in new product adoption, consumers have a unique self-concept and there is a chance the new product will be adopted when it fits with the self-concept of the consumer. According to Noh and Mosier (2014), the actual and ideal self-image is related to a utilitarian or alternatively a hedonistic attitude towards country of origin label (COOL) clothing products, respectively. Their study reveals that people with a high actual self-image prefer utilitarian values and those with a high ideal self-image prefer purchasing COOL products because they prefer hedonistic values.

Regardless of the rising research regarding self-concept and consumer behavior, there are still areas in the literature which need further exploration. Earlier researchers have not taken into account the self-concept and its influence on consumer buying behavior for the food segment. To fill this gap, this study expands on earlier research examining the role of the self-concept in consumer behavior by ascertaining its influence on buying behavior concerning western imported food. In the case of western imported food products, this self-concept is an important factor in the buyer's purchase decision. This includes the consumer's attitude and perception, and if both of these are positive towards the product, the consumer may end up finally deciding to purchase the product.

Marketing mix

From the food retailing perspective, various studies support the view that marketing mix factors like a product's price, quality, packaging, store site, and advertising influence

buyer behavior (Sharma, Nasreen & Kumar 2018). Empirical evidence from Phan and Vu (2015) indicates a positive association between the variables within the marketing mix and food purchasing behavior in Vietnam. In the case of the marketing mix to the bottom of the pyramid (BOP) market, all marketing mix tools need to be modified according to local conditions and cultural differences. But marketers are also required to be conscious about the social network as an intervening variable between firms' interaction with its BOP customers and its modified marketing mix (Chikweche & Fletcher 2012). The elements of the marketing mix are discussed next.

Product attributes

Product characteristics play an instrumental role from both the marketers' and consumers' perspective and it has been observed as a key factor to distinguish brands from competitors (Battour et al. 2011). Attributes perform the roles of visual and symbolic value, converse functional attributes, and ease of use. Knowing consumer preferences and how they decide at the time of purchase, marketers can develop effective product attributes that consumers look for. They can then use these as a standard to differentiate its offering from competition (Oyatoye 2011). Research conducted by Mustafar and Borhan (2013) stated that product attributes are measureable at both the quantitative and objective level. Lastly, all the key criterions, such as brand name, quality, style, utility and value are included as a benchmark to evaluate product characteristics. As a matter of fact, many of the stated areas of discussion on product attributes have been deeply investigated, however, the stated factors have not been explored in detail by establishing a connection between product attributes and Muslim consumer purchase behaviour.

In the research conducted by Lin et al. (2018), he contended that the connotation of intrinsic versus extrinsic attributes is dependent upon the product and the situation. For instance, intrinsic attributes may serve as an imperative gauge if clear, comprehensible and evaluated when the purchase is executed. However, in several instances, this element is not present until the product is consumed and hence extrinsic attributes will be evaluated in its place. Based on the research conducted by (Nebenzah, Jaffe and Lampert, 1997; Samiee 1994), who also contended that extrinsic signs, such as the product country

of origin, will be mainly significant when customers are evaluating products for which intrinsic evidence such as quality of the product is not known. This is perhaps correct for a food product, where essential features such as aroma, taste, ingredients are not presented to be assessed by customers when making the purchase decision. Indeed, numerous earlier studies have narrated that extrinsic attributes, such as price (Batt and Dean, 2000) and country of origin are the utmost often used or most important attributes for consumers purchasing food products.

Packaging is the voice of the product, as well as a silent seller. It is the product's first sales pitch, which is of key importance for its market positioning. It gives information on the performance of the product (Kotler et al. 2010). Organizations should consider the culture of customers in designing packaging. One of the main responsibilities of sellers is to distinguish their product category from their opponents and generate the buyer perception that the brand is worth buying (Kotler et al. 2010). Likewise, research conducted by Sharma, Nasreen and Kumar (2018) suggests that brand value is connected to buying behavior and consumer faithfulness in the retail segment. Thus, buyers assess numerous magnitudes to assess the quality of food brands so as to make their buying decision and many messages are contained in the packaging.

Package wrapping or labeling serves multiple functions including communicating the product description (Kotler et al. 2010). According to Deliya and Parmar (2012), labeling is an important part of packaging because it supports marketing communication, creates brand identity, augments brand recognition, and effectively optimizes the allocation of shelf space in stores. Their research revealed the effect of labeling on milk and washing powder packaging is important for consumers' purchase decisions. In another study, Banerjee (2013) found that, in the Indian market, consumers pay attention to packaging and specifically to the labeling of products. Such attention to labeling arises from the subjective importance of eight elements of packaging: name, quality, ingredients, manufacturing expiry date, instructions on usage, and instructions for storage, price, and help line instructions. However, that research was limited to the household purchase of confectionary and cosmetic product packaging. In food, Bleich and Wolfson (2015) analyzed patterns of US adult consumers and found they use nutrition labeling on fast

food menus and packaged food. Among the respondents, people who aimed to lose weight were more likely to use this labeling information. Labeling can serve many purposes. A further one is that it provides information about the country of origin. There is a vast literature on country of origin labeling on food products, which also explores the effects of the COOL on consumer purchase intentions. Berry et al. (2015) studied this phenomenon in meat products in the US and showed the effect of COOL on the intention to buy in terms of intervening in perceptions of taste, food safety and freshness. Table 2.4 below illustrates various studies on food packaging and labeling.

Table 2.4: Studies related to food packaging and labelling

Author(s) & year	Study context & outcome
(Wikstrom et al. 2014)	Food labeling and packaging act as important determinants of consumer purchasing decisions. They give confidence to consumers and act as a silent salesperson in finalizing the purchase decision.
(ST Wang 2013)	Packaging plays a key function in marketing, inspiring or even sometimes dissuading the buyer from buying a product, mainly at the time of purchase or when a consumer is choosing among many brands in a related class of products.
(Raheem et al. 2014)	Packaging design elements have various effects on the customer. Some capture the customer’s attention, others remain overlooked. Individuals identify and measure the packaging and its design in many ways, where some like the appearance and color, others would not even notice it.
(Van & Veltkamp 2014)	Packaging is an imperative factor for buyer purchasing decisions and communication of information about the product. Packaging shows all the information regarding any product like where it is manufactured, who is the producer, what the ingredients are, the product’s net weight, when it was made, kinds and flavors etc. Packaging elements like color, size, design, tagging, and material, are vital for the product’s demonstration, and to keep the customer happy. The producer uses printed information in the packaging as a product promotion, which is cost effective when compared with expensive advertisements.

Table 2.4 above illustrates different findings related to food packaging and labeling. It is evident that consumers are looking at nourishment, flavor, well-being benefit and easiness of preparation when buying the food product. The packaging and labeling combined act like a silent soldier which attracts the customers and engages them in a

purchase decision. In this context, packaging design and the information on the product labels reach out for the customers' attention and this results in a purchase intention and sometimes in the behavior of a final purchase. Table 2.4 above shows the importance of packaging and labeling and thus offers evidence for marketers to work closely on these areas to develop an appealing product proposition.

Past research (Schleenbecker & Hamm 2013; Van & Veltkamp 2014; Wikstrom et al. 2014) found that packaging has an influence over consumer buying behaviour. Also, labeling has an effect on consumers' intent for purchasing halal food. With regard to western imported food products, the packaging as well as labeling takes on special importance since both influences the consumer's buying decision as addressed in previous studies. Food products originating from western, non-Muslim countries are accepted only if they incorporate the halal label. Also, if the product is attractively packaged and if the halal labeling is evident, consumers may purchase the product. Since such labeling may be intrinsic to the packaging in the context of western imported food in Pakistan, this phenomenon needs to be further investigated.

Price

Price is defined as the practices and policies organizations follow to determine a value for an exchange (Abidemi, Halim & Alshuaibi 2017). Dudu and Agwu (2014) reported that today's value mindful buyers might purchase brands more on the base of value than other product characteristics. Also, it is one of the most important elements of the marketing mix as it generates revenue for the firm, unlike the others that consume funds.

Previous literature provides evidence that the price is an imperative consideration for low income consumers' food choices. The study of Steenhuis, Waterlander and Mul (2011) on 159 adults who visit supermarkets, fast food restaurants, and sports canteen shows that low income consumers are more conscious about price and value than high income consumers. Therefore, it can be concluded that pricing strategies have an impact on the dietary behavior of this group. Furthermore, Sirieix, Kledal and Sulitang (2011) explored Shanghai consumer trade-offs among three categories: locally produced organic food, imported organic food and local conventional food products. In this study, evidence from past studies proved that the price of local conventional products was considered a main

benefit for consumers and this acts as a barrier to purchasing organic products. On the other hand, Goldsmith, Flynn and Kim's (2010) study revealed that status drives consumers to pay more. They found evidence of a negative relationship but it is partially mediated by three variables: innovativeness, brand loyalty, and product involvement. Table 2.5 below illustrates various studies on food pricing.

Table 2.5: Studies related to food pricing

Author(s) & year	Study context & outcome
(Sanlier & Seren 2010)	Food pricing is an important feature that forms people's behavior. Hence, customers assess and match prices throughout the stages of food buying.
(Pan & Zinkhan 2006)	A high retail price which imitates instant financial costs is expected to delay buyer buying behavior as compare to a competitive price leads to a rise in store traffic flow.
(Figuie & Moustier 2009)	Vietnamese superstore shoppers observe a high price as a pointer of product excellence.
(Dudu & Agwu 2014)	Value mindful buyers might purchase a brand by looking at the price than other qualities.
(Andreti et al. 2013)	Price is one of marketing mix elements which influences the customer's buying decision the most.

Table 2.5 above illustrates various findings related to price and consumer buying behavior. It is noted that the price plays an imperative part in consumer buying decisions and consumers do compare prices during the process of food purchasing. Moreover, quality conscious customers are willing to pay more to attain the optimal product quality. Past research also reveals that a high price is an indicator of quality and consumers' decisions are mostly based on price rather than product attributes. A research study by Dudu and Agwu (2014) found price to be a key deciding factor. Thus, the phenomenon of price needs further investigation in the context of western imported food to determine the relationship between price and consumer buying behavior. The higher prices charged for western imported food products are perceived by Pakistani consumers as signalling goods of higher quality. Since product price is an important element of the perception of quality, thus, price also determines the consumer's purchase behavior.

Place

The availability of a product in a store affects the consumer purchase decision in general (Kotler 2010). Phan and Vu's (2015) study also supports the notion that availability is a

factor influencing the perceived customer value and purchase decisions for organic food in the Malaysian market. Steinhart, Kamins and Mazursky (2013) present another aspect, stating that both product availability as well as product unavailability stimulates purchase intention. Findings confirm that unavailability leads to a consumer focus on the features, benefits and perceived quality of the product and this occurs more when consumers perceive the product positively. Directly or indirectly, the availability of the product affects the intention to buy it and this is related to either product features and benefits or how feasible the acquisition of the product is, according to the perception of the consumer. Table 2.6 below illustrates various studies related to location and the convenience of shopping.

Table 2.6: Studies related to place and convenience

Author(s) & year	Study context & outcome
(Pan & Zinkhan 2006)	Modern retail channels aim to deliver shopping suitability which is required by buyers. Features such as ample parking, product availability and opening hours are essential.
(Jaber, Bonney & Guiffrida 2010)	A suitable site enhances store reputation via reduced operation expenses. Food buyers favor superstores which have extended opening hours, adequate parking, brand accessibility, & convenience.
(Jaravaza & Chitando 2013)	Empirical evidence confirms that the convenience of shopping at supermarkets impacts consumers' buying behavior of food brands.
(Phan & Vu 2015)	Retail stores at dominant sites may interest customers from long distances away.

Table 2.6 above shows various past study findings on the importance of place and distribution channel and their effect on buyer purchasing behavior. It is evident that the convenience of the retail location is the most important element to enhance customer traffic. Besides, there are a number of factors customers evaluate at the time of shopping like long opening hours, adequate parking, product convenience and availability. Furthermore, findings from past literature have shown that supermarkets have been the central place for shopping. Moreover, Shamsheer (2015) has pointed out the importance of the location in the retail environment. The findings presented in Table 2.7 warrant further investigation in the context of western imported food. With regard to western imported food products, in developing countries such as Pakistan, the consumer normally procures

such products from supermarkets and big grocery store chains. These places generally provide advantages such as good parking facilities, availability of a greater range of imported food products, longer opening hours and easier accessibility. Investigating this factor in a Muslim dominated population would be a valuable contribution to the literature of marketing mix.

Promotion

One important tool of the marketing mix is promotion. After planning and developing a good product, setting a suitable price, and making it available to customers, companies now need to communicate their value propositions to customers (Armstrong et al. 2014). Promotion is a marketing activity that companies use to bring consumers into stores and produce sales revenue by promoting offerings to targeted customers (Sharma, Nasreen & Kumar 2018). Sharma, Nasreen and Kumar (2018) recommend four elementary types of promotion: advertising, sales promotions, publicity and personal selling. Two exclusive tools that create differences between competitors' and manufacturer communication plans are in store sales promotion and advertising.

Marketing communication has an affirmative and vital impact on consumers' purchase intentions and companies' sales volumes. In particular, the advertising plan has an influence on the attitude and the purchase intention towards a brand (Sharma, Nasreen & Kumar 2018). Another study by Song, Meysam and Shaheen (2016) reveals the effects of five marketing stimuli, which include marketing communication and sales promotion, on consumers' perceived value. Afterward, the effect of this perceived value on the actual purchase decision was examined. The results showed a relationship between marketing communication and perceived customer value among organic food consumers of Malaysia. In contrast to the existing literature, findings for the same study revealed no relationship between sales promotion and product perceived value. The reason for these deviating results is the inadequate sales promotion practices undertaken by retailers or marketers. However, other marketing literature shows sales promotion as an important promotional strategy that persuades consumers to purchase immediately. Table 2.7 below illustrates various studies on product promotion.

Table 2.7: Studies related to product promotion

Author(s) & year	Study context & outcome
(McNeill 2006)	Customers pay consideration to sales promotion (e.g. free gifts, sampling, loyalty programs, discounts, and coupons) at the time of choosing stores.
(Phan & Vu 2015)	Advertising methods such as print ads, customer loyalty, and discounts are likely to entice customers to retail stores, leading to target product buying.
(Maruyama & Trung 2007)	In store promotion (e.g. panels, billboards, and flyers) has an impact Vietnamese customers' buying choices for food products.
(La Ferle & Eedwards 2006)	The efficacy of product commercials on a TV is still uncertain.
(Ailawadi et al. 2006)	The influence of product communication is not very positive.

Table 2.7 above illustrates various findings from the past literature with regard to promotion and its impact on consumer buying behavior, which is mixed. It is evident that promotional tools such as free gifts, sampling, loyalty programs, discounts, coupon billboards, flyers, and sales promotion encourage customers to buy (Maruyama & Trung 2007; McNeill 2006). In the case of western imported food products, only some of the promotion tools may influence the purchase behavior. Since a high price signifies a correspondingly high quality in the consumers' mind, any kind of sale or discounts may distort the image of quality possessed by western imported food. It is also likely that consumers might be willing to respond positively to promotional tools such as loyalty programs and sampling when it comes to high quality brand image products such as western imported food. This variation in past research findings warrants further investigation in the context of western imported food. The results would be beneficial for marketers to execute the right promotional strategy to persuade consumers towards purchasing western imported food products in Pakistan.

2.5 Personal factors

Personal characteristics of the buyer, such as personality, and lifestyle, also affect the buyer's decision (Armstrong et al. 2014). These two factors are discussed at length in the subsequent section.

Personality

Personality is defined as an organized set of physical, intellectual and spiritual characteristics possessed by an individual that makes him or her unlike from others. It can also be identified that the personality is a kind of recognized, reliable and unique relationship, comprising responses with others (Lin 2010).

One of the daunting problems that personality psychology faced until the last five decades was the multiplicity of traits in which human behavior could be described. The traits that constitute the Big Five framework are agreeableness (good natured, compassionate and cooperative), extraversion (sociable, talkative and assertive), openness to experience (imaginative, artistically sensitive, and intelligent), conscientiousness (achievement-oriented, organized and dutiful) and neuroticism (anxiety, depression, and nervous) (Kotler & Armstrong 2013). This model has received much attention in the literature and is generally accepted by personality psychologists and researchers in the social and behavioral sciences as having the best representation of the structure of personality traits (Udo-Imeh 2015). Judge and Zapata (2015) credited the Big Five with achieving the greatest degree of consensus of all trait taxonomies. The Big Five traits have enjoyed a wide range of application and have been found to be both valid and reliable.

Marketers accept that buyers use brands as a means to express their own personality (Kotler & Armstrong 2013). According to Banerjee (2016), both individual and brand personality have an important influence on brand preference in the consumer's mind. This implies that at the time of brand choice, consumers give prominence to individual personality and the personality of the chosen brand. Ahmad and Thyagaraj (2015) reported that personality is an appropriate metaphor for brands based on the idea that a consumer is attracted towards brands having a personality similar to his or her own personality. In other words, personality is an important factor in the consumer's choice of brands and the brands selected by the consumer are, in general, congruent with their own personalities. Hence, it can be said that brand personality carries out the functions of self-symbolization and self-expression (Ahmad & Thyagaraj 2015).

In food products, such a relationship is also found. According to Chang, Tseng and Chu (2013), a few consumer traits lead to a positive consumer perception about food traceability, which means food production, processing, and distribution to customers. The authors used the Big Five Factor model to assess various traits of consumers and a 3M framework of motivation and personality (market, means, and motivation) for analyzing consumer perceptions regarding food traceability. Among elemental traits, it is found that openness, conscientious and extroverted personalities, combined with actual material and bodily needs, tend to be linked with compound traits such as health consciousness and the need for learning. These compound traits influence situational traits (consumer perceptions of food traceability and the concern for food value) and initiate the intention to purchase. Table 2.8 below illustrates various studies related to personality.

Table 2.8: Studies related to personality

Author(s) & year	Study context & outcome
(Pradhan, Duraipanadian & Sethi 2016)	An evaluation of many previous studies on the association between personality and consumer behavior found low relationships.
(Udo-Imeh 2015)	Few studies have found an association between personality and product use while others have not.
(Jani 2014)	Personality should be joined with other variables to advance the forecast of buyer behavior.
(Kim et al. 2016)	Personality traits are vital antecedents for clarifying both purchasing behavior and buyers' perception of companies' advertising activities.
	A strong association between personality traits and purchasing behavior was established when assessing the association between the Big Five and brand personality.
	Consumers who display a careful personality establish preferences to trusted brands. In contrast, those who are outgoing are interested by sociable brands. Male participants who are leading in the neuroticism dimension favor trusted brands while trusted brands are favored by females who are leading in the conscientiousness dimension.

Table 2.8 above illustrates various studies on personality and its impact on consumer buying behavior. There exists a correlation between personality and consumer behavior. The past literature also found a linkage between personality and consumer purchase decision. Hence, there are mixed outcomes from various studies related to personality

dimensions and purchase behavior. In the case of western imported food products, the correlation between personality and consumer behavior may lead to purchase decisions. For example, the consumer with a high risk taking personality may be more willing to try new imported food products. Keeping in view these past studies, it is imperative to investigate if the factor of personality has a correlation with consumer buying behavior for western imported food. Results may give some valuable insights to draw detailed conclusions about this.

Lifestyle

The lifestyle to a substantial extent defines patterns or trends of consumption. It can be observed by looking at individuals' organization of space and time, leisure activities, working hours, housing, appearance, and other daily activities. In other words, lifestyle is one important variables which expresses consumer choices (Bolton et al. 2015; Goddard & Morrow 2015). Ahaiwe and Agodi (2015) reported a number of factors which may influence consumers' buying behavior and their brand preferences for goods and services. Among these are cultural factors, social class, values and beliefs, interests, lifestyle, and personality. These factors are jointly referred to as psychographic variables, which play a considerable role in consumers' preferences for products.

In a Chinese study comparing lifestyles and their impact on purchase intentions for domestic and imported food products, three groups were identified which each had different behaviors: risk takers, traditionalists, and experiencers. It was found that risk takers and traditionalists were associated with the intention to purchase imported fruits (Qing, Lobo & Chongguang 2012). Another study suggests a food related lifestyle model comprised of five components to explain consumption behavior: quality, methods to shopping, the food consumption situation, the manner of cooking, and purchasing motives (Perez at el. 2010). Another study on Grunert's food related lifestyle model proves a relationship between lifestyle, health behavior, and functional food consumption. The research presents various segments of consumers, based on a food related lifestyle: rational, conservative, uninvolved, adventurous and careless (Szakaly et al. 2012). Table 2.9 below illustrates various studies on lifestyle and its influence on purchase decision.

Table 2.9: Studies related to lifestyle

Author(s) & year	Study context & outcome
(Anitha 2016)	A literature review indicates that consumer purchase decisions are influenced by numerous variables like age, sex, marital status, occupation, purchasing capacity, educational level, family size, consumption pattern, location of the shop, consumers' interest, features of the item, and lifestyle. This last was the most dominant variable among all influencing the consumers' purchasing decisions.
(Hassan et al. 2015)	Lifestyle arrangements deliver a wider dimensional view of buyers so that companies can think about them more logically.
(Rani 2014)	Lifestyle segmentation is based on the idea that it offers more understanding about consumers and people with different personalities who exhibit different behaviors or similar behaviors for different reasons.

Table 2.9 above explains various studies on lifestyle and its impact on consumer buying behavior, which indicate that understanding consumers' lifestyles is important for marketers. Anitha (2016) reported that among variables such as age, sex, marital status, occupation, purchasing capacity, educational level, family size, consumption pattern, location of the shop, consumers' interest in features of the item, and lifestyle, this last was the dominant variable influencing the consumers' purchase decision. Hence, it is imperative to identify the impact of lifestyle on consumer buying behavior in the context of western imported food, since the notion is well supported in the previous literature (Anitha 2016; Hassan et al. 2015; Rani 2014).

2.6 Social factors

Consumers' behavior is influenced by social factors such as the family and other reference groups (Armstrong et al. 2014). The following section discusses this and its influence on consumer buying behavior.

Subjective norms

A subjective norm is generally explained as a person's awareness about what essential others consider the individual should comply with (Al-Swidi et al. 2014). The association among subjective norms and attitudes towards behavior has been verified and tested. For example, researchers have established the pathway from subjective norms to attitudes towards behavior and found it significant (Yazdanpanah & Forouzani 2015).

Within the framework of subjective norms, reference groups somehow affect the values and behavior of others. Reference groups, particularly buyer reference groups, such as family members, friends, social organizations, professional institutions, and trade, influence product selection and the choice of a specific brand. Most purchases are affected by the ideas and opinions of the reference group which includes friends and professional institutions (Kautonen, Gelderen & Fink 2015). Parents have an impact on a person’s purchase decision. Moreover, the dominance of the preference of the husband or the wife differs with the product category. Thus, in food items, the wife is predominantly the key decision maker. However, children also have an influence at the time of purchasing (Armstrong et al. 2014). Table 2.10 illustrates various studies on the family and other reference groups, highlighting their importance in the context of consumer buying behavior.

Table 2.10: Studies related to the family and other reference groups

Author(s) & year	Study context & outcome
(Samadi 2018)	Reference groups are those that in some way affect the value and the perceived behavior of others.
(Al Azzam 2014)	As young individuals connect with peers more often about consumption matters, they are more vulnerable to their effect on their buying behavior. This may reveal their status of nervousness and their requirement for peer endorsement for fashion preferences when assessing the products.
(Rani 2014)	Consumer behavior can be influenced by two types of families: the family of orientation and the family of procreation.
(Armstrong et al. 2015)	Children also play an enormous role in influencing family buying decisions. Children affect the purchasing of the products for which they are the main consumers such as toys, food, clothes and school supplies.

Table 2.10 above describes various studies on family and other reference groups and its impact on consumer buying behavior. Various studies postulate that family and reference groups plays an important role in consumer buying decision and understanding the role of family and reference groups is imperative for marketers. Since this study is about identifying the consumer perception behind the purchase of western imported food in Pakistan, the element of subjective norm (family and reference group) has been proved to be an important factor, from the previous literature. Preferences of children as well as other family members may have an impact on the purchase decision when it comes to

purchasing western imported food products. Hence, investigating this factor would establish whether it has an influence on Muslim consumer buying of western imported food.

2.7 Cultural factors

Culture is the essential character of a society that distinguishes it from other cultural groups. The underlying elements of every culture are the values, language, myths, customs, rituals, laws, and artefacts, in other words, the cultural products, that are transmitted from one generation to the next (Armstrong et al. 2014; Parsa, Nooraie & Aghamohamadi 2016). The next section discusses the element of social class, a fundamental aspect of a culture.

Social class

Social class denotes the grouping of individuals who are alike in their behavior, based on their financial position in the marketplace (Durmaz & Taşdemir 2014). Social classes have several characteristics:

- The similar social class of individuals has alike behaviors, comprising their preferences for clothing, housing, furniture, leisure services, mass media etc.
- The social class that a person belongs to is determined by numerous variables (such as occupation, income, wealth, education, etc.)

Social class and status are used as a basis for market segmentation because people in different classes have different consumption patterns (Schiffman 2014). Especially in those countries where class differences exist, social class impacts on consumer decisions (Hollensen 2010). When it comes to consumers' response to a new product, research indicates differences between the low and high socioeconomic classes (Trujillo et al. 2010) and the low socioeconomic class is less likely to purchase a new product or one with new technologies. According to Steenhuis, Waterlander and Mul (2011), there is a class difference in consumer preferences towards food products, prices and concepts of value.

Generally, low income consumers are more concerned about both the price and value of food in comparison to high income consumers. In contrast, some literature indicates the opposite, where consumers with low income consume more high status products, hence, varying reasons have been proposed. High status consumption serves the purpose of ego-

enhancement or under threat; consumers may conquer their psychological wounds in engaging in such activity (Sivanathan & Pettit 2010). Table 2.11 illustrates studies on social class and its influence on consumer buying behavior.

Table 2.11: Studies related to social class

Author(s) & year	Study context & outcome
(Durmaz & Taşdemir 2014)	Marketers must respond specifically to different social class groups, enabling them to gauge the right consumers for their product offering.
(Parkinson et al. 2016)	Social class has a substantial influence on buyer behavior which may start throughout childhood. Children or young people start learning behaviors and gaining the habits of their lifestyles from their family, based on their social class.
(Mihic & Culina 2006)	Examined the impact of social class and income in understanding the consumer purchasing behavior. The results established that mutually social class and income significantly impact the consumer buying behavior.
(Iftikhar et al. 2013)	Exploration of the significance of social class and its association with consumers purchase behavior. Social classes have an influence on consumers purchasing behavior and it is a truth not myth. Association between status, education, profession and salary is inspected which in turn cause an influence on social class and portray customers purchasing behavior. Grounded on preceding research studies it discloses that social classes are real and buyer's buying behaviors vary as per their position in the society.

Social class influence consumer behavior

Parkinson et al. (2016) cited number of studies which demonstrate the presentation of social class in forecasting the consumer behavior. Social class has also been shown to be connected with patterns of media usage, language patterns, source credibility and spending behavior (Durmaz & Taşdemir 2014). Social class is yet another important factor that needs to be studied in the context of food buying behavior. In a country such as Pakistan, with its complex history and deeply rooted perceptions of social class, the purchase of western imported food products may be impacted by the social class. Since this study is based on the purchase behavior of western imported food in Pakistan, understanding the social classes in this context is a prerequisite.

2.8 Purchase intention and food buying behavior

Purchase intention is influenced by number of factors such as attitude, subjective norms and perceived behavioral control (Vassallo, Scalvedi & Saba 2016). The consumers of

imported food perceive these items as better quality compared to locally produced food brands and this positive attitude has affected their purchase intention (Smith & Paladino 2010). A study conducted in India produced evidence that consumers' intention to purchase organic food was mainly influenced by the importance to them of personal health. Many previous studies further endorsed that factors such as subjective norms, health consciousness, and brand familiarity somehow influenced the purchase intention (Smith & Paladino 2010).

In research on Malaysian consumers, it was found that these consumers looked for perceived value and health consciousness. However, food safety was deemed less important in this regard. These findings are aligned with some western studies wherein perceived value was quite important and had an impact on food buying behavior and consumers were willing to pay extra to avail the maximum benefits (Wee 2014). A perception of better quality was also one of the key aspects shaping the consumers' purchase intention. Those with a positive mindset with regard to western food brands were likely to possess a positive intention to purchase it (Olsen 2016). An affirmative attitude was thus found to serve as an important stimulus and possibly influenced the consumers' purchase intention.

Purchase intention represents what consumers think they will buy (Blackwell et.al 2001). According to Brown (2003), consumer with intentions to buy certain product will exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying. Consumers' intention of purchasing food products is the first step in developing demand for any food product category. However, intention does not necessarily equate with actual purchasing but in most of the cases and especially in food buying behaviour it has been noted that purchase intention is a primary indicator and a leading factor towards a final purchase behavior (Fotopoulos & Krystallis 2002; Kareklas, Carlson, & Muehling 2014). According to Niessen & Hamm (2008), there is a big gap between stated and actual buying behavior in the case of organic food. The results in their study showed that 50% of consumers say they buy organic products, but in reality only 15% buy what they say. Since there are few researchers investigating the

actual purchase behavior in the context of organic food products, it is significant to explore the actual consumer purchasing behavior in this study.

2.9 Theoretical foundation of the study

Previous research studies have used a range of models and theories to analyze food purchasing behavior, the main ones among these being the theory of reasoned action (TRA) and the theory of planned behavior (TPB). Table 2.12 demonstrate a summary of the theories which describe and analyze consumer purchasing behavior related to food items between 2015 and 2016. In the past studies, the theory of planned behavior (TPB) has received much attention, and has been mainly encountered in the literature which primarily examined consumer attitudes, lifestyle, purchase intention, motives, and behavior (Graham-Rowe, Jessop & Sparks 2015; McDermott et al. 2015 & Yazdanpanah & Forouzani 2015).

Table 2.12: Summary of key theories used in related to food purchasing behavior

Associated theories	Key area of focus	Author(s) & year	Outcome
Theory of planned behavior (TPB)	Attitudes, purchase intention, motives & behavior	(Graham-Rowe, Jessop & Sparks 2015; McDermott et al. 2015; Yazdanpanah & Forouzani 2015)	Attitude plays a predominant role in gauging consumer food purchasing behavior.
Theory of reasoned action (TRA)	Knowledge of organic product, sensory characteristics, purchasing intention	(Hussain et al. 2016; Teng & Wang 2015; Paul, Modi & Patel 2016)	Product characteristics of food items such as packaging and brand name create the purchase intention.

Adapted from Chen and Tung (2012)

Since this research is gauging the consumer purchase behavior, therefore, the TPB has acted as a catalyst to answer the research question addressed in this study. Moreover, the TPB has also been the basis for several studies on consumer food choices which address attitude, perceived behavioral control and subjective norms (Alam & Sayuti 2011). Jain, Khan and Mishra (2015) used the TPB as the basis of their theoretical model where habit was another independent predictor. Two other studies (De Leeuw et al. 2015; Kautonen,

Gelderen & Fink 2015) used the TPB to find important models employed for other research into food product purchasing. According to Ajzen (2015), 600 empirical studies have provided conclusive evidence in line with the theoretical prediction of the TPB for food items. In contrast, the theory of reasoned action (TRA) explains attitudes and subjective norms leading towards intentions and behavior but does not take into account perceived behavioral control as it assumes that people are capable of performing the behavior if they so desire (Montano & Kasprzyk 2015). This interface is not a key element of this research. Thus, the TPB was adopted for this research and is elaborated on in the next section.

Theory of Planned Behavior (TPB)

The TPB is a theoretical framework to aid understanding of the perceived effectiveness and consumer attitudes towards buying intention and behavior. The use of a psychological model in this theory is important to understand consumer perceptions towards food purchase behavior (Kautonen et al. 2015). The theory, which was developed from the earlier TRA, assumes that people behave rationally, and they take into consideration the implications of their actions. The TPB theorizes that the instant cause of behavior is the person's intent to perform, or not to perform the behavior. Intentions are in turn influenced by two factors, namely, attitude (the individual's positive or negative evaluation of performing the behavior) and subjective norms (the individual's perception of social pressure to perform or not perform the behavior) (Hansen 2008). Yuzhanin and Fisher (2016) argue that the performance of much behavior will be constrained by the lack of appropriate opportunities, skills, and resources. Thus, to sum up, the TPB extends the TRA to include a third variable, perceived behavioral control, a measure of the individual's perception of their ability to perform the behavior in question. To date, the TPB has been used successfully to understand food buying behavior (Paul, Modi & Patel 2016).

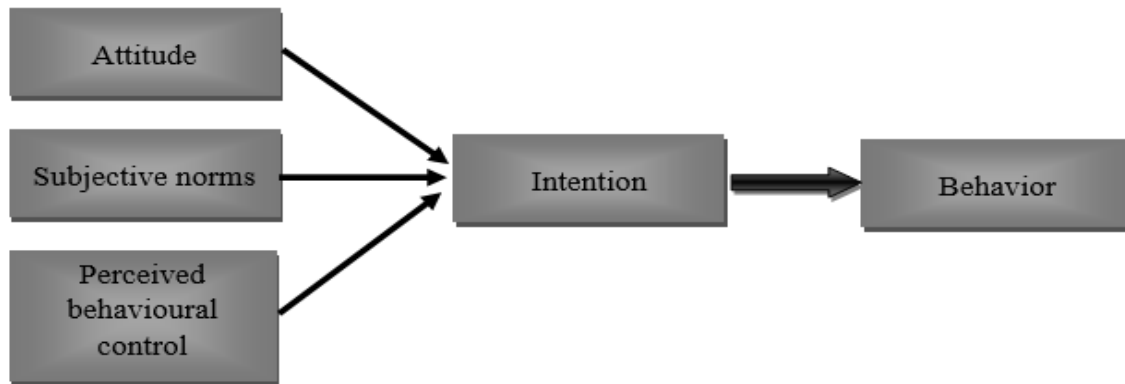


Figure 2.2: Theory of planned behavior
Adapted from Ajzen (2015)

The present research has used the Theory of Planned Behavior (TPB) framework to understand consumers' behavior towards purchasing western imported food products. TPB is considered to be one of the most useful frameworks for explaining human behavior in a wide range of fields and, more specifically, it has great applicability in the field of environmental psychology (Stern 2005).

This study is an attempt to understand consumer purchasing behavior using the TPB framework in the Pakistani Muslim consumer context. The present study has extended the TPB framework by including constructs such as 'marketing mix' which includes such factors as: product attributes, price, promotion and others such as brand loyalty, brand trust, customer satisfaction, religiosity, subjective norms, self-concept, personality, lifestyle and social class, in the TPB so as to measure its impact on consumer purchase intention and behavior in the context of western imported food products in Pakistan.

The Theory of Planned Behavior was first proposed by Icek Ajzen in 1985. The TPB model states that human behavior is guided by three kinds of considerations: behavioral beliefs, normative beliefs, and control beliefs. The application of these beliefs result in outcomes such as attitudes towards the behavior, subjective norms, and perceived behavioral control, respectively. In combination, attitudes towards the behavior, subjective norms, and perceived behavioral control, together lead to the formation of behavioral intention. The Theory of Planned Behavior is presented in Figure 2.2, and it is used in this study to examine consumers' behavioral intentions and purchasing behaviors towards western imported food products in Pakistan. These behaviors are examined in

terms of consumers' perceptions of the safety, health and quality of the imported food products, as discussed in the five-step consumer decision making process (Armstrong & Kotler 2010).

Although it is well known that TPB is based on the assumption that the intention to perform the behavior is determined by attitude, subjective norm and Perceived Behavioral Control (PBC), however; research in the past has advocated for the inclusion of domain-specific factors that have been added in this model (Armitage & Conner 2001; Donald et al. 2014). The recent psychological literature has noticed increased evidence that necessitates the inclusion of new constructs in the TPB (Read et al. 2013; Yadav & Pathak, 2016b) specific to various domains. The present research has also included these constructs: namely product attributes, price, promotion, brand loyalty, brand trust, customer satisfaction, religiosity, subjective norms, self-concept, personality, lifestyle and social class (along with the existing TPB constructs) for measuring Muslim consumers' purchase intentions in the context of western imported food products. The author has considered the additional factors listed here as they have been found to play a very important role in food purchase decision making, as consumers will not compromise on the functional benefit of the product. Therefore, understanding how consumers perceive imported food products when they are making product selections is very important.

Over the years, the model proposed by Ajzen has been extended to include several constructs aimed at increasing the variance explained by factoring in intention. For instance, in the context of organic food products, Robinson and Smith (2002) investigated perceived self-identity in relation to environmental consumerism, whereas Arvola et al. (2008) took into account the role of moral obligations. Nonetheless, a general review by Armitage and Conner (2001) showed that the canonical TPB model, on average, accounts for between 39-50% of the variance in intention and 27-36% of the variance in behavior. More specifically, the recent work by Dowd and Burke (2013) confirmed the robustness of the original TPB model in predicting organic food consumption, even above previous similar works, thereby explaining 62% of the variation in intention. In addition, the original model proposed by Ajzen assumes that the antecedents may potentially correlate

with each other, and several studies have so far adopted this structure, obtaining significant results (e.g. Bamberg, 2002; Dean, Raats and Shepherd, 2008; Honkanen and Young, 2015).

As argued by Lodorfos and Dennis (2008), it seems clear that although there is general agreement on the sources of influences that guide the consumption of organic food products, there is still the need for a clearer model based on quantitative analysis. In line with this, the current study focuses on the previous research that applied the theory of planned behavior to predict the intention to buy food products, with the aim of shedding light on the relationships among those factors as they affect consumers' choices.

Criticism of the Theory of Planned Behavior (TPB)

Researchers suggest that TPB is not a complete solution since it has inherent challenges such as the exclusion of habits and emotions as moderating variables of constructs, and a lack of knowledge about the relationships between predictors of determinants (Ajzen 2002; Jokonya 2015). It may be ineffective to investigate the TPB's system and design antecedents before developing theories about the food related field. However, it is possible for food researchers to extend TPB by theorizing about food artefacts in ways that address its shortcomings, thereby making some contributions to the literature of food buying behavior (Jokonya 2015). Some researchers have pointed out that the TPB's weakness is its lack of explanatory power for testing different food-related contexts, since its original constructs do not fully reflect every context (Jokonya 2015). A few researchers have criticized the TPB's silence regarding the independent variables which are useful in understanding the broader perspective of what individual users do in terms of their food buying behavior (Pavlou & Fygenson 2006). The broader perspectives may include users' learning and reinvention of behavior as they interact with food products. Hence, these individual behaviors have an important influence on food buying implementation outcomes (Thomas 2013). Moreover, the intention-behavior gap in the context of the Theory of Planned Behaviour is quite large. Current evidence suggests that intentions get translated into action approximately half the time. However, the quality of the intention matters, and the nature of the focal goal, the basis of intention, and properties of intention, each influence rates of intention realization. Hence, suggesting that intention always creates behaviour is not accurate and does not necessarily translate

into behaviour; and this is one of the key criticisms of the Theory of Planned Behaviour (Sheeran & Webb 2016).

The Theory of Planned Behavior delivers a theoretical structure for understanding the complexities of human social behavior in food-related studies. The prominence of the theory is that it includes some of the field of social and behavioral science's dominant notions that allows for the forecasting and understanding of particular behaviors in specific contexts. The theory's assumption is that it is possible to predict with a high degree of accuracy behavioral intentions based on three factors - determinant attitudes, subjective norms and perceived behavioral controls. Besides some criticisms of TPB, and its limitations, it is still widely applied in several disciplines, including food-related studies.

Competing theories and limitations

There have been several competing models and frameworks which have been extensively applied in studying acceptance behaviors in food-related disciplines. Some of the most popular competing models to be applied in developing our understanding of individual behaviors in food disciplines are social cognitive theory, the socio-ecological model and dual processing frameworks. Although the stated models have been found arguably to be important theories in the food discipline, however, they have been criticized by researchers. The explanation and limitations of Social Cognitive Theory, the Socio-Ecological Model and Dual Processing Frameworks are discussed next.

Social Cognitive Theory

Social Cognitive Theory originated with psychologist Albert Bandura, who posited a reciprocal relationship between people and their environment, wherein people are both influenced by, and active producers of, their surroundings. It also puts an emphasis on observational learning, whereby people learn and reproduce behavior by observing others (Ng & Lucianetti 2016). They learn to primarily reciprocate behavior that they believe will lead to positive reinforcement. Through the exercise of self-efficacy, people can learn to step back, observe, self-regulate and, ultimately, change their own behavioral patterns. However, this theory has several limitations (Lee et al. 2015).

Limitation of Social Cognitive Theory

Because Social Cognitive Theory is so broad, it has been criticized for lacking any one unifying principle or structure. People are viewed as dynamic and this makes it difficult to implement the theory with any degree of predictability. Instead, implementation is likely to focus on one or two concepts, such as self-efficacy.

Social Ecological Model

The Social Ecological Model (SEM) is a theory-based framework for understanding the multifaceted and interactive effects of personal and environmental factors that determine behaviors, and for identifying behavioral and organizational leverage points and intermediaries for health promotion within organizations (Robinson 2008). There are five nested, hierarchical levels of the SEM: individual, interpersonal, community, organizational, and policy/enabling environment (Townsend & Foster 2013). A brief description of each of the SEM levels is discussed next:

Individual

Characteristics of an individual that influence behaviour change include knowledge, attitudes, behavior, self-efficacy, developmental history, gender, age, religious identity, racial/ethnic identity, sexual orientation, economic status, financial resources, values, goals, expectations, literacy, stigma, and others.

Interpersonal

Formal (and informal) social networks and social support systems that can influence individual behaviours include family, friends, peers, co-workers, religious networks, customs or traditions.

Community

Relationships among organizations, institutions, and informational networks within defined boundaries, including the built environment (e.g., parks), village associations, community leaders, businesses, and transportation.

Organizational

Organizations or social institutions with rules and regulations for operations affect how, or how well, for example, MNCH services are provided to an individual or group.

Policy/Enabling Environment

Local, state, national and global laws and policies, including policies regarding the allocation of resources for maternal, newborn, and child health and access to healthcare

services, restrictive policies (e.g., high fees or taxes for health services), or lack of policies mandating childhood immunizations.

Limitations of the Socio Ecological Model

SEM is too broad and the key limitations associated with this theory mean that it is too challenging to evaluate all components empirically. Moreover, it is a difficult explanatory model to apply because it requires an extensive scope of ecological detail with which to build up meaning so that everything in someone's environment is taken into account.

Dual Processing Framework

The Dual Processing Framework is a cognitive psychology construct that explains the different levels of information processing in individuals. It is used in many different psychological fields including social, cognitive, and clinical psychology. Early dual processing theories were proposed by the philosopher and psychologist William James and have been developed and elaborated on over time, with the current view of this theory formalized in the 1990s. Dual process theory divides the processing of information into two pathways (Kahneman & Frederick 2002) described below.

The first pathway is system 1 processing which is very fast, automatic and involuntary. It is an unconscious process that we cannot control. Information processed in this automatic manner lacks specific details and context (Epstein 1994).

The second pathway is system 2 processing which is slow, deliberate, and voluntary. It is a conscious process, within which the subject is aware that the processing is occurring. Working memory is used in system 2 processing and information is explicit and more detailed than in system 1 processing. In social psychology, dual process is used in judgements about situations and other people which can influence stereotypical thinking and beliefs in the accuracy of information learned from others (Stanovich & West 2000).

Limitations of dual processing framework

Several criticisms have been levelled against the dual process account. The most common criticism asserts that the dual emotional/rational model ignores the motivational aspect of decision making in human social contexts. Further, the factor of consciousness and control, domain specificity and individual differences, are key limitations of this theory (De Neys et al. 2005; Frankish 2004; Newstead et al. 2004).

Application of the theory of planned behavior in the context of food buying intention

Earlier studies (see Table 2.12 above) have recommended that the TPB can be used to explain food choice, due to the effectiveness of the theory's application towards food buying intention and consumption. French et al. (2003) reported that the consumption of food products was not only related to in taking nutrients and healthy ingredients but was also connected with individuals' psychology. The motivation theory of Maslow explained why individuals are compelled by a specific need at a particular time (Kotler et al. 2010). Hence, food consumption can satisfy physiological needs such as thirst, hunger and other higher levels of needs.

To explore other elements, Lodorfos and Dennis (2008) utilized the TPB as their conceptual model to examine consumers' intention towards food buying. The findings extracted from the study supported the TPB model in determining food consumption and buying intentions. This study also recommended that food product attributes and the opinion of others such as family, friends and colleagues were important factors for consumer buying intention. The results resonated with past studies which recommended that the TPB embodies a consistent framework for the intention to buy food products (McEachern & Willock 2004).

In a study in Taiwan, Chen (2007) examined buyers' attitudes and purchasing intentions with regard to organic food products, also utilizing the TPB model. The study concluded that the TPB was quite effective in determining Taiwanese customers' buying intention with regard to organic food products. Consumers' buying intention was found to be connected to their attitude towards organic food products followed by subjective norms and perceived behavioral control. Furthermore, this research also determined six food buying motives associated with food buying intentions: consumers' mood, the food's natural content, animal welfare, environmental protection, political values, and religion. For the very first time, the moderating effects of intention and attitudes on the buying of organic food by using the TPB platform were examined in this study.

Smith and Paladino's (2010) Australian study applied the TPB model to generate a causal relationship between organic food knowledge, subjective norms, and familiarity, finding that the element of intention was mediated by the attitude towards food knowledge,

subjective norms and environmental concerns. This contributed to the growing body of organic food research and hence some theoretical implications were developed for research into this food sector in Australia. Additionally, research conducted in India applied the TPB model to study both the regular and occasional buyers of organic food. The results revealed that Indian consumers showed a positive attitude towards organic food buying (Chakrabarti & Baisya 2007). Hence, consumers across the board with a positive attitude towards organic food are likely to form an intention to purchase it (Honkanen, Verplanken & Olsen 2006; Saba & Messina 2003).

Previous studies discussed above provide a holistic picture of the applicability of TPB in the context of food buying intention which subsequently leads towards final purchase. The results indicate that the TPB is a widely used framework for food buying intention. Despite this substantial support for the TPB, it was suggested that additional factors like personal, social and cultural factors and the marketing mix should be included within the model as a single platform (Khare 2015). This would help to assess the extent to which consumers view such factors as important in leading them towards the intention and purchase behavior concerning the food product. This is the approach adopted by this study, as will be explained further in the following chapter.

2.10 Summary of previous studies

There have been several past studies with regard to consumer preferences for food products. These studies have indicated a number of reasons to purchase food products. The foremost factors discussed were food safety, cleanliness, freshness, appearance, taste, better ingredients, country of origin, brand name, environmental concerns, trust and the halal logo on the product packaging. In recent years, studies related to food buying behavior have mostly been carried out in the UK, the USA, Sweden, Malaysia, China and Australia. In these countries, various factors have been explored which influence consumer food buying behavior: the marketing mix and, in particular, product, price, place and promotion, cultural factors, demographic factors and lifestyle (Aiedah 2015; Bornemann, Scholer & Homburg 2015; Chamhuri & Batt 2015; Kazmi et al. 2015; Wongleedee 2015).

Studies in countries such as China, Malaysia, and India have revealed these factors behind the purchase of food products. In these studies, the key motivation to purchase food products has been identified to be related to consumer lifestyle, country of origin, brand trust and familiarity, social class, and past purchase and consumption experience (Awan & Abbas 2015; Rani 2014). This extensive literature review on past studies has connected the existing literature on a global and regional basis and showcased important yet partial outcomes.

2.11 Limitation of previous studies

Around the world, various studies were conducted in the context of food buying behavior in the USA, Europe, Oceania, and Asia. However, in the USA and Europe, ample research on food buying behavior exists, wherein different factors related to food buying behavior such as product attributes, country of origin, brand trust, brand image, food pricing, food promotion and food safety were explored at length (Eid 2015; Kim et al. 2015; Krishnan 2011). However, all these have used a specific factor in isolation, such as product attributes, food promotion or country of origin, to check its impact on consumer buying intention. Moreover, all were mainly conducted in non-Muslim majority countries, which thus emphasizes the need to research in a Muslim majority country and apply the stated factors not in isolation but through a holistic approach. This means combining factors such as the marketing mix (product, price, place and promotion), personal, social and cultural factors onto a single platform, grounded in TPB, which may add value to the literature of consumer behavior.

The studies referred to above either use a qualitative or a quantitative approach (Eid 2015; Kim et al. 2015; Krishnan 2011). This lacuna has further given an opportunity to deploy a mixed method research to strengthen the study findings. Also, these previous studies relied on data that were either collected from a single city or combination of two or three cities. This creates an issue about the generalizability of the research findings, even within a country. Hence, an opportunity exists for a study to incorporate a larger number of cities to present a holistic picture of the research findings to allow generalizability of the research findings. Due to these substantial exclusions in previous studies, this study is designed to explore and investigate the factors related to Pakistani

Muslim consumers in the context of western imported food in a way which bridges the gap left by numerous other studies related to food buying behavior.

2.12 Literature gap

A detailed literature review revealed that studies on food buying behavior mainly focused on contextual factors (marketing mix elements) and their impact on consumer buying behavior. Notably, all these were mainly conducted in countries with predominantly non-Muslim populations such as the UK, the US, and Singapore and few conducted in Malaysia. Moreover, the methodology used was either in-depth interviews or a survey questionnaire (Rani 2014; Wongleedee 2015) not a mixed method of both. Studies conducted on social, cultural, and personal factors, brand trust, customer satisfaction, and loyalty were not mostly confined to food behavior. Most studies commented on the effect of these factors on buying behavior in general (Chen 2013; Malik et al. 2013; Tu, Wang & Chang 2012).

The literature revealed a number of studies showing the impact of religiosity on consumer behavior, the intention to eat halal food, advertising, and product involvement (Ariffin & Ismail 2016; Azam 2015; Ambali & Bakar 2013; Awan et al. 2014; Chamhuri & Batt 2015; Chaudhry & Razzaque 2015) In these studies, religiosity has been taken as one of the independent predictors to gauge consumer behavior. These studies were conducted in Malaysia, Saudi Arabia, India, the UK and Egypt.

A gap in the literature has been highlighted, justifying the motivation for the current research, which is discussed below.

Firstly, this study explored Muslim consumer behavior from a South Asian country with a Muslim majority population to understand the consumer perception behind the purchase of western imported food in Pakistan. Those consumer perceptions were tapped by incorporating factors like marketing mix (product, price, place and promotion), personal, social, and cultural factors to answer the research questions developed for this study. The literature review revealed that in the previous research all these factors were not explored in a single study, a Muslim majority population was not addressed in the context of these factors, and a specific food segment was not analyzed. In the previous investigations, the TPB has been used as a conceptual model wherein its psychological variables (behavioral

attitude, subjective norms and perceived behavioral control) were operationalized to either gauge consumer intention or purchase behavior. The research conducted by Khare (2015) confirmed that additional factors must be added into the TPB to strengthen the model and the ultimate findings. Hence, in this research, the author has added the marketing mix, personal, social and cultural factors to further explore and refine the TPB model's applicability. Furthermore, in past studies, the element of religiosity was little tested in the context of the TPB. Hence, this study has posited religiosity as an independent variable along with other factors (Pratminingsih et al. 2018).

With respect to the methodology, previous studies into Muslim purchase intentions and behavior have adopted a purely quantitative research paradigm and in some cases a qualitative research design (Azam 2015; Arffin, Ismail & Shah 2016; Chamhuri, Kusumawaty & Batt 2015). In this research, the author has used the mixed method approach by using both the qualitative focused interviews and survey questionnaire, details of which are mentioned in Chapter 3 which provides the rationale for choosing this approach. In brief, the current research provides a holistic framework that includes all the stated factors affecting Muslim consumer purchase behavior more comprehensively than earlier studies.

2.13 Conceptual framework

The literature review revealed that some studies have found associations between the different factors mentioned above and consumer purchase behavior, while others have either shown a partial or no relationship, with disagreement among researchers. In order to provide a holistic framework that includes all factors affecting Muslim consumers' purchase behavior in the context of western imported food, a more comprehensive study is required. Figure 2.3 summarises a framework for this study, derived from past research. The framework incorporates various studies of (Ahmad, Rahman & Rahman 2015; Al-Swidi, Huque, Conner & Sparks 1996; Hafeez & Shariff 2014).

The framework addresses the key limitation of the work developed by Rani (2014) and Wongleedee (2015) who did not take demographic factors and religiosity into account in a single study. Incorporating variables such as social class, personality and lifestyle, brand trust, self-concept, brand loyalty, customer satisfaction, religiosity, subjective

norms and marketing mix elements (product, price, place, and promotion) has made this framework more robust. The rationale behind developing this framework is based on an argument presented by Khare (2015) who reported that additional variables should be included in the TPB model. These would not only strengthen the model but would be helpful in generalizing the food based context. The incorporation of work carried out by different researchers into this framework has made it more vigorous since it addresses many of the limitations of prior researches. This framework provides an initial point for the pathway of the research undertaken in this thesis. Incorporating the stated factors uncovered by research in the field as well as important variables like religiosity and demographics allowed the researcher to build a holistic profile of Pakistani Muslim consumers' behavior in the context of western imported food. This then leads to the development of the overall research questions and research hypotheses. The central foundation of the theoretical framework used to explore the factors has been the theory of planned behavior. Various modifications to this framework have allowed the researcher to integrate important features to inspect their effect on consumers' buying intentions and behavior. Figure 2.3 represents a framework to examine several factors leading towards Muslim consumers' purchase intentions in the context of western imported food in Pakistan.

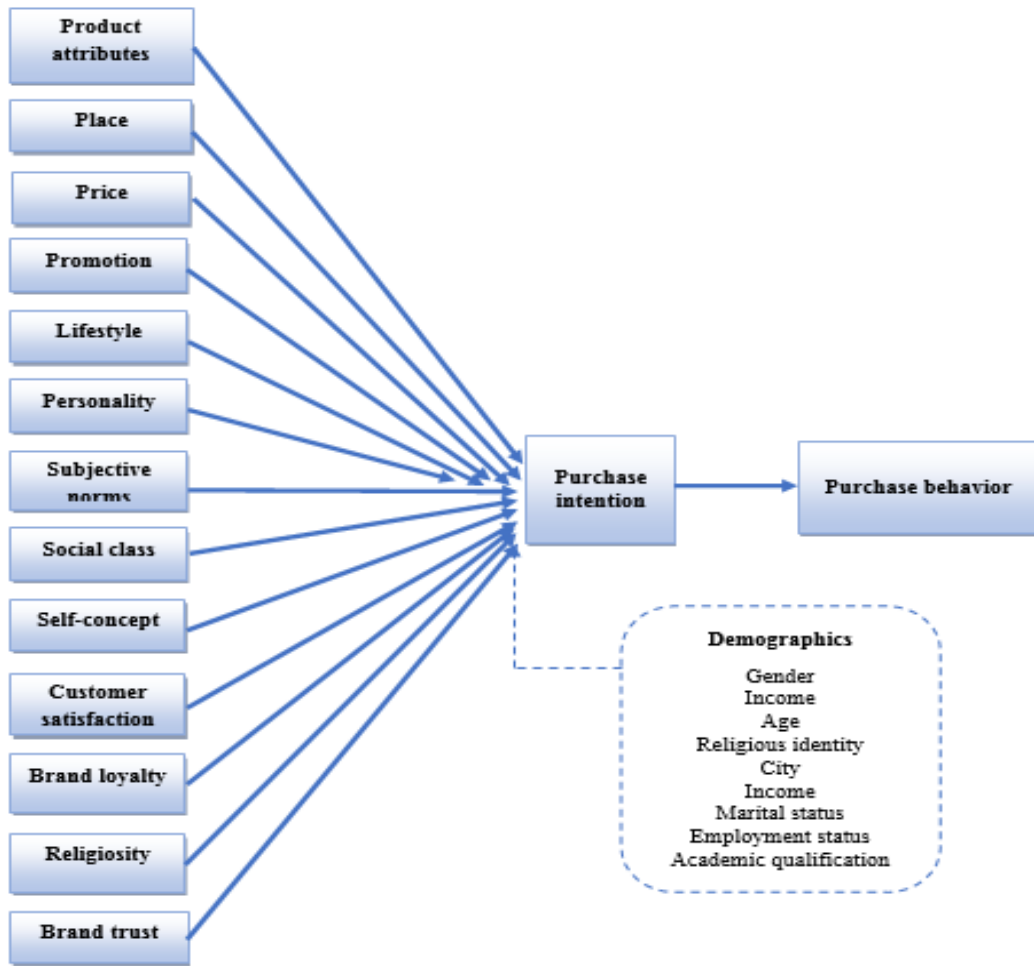


Figure 2.3: Conceptual framework derived from literature to understand the factors influencing Muslim consumers' food purchase behavior in the context of western imported food products.

The conceptual framework of this study focuses on the development of a model to measure the influence and relationship of various factors leading towards consumer purchase behavior in the context of western imported food in Pakistan. The factors (independent variables) included are marketing mix elements such as product attributes, price, place and promotion, together with lifestyle, personality, social class, subjective norms, self-concept, brand trust, brand loyalty, customer satisfaction and religiosity. Demographic factors operate as a moderating variable, purchase intention and consumer purchase behavior is the dependent variables.

As per the theory of planned behavior (TPB) the final behavior is linked with intentions and perceived behavioral control. According to Ajzen (2015), intentions or inclination are important predictors of definite buying behavior. Purchase intention is one of the foremost notions considered in the marketing literature. Marketing researchers exploring buying intentions have stated that it is also connected to a buying behavior (Ajzen 2015). Thus, purchase intention is a strong drive of consumers in their repetitive buying of the product when they are engrossed in acquiring products in the marketplace (Nabil 2010). Hence, the intention to purchase western imported food is a criterion which may result in the final purchase behavior.

2.14 Chapter summary

An overview has been presented in this chapter of a number of factors influencing consumer purchase behavior. Research on the various factors influencing consumer behavior about food and in a general context was then analyzed. A comprehensive tabular presentation was developed to underpin various research studies on food and halal buying behavior and studies on religion and consumer behavior were discussed at length. Also, the theoretical background to this study was set out in detail by exploring the theory of planned behavior and its application to food related studies.

In the following chapter, the methodology used to conduct the research is presented. The details of the qualitative and quantitative stages of the study are discussed and a justification is provided for the methodology selected for this study's objective.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Chapter overview

The preceding chapter consisted of a critical analysis of the literature on religiosity and factors influencing consumer buying behavior. In this literature review research gaps and important areas to be considered and discussed in this study were identified. This chapter outlines the mixed method research methodology that was used to gather and analyze data to try to answer the research problem that this thesis addresses. The discussion starts with an overview of the study's research philosophy and methodological paradigm followed by an outline of the two different stages of the study (a qualitative study and a quantitative study) together with rationales for each step. Lastly, the chapter concludes by reviewing the research's methodological limitations and offers an overall summary of the chapter.

3.2 Research philosophy

The philosophy of research is connected to the progress and nature of knowledge (Mkansi & Acheampong 2012). The intention of each researcher is to make a contribution to knowledge in their specific area by using a logical approach grounded in coherent opinions (Crossan 2003). In-depth information about the research philosophy guides researchers to select the most suitable methodology from a collection of possible research approaches. The research philosophy directs researchers to be more creative and introspective in their research work to generate final results (Holden & Lynch 2004). This discussion describes the nature of the phenomena under investigation in the study, the form of evidence which is essential to be collected and assessed for providing responses to the research problem, the method in which such evidence is deciphered and how it supports answering the research questions (Crossan 2003).

3.3 Research paradigm

A paradigm is an outline encompassing the commonly accepted understandings about a subject, an arrangement of what path the research should take and how it should be designed. A paradigm is a set of ideas articulated by a group of experts discovering and studying the world. Paradigms contain three elements: ontology, epistemology, and methodology (Rao & Perry 2007). This section reviews the key concept of research paradigms and discusses the four key scientific research paradigms. Also, reasoning is

provided as to why positivism and constructivism are employed and suitable for this research (Easterby, Thorpe & Lowe 1991; Guba & Lincoln 1994; Healy & Perry 2000; Perry & Cavaye 2002; Perry, Reige & Brown 1999).

Table 3.1: Comparison of different approaches

Item	Positivism	Realism	Critical theory	Constructivism
Ontology	Naïve realism - real Reality that is apprehend-able	Critical realism – real Reality but only imperfectly and probabilistically apprehend-able	Historic realism – virtual reality shaped by social, political, cultural, economic, ethnic and gender values: crystallised over time	Relativism – local and specific constructed realities
Epistemology	Dualist objectivist: findings are true as seen through a 'one way mirror;	Modified dualist objectivist: critical tradition community findings probably true seen through an 'open window:	Transactional subjectivist: value mediated findings by a 'transformative intellectual'	Transaction/ subjectivist created findings by a 'passionate participant'
Methodology	Chiefly quantitative methods: verification of hypotheses, experimental, survey	Case study, action research, convergent interviewing	Action research	In-depth interview, participant observation
Causality	Cause-effect relations	Causal tendencies or generative mechanism	Relationship between variables within boundaries	Relationship between variables within boundaries
Sample size	Large	Small	Very small	Very small
Type of data gathered	Replicable, discrete elements, statistical	Information-rich, contextual, non-statistical	Sample specific, non-statistical	Sample specific, non-statistical
Type of data analysis	Objective, value free, statistical methods	Value-aware, triangulation	Grounded, mediated, value dependent	Value dependent, consensus, subject to revision

Sources: Deshpande (1983); Orlikowski & Barondi (1991); Perry et al. (1997)

Ontology

Ontology is the investigation of the status of being, becoming, continuation or reality including the primary types of being and their relationships (Guarino 1998; Perry et al. 1999; Sale et al. 2002; Shah & Corley 2006). It is applicable into four paradigms: positivism, realism, critical theory, and constructivism (Guba & Lincoln 1994; Perry et al. 1999). Each paradigm will be explored briefly next.

Positivism

'Positivists undertake that the natural and social sciences measure independent truths about a sole reality poised of separate elements whose nature can be known and categorized' (Perry, Reige & Brown 1999 p. 16). In the positivist paradigm, the researcher proposes the questions and/or hypotheses and links these to empirical findings (Guba & Lincoln 1994). This research method is quantitative in nature and contains controlled experiments and surveys conducted on samples of a population (Guba & Lincoln 1994). In this study, the positivist paradigm was adopted for the quantitative phase of the study for two reasons. Firstly, while this research has an exploratory nature, the quantitative results add some confirmation to the initial qualitative responses.

Secondly, the research questions developed were posed to test the hypotheses (Zikmund 2003), which are framed in terms of particular factors and their influence on consumer buying behavior.

Realism | post-positivism

Realists consider that it is problematic for investigators to avoid open decisions when leading scientific research and that, in clarifying social phenomena, it is hard to verify causation with confidence. Realists distinguish all study approaches as fundamentally inadequate and consequently consider that a blend of both qualitative and quantitative research approaches is mandatory to produce and examine theory (Patton 2002). The nature of this paradigm is quantitative; however, qualitative fundamentals such as interviews can be added to strengthen this approach. With regard to some limitations related to any one research technique, realist research contains the key fundamentals of triangulation of various perceptions of reality to increase a considered apprehension of the phenomenon (Guba & Lincoln 1994).

Critical theory

The key purpose of the critical theory paradigm is ‘the criticism and alteration of the social, political, cultural, economic, ethnic and gender structures that constrain and exploit humankind, by engagement in confrontation, even conflict’ (Guba & Lincoln 1994, p. 113). Perry, Reige and Brown (1999 p. 17) reported that critical theory research studies ‘are ethnographic and historical studies of organizational procedures and structures’.

Constructivism

Constructivism in the literature is termed as a naturalistic investigation (Lincoln & Guba 1985). Constructivism is differentiated from the other research paradigms, mainly with regard to ontology. That is, constructivism has moved from ontological realism to ontological relativism (Denzin & Lincoln 2003). ‘Constructivists pursue a comprehension of the world in which they live and work. The objective of research, then, is to trust as much as possible in the respondents’ views of the situation being studied.’ (Creswell 2003 pp. 8-9).

Epistemology enquires into the meaning of knowledge, how it can be obtained as well as the level to which knowledge is applicable to any given topic (Cousins 2002; Krauss

2005). Epistemology explains how a researcher can obtain knowledge about field of study (Krauss 2005; Parkhe, 1993; Shah & Corley 2006). The affiliation between the knower and what can be known is defined as epistemology (Guba & Lincoln 1994; Perry et al. 1999). The epistemology of each paradigm varies somewhat as discussed next.

Justification of the research paradigm

There has been a motivation among researchers to close the gap surrounding the two major research methodologies outlined below by choosing to blend qualitative or quantitative approaches. A varied technique offers a procedure founded on the strengths of both (Mangan 2004). One of the central benefits of engaging in these diverse approaches is the potential to resolve matters related to the preference for one approach exclusively or to the sterility of particular technique (Hussey & Hussey 1997; Mangan 2004).

Adopted research design | Pragmatic research philosophy

It can be proposed that taking a particular approach to a paradigm implied taking a particular approach to research. Yet, the pragmatic paradigm implies that the overall approach to research is that of mixing data collection methods and data analysis procedures within the research process (Creswell 2003). Tashakkori and Teddlie (1998) propose that there are three approaches to research quantitative, qualitative and mixed methods. In Creswell's model each approach is characterised not only by the stance taken on paradigm, which he terms knowledge position but by the strategies used to apply the design and the methods of data collection, particular paradigms, strategies and methods tend to be associated with each approach (Creswell 2003).

The quantitative approach tends to be associated with the post-positivistic paradigm, employs strategies of inquiry such as experimentation and survey and methods of data collection that are pre-determined measures resulting in numeric data. By contrast the qualitative approach tends to be associated with constructivist or the transformative-emancipatory paradigms, employs strategies such as the case study or narrative and uses methods or data collection such as the interview resulting in open ended data textual data (Healy & Perry 2000; Patton 2002; Perry 1998; Perry et al. 1999). Thirdly is the mixed methods approach associated with the pragmatic paradigm and strategies that involve collecting data in a simultaneous or sequential manner using methods that are drawn from

both quantitative and qualitative traditions in a fashion that best addresses the research question's (Creswell 2003).

Bryman (2004) puts forward a number of arguments for what he terms not mixed methods but the combing of quantitative and qualitative research these include; the logic of triangulation, an ability to fill in the gaps left when using one dominant approach, the use of quantitative research to facilitate qualitative research and visa versa, combining static and processual features, gaining the perspective of the researcher and the researched, to address the issue of generality and to study different aspects of a phenomena.

Hurmerinta-Peltomaki and Nummela (2006) looked at the value of mixed methods in the field of business by reviewing studies published in the field. They found that mixed methods added value by increasing the validity of the findings, informing the collection of the second data source, and assisting with knowledge creation. The authors argued that studies that use a mixed methods approach gain a deeper, broader understanding of the phenomenon than studies that do not utilize both a quantitative and qualitative approach. Another study looked at how the mixed methods approach is used in health services research. The researchers stated that the use of mixed methods is driven by the apparent shortfall of quantitative methods (Denzin & Lincoln 1994; Healy & Perry 2000; Patton 2002; Perry 1998; Perry et al. 1999 O'Cathain, Murphy & Nicholl 2007). Another study in the business field found mixed methods articles received more citations than studies that did not use a mixed method approach, which the researcher attributed to mixed methods studies being regarded as being more valuable (Molina Azorin 2011).

Another value of the mixed methods approach is the integration component. Integration gives readers more confidence in the results and the conclusions they draw from the study (O'Cathain, Murphy, & Nicholl 2010). A mixed methods approach also helps researchers cultivate ideas for future research (O'Cathain et al. 2010). In addition, researchers stated that a mixed methods research model is the only way to be certain of findings (Coyle & Williams 2000) and interpretation (Morse & Chung 2003; Tashakkori & Teddlie 2003b).

In this research study's mixed method approach, first qualitative and then quantitative methods were used to address the research questions and objectives. Data collection started with in-depth semi-structured interviews, followed by a survey method using quantitative analysis. The purpose of the first phase was to gain in-depth consumer insights, gaining a comprehensive understanding of the problem addressed in this study (Kvale 1996). The participants' words, actions and lived experiences were critically analyzed to assess what the participants described and interpret the connotations of those replies. In contrast, the second phase involved a positivistic approach focusing on quantitative data and stressing data measurement and examination (Onwuegbuzie, Bustamante & Nelson 2010).

The foundation of the quantitative research was directed by the hypotheses developed by the researcher. Hence, the second phases' purpose was to provide empirical confirmation to support or negate a hypothesis by providing, where possible, causal descriptions of the phenomena (Kvale 1996). In this study, the themes that arose from the qualitative findings were then examined in the following quantitative phase of the study. Associations rather than causal connections were identified.

Mixed research methods are more effective than one particular research technique to make important theoretical contributions (Greene & Caracelli 1997). Mixed research methods have the ability to address exploratory and confirmatory research questions concurrently (Johnson & Onwuegbuzie 2004). In the area of social sciences, both research methods are used simultaneously because they develop the capacity for an improved assessment and appreciation of the research. Furthermore, such an enhanced depth of purpose can help in developing new ideas and perspective about theories (Venkatesh, Brown & Bala 2013). The application of mixed method research must develop the research to involve variety, variability, and more detailed communication of the combined results (Venkatesh et al. 2013).

In this research, the qualitative study was deployed to develop its constructs and initial hypotheses (Becerra Fernandez & Sabherwal 2001; Grimsley & Meehan 2007; Ho et al. 2003) for one main reason. This was to determine the variables that need to be measured in relation to religiosity and factors concerning western imported food in Pakistan. The

qualitative research results advised the design of the survey questions for the quantitative stage (Becerra Fernandez & Sabherwal 2001; Grimsley & Meehan 2007; Ho et al. 2003).

A paper-based survey method was used for the quantitative phase (Bhattacharjee & Premkumar 2004; Creswell 2003; Hanson & Grimmer 2005) in order to analyze the data by statistical techniques. Such a survey can deliver an effective, practical, and reasonably exact means to obtain data to achieve numerous research goals (Zikmund 2003). The survey collected data about various factors, religiosity, purchase intention, and purchase behavior from a group of individuals (Leedy & Ormrod 2005; Robson 2002).

Table 3.2: Purposes of mixed method research

Complementarity	Mixed methods are used in order to gain complementary views about the same phenomena or relationships.	Soffer and Hader (2007)	A qualitative study was used to gain additional insights on the findings from a quantitative study.
Completeness	Mixed methods designs are used to make sure a complete picture of a phenomenon is obtained.	Piccoli and Ives (2003) Hackney et al. (2007)	The qualitative data and results provided rich explanations of the findings from the quantitative data and analysis.
Developmental	Questions for one strand emerge from the inferences of a previous one (sequential mixed methods), or one strand provides hypotheses to be tested in the next one.	Becerra-Fernandez and Sabherwal (2001) Ho et al. (2003) Grimsley and Meehan (2007)	A qualitative study was used to develop constructs and hypotheses and a quantitative study was conducted to test the hypotheses.
Expansion	Mixed methods are used in order to explain or expand upon the understanding obtained in a previous strand of a study.	Ang and Slaughter (2001) Koh et al. (2004) Keil et al. (2007)	The findings from one study (e.g., quantitative) were expanded or elaborated by examining the findings from a different study (e.g., qualitative).
Confirmation	Mixed methods are used in order to assess the credibility of inferences obtained from one approach (strand).	Bhattacharjee and Premkumar (2004)	A qualitative study was conducted to confirm the findings from a quantitative study.
Compensation	Mixed methods enable compensating for the weaknesses of one approach by using the other.	Dennis and Garfield (2003)	The qualitative analysis compensated for the small sample size in the quantitative study.
Diversity	Mixed methods are used with the hope of obtaining divergent views of the same phenomenon.	Chang (2006)	Qualitative and quantitative studies were conducted to compare perceptions of a phenomenon of interest by two different types of participants.

3.4 Inductive and Deductive approach

A research method can be explained as the preparations and the measures for research which comprise the process. These are founded on broad assumptions and involve, complete methods of gathering, analyzing and understanding the data (Saunders et al. 2009). The methods adopted in a specific research study may be deductive content analysis, inductive or a blend of both.

Inductive approach

The inductive method is centered on phenomenology, a philosophy which is focused on the facts that are connected to the learning of instant understanding gained from people's expressions and experiences. Furthermore, it is constructed on the experiences as defined

in the phenomena instead of any artificial or physical reasons and explanations concerning the reality (English & English 2006). As the interpretations begin, an inductive approach is started which leads to the development of the theories during the research (Goddard & Melville 2004; Hussey & Hussey 1997). Hence, there are four vital stages in inductive research. Noticing phenomena is the first step that compresses varied and comprehensive raw data into a summarised arrangement. The second is the investigation of patterns and themes, which then frames the themes for the data important to the study. The third is the drawing together of associations in the data, in other words, setting up clear links among the summarised outcomes resulting from the data and the objectives of the research. Lastly, the researcher develops a model or theory based on the links which are noticeable in the data (Cavana et al. 2001; Thomas 2006). Figure 3.1 demonstrates these steps.

Deductive approach

A research design which is articulated on the basis of a hypothesis extracted from a preceding theory and the testing of this hypothesis is typical of the deductive approach (Thomas 2006). The deductive approach is extremely rational, it utilizes the empirical observations from, in the present study, in-depth interviews to transfer and confirm the conceptual and theoretical framework (Hussey & Hussey 1997). There are four important stages in deductive research. Firstly, assumptions are inferred from the theory (i.e. further theory is logically reasoned out). Secondly, the researcher is required to express this in operational terms (by formulating hypotheses). Thirdly, these operational terms are articulated in terms of their associations to one another (through collecting and analyzing data). Finally, a conclusion is drawn around these relationships and speculations (i.e. the hypothesis is either accepted or rejected) (Cavana et al. 2001; Patton 2002; Robson 2002). Figure 3.1 explains these steps. In certain research studies, both inductive and deductive approaches are utilized to explain phenomena in a more comprehensive way (Thomas 2006). Fundamentals from both inductive and deductive methods were used in this study. For refining the data's flexibility and to explore and assess the themes drawn from the research data, an inductive approach was used (Saunders et al. 2009). In comparison, the generalizability of the research was established by following the deductive approach (Saunders et al. 2009). The high level of validity and quality of the

research findings were enhanced by the usage of qualitative as well as quantitative data (Patton 2002).

Deductive content analysis approach used in qualitative data collection

In this research deductive content analysis was performed with regard to qualitative data collection. Deductive content analysis is often used in cases where the researcher wishes to retest existing data in a new context (Catanzaro 1988). This may also involve testing categories, concepts, models or hypotheses (Marshall & Rossman 1995). If a deductive content analysis is chosen, the next step is to develop a categorization matrix and to code the data according to the categories. In deductive content analysis, either a structured or unconstrained matrix of analysis can be used, depending on the aim of the study (Kynga & Vanhanen 1999). It is generally based on earlier work such as theories, models, mind maps and literature reviews (Sandelowski 1995, Polit & Beck 2004, Hsieh & Shannon 2005). Using a deductive approach, also called concept-driven (Schreier 2012), researchers test the implications of existing theories or explanatory models about the phenomenon under study against the collected data. They move from theory to data or from a more abstract and general level to a more concrete and specific one. Eriksson and Lindström (1997, 1999) argue that with a conventional deductive approach the researcher risks formulating categories based exclusively on an established theory or model.

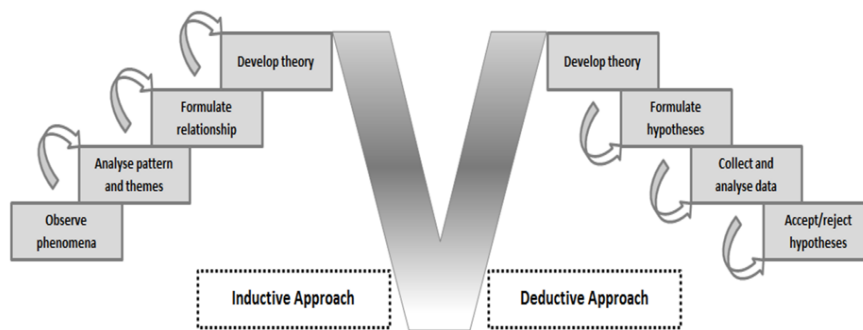


Figure 3.1: Inductive via deductive approaches
Adapted from Cavana et al. (2001)

3.5 Overview of the research methodology

Table 3.3: Research phases

Research phases		Activity
Phase 1a	Exploratory stage	Review of existing literature (preparatory stage)
Phase 1b		Qualitative focused interviews designed to provide

		data for qualitative analysis
Phase 2	Confirmatory stage	Survey (Pre-test, Pilot Survey, and Final Survey)

This study comprised two main phases. The first phase (literature review and qualitative focused interviews) was exploratory. The key objective of this phase was to analytically analyze the current literature on the topic of numerous factors and religiosity towards western imported food and to describe and identify the themes or concepts. The second phase which was the quantitative (confirmatory) stage of the study was designed to develop, use, and analyze the results of a survey instrument to empirically examine the relationships between the factors that possibly influence Muslim consumers' purchase behavior of western imported food in the Pakistani context.

The exploratory phase, is often the leading phase of a sequential mixed method research design. As Creswell, Fetter and Ivankova (2004) acknowledge, this phase permits the investigator to have a preliminary understanding of the subject being studied. It offers significance, and a rounded view of the nature of the phenomenon. Mason, Augustyn and King (2010) highlight that the exploratory phase is critical for permitting the investigator to diagnose the research problem, develop research objectives, describe the constructs and concepts, and prepare hypotheses, also helping the researcher to design the later stages of their study more efficiently (Cresswell 2003). Figure 3.2 shows the phases of the research, the aims to be achieved at each phase, and the resultant research methods used.

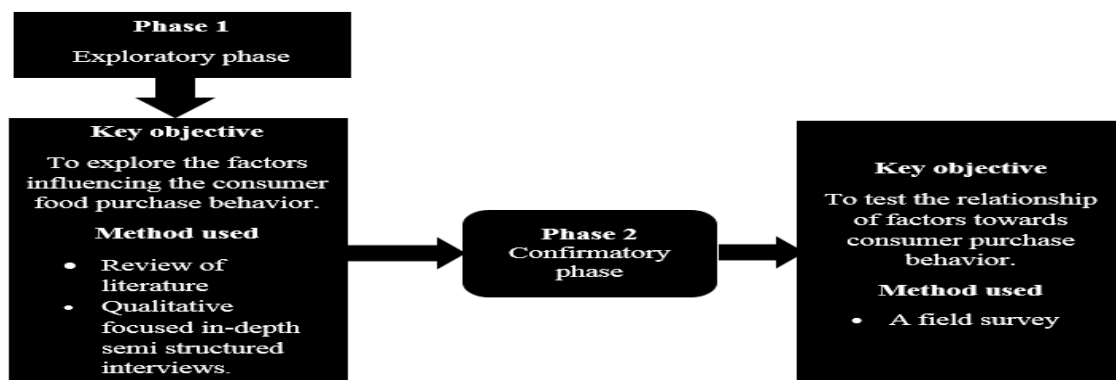


Figure 3.2: Sequential research design of the study

3.6 Exploratory stage

Phase 1a: Literature Review

For the preliminary stage, it was essential to ascertain the research problem, construct theories, and build methodology. Academic peer-reviewed articles relating to the study were reviewed. Apart from these, articles presented in conference proceedings, books, government publications and government reports/websites were considered (Walsham 2006). To accomplish accuracy and completeness of the attained records in order to then carry out systematic reviews, an electronic exploration was essential (Brettle & Long 2001; Golder et al. 2014). This research followed a recognized search approach with five main points. Firstly, an assortment of specific key words that covered the research topic was established (Golder et al. 2014). Secondly, of accurate search strategies were prepared for each database (Golder et al. 2014). The researcher used search plan strategy which comprised two or more electronic databases (see Table 3.2) to increase its scope complemented by a manual search of the lists of references contained in these papers (Pucher 2013). Thirdly, to achieve optimal research data for the literature review (Chapter 2), the researcher used all the available tools and methods for each database to ensure the results of the search were constant, complete and detailed (Golder et al. 2014). (4) Fourthly, the title and abstract of the particular studies identified were checked (Pucher 2013). Lastly, complete texts of certain articles were examined (Pucher 2013; Shea et al. 2007). In this study, an electronic literature search was undertaken between July 28, 2015 and May 11, 2016. Details of the five strategies mentioned above are elaborated here. Table 3.4 indicates the main databases utilized in the research and displays the numbers of research items generated through the filtering process. Some changes in the keywords provided a multitude of sources which were all filtered as indicated.

Table 3.4: Database search results

1st Stage	2nd Stage		3rd Stage	4th Stage	5th Stage
Key Words Selection	Database Selection	All Results	Initial Results	Relevant Results	Selected Results
“Religiosity” AND “Consumer behavior” AND	Scopus	91	55	37	27
	SAGE	110	75	44	20
	EMERALD e	235	175	75	60

“Consumer perception” AND “Religiosity” OR “factors affecting” AND “Consumer behavior” AND “Muslim buying behavior” AND “Pakistan”	source				
	Business Source Complete	113	90	45	26
	EBSCO Open Management	150	101	71	42
Total		699	496	272	175

Phase 1b: In-depth Interviews

After completing a literature review, focused in-depth interviews were employed to assemble the qualitative data. This was done because individual lived experience and thoughts could be captured by an in-depth interview that was formulated to attain the stated purpose (Carson et al. 2001; Rao & Perry 2007). An in-depth interview offered the researcher an opportunity to underpin current issues and opinions about the theories and knowledge interrelated to the research (Rao & Perry 2007). In-depth interviews made it possible for the principal investigator to ascertain the problems regarding the research by a technique which was practicable and deliver stability in information (Rao & Perry 2003). By executing in-depth interviews, the researcher was able to analyze the interview answers and the subjectivity of the qualitative method was reduced (Rao & Perry 2003).

Qualitative inquiries are critical to increase an understanding of the topic at the initial stages of the research (Sarantakos 2005). Kvale (1996 pp 17-18) emphasized the significance of interviews, stating ‘If you want to know how people understand their world and their life, why not talk to them?’ Hence, to increase an understanding of the importance of the elements being employed in the framework, consumer participants were requested to answer open-ended questions to determine whether the factors they drilled into were essential or whether further adjustment was required. In this study, semi-structured qualitative focused interviews were conducted and participants were probed (Malhotra et al. 2012) to attain substantial consumer insight and a thorough understanding of complex consumer behavior. This also helped the researcher to

recognize themes and gain information about areas that might not have been predicted (Pfeifer 2000).

Data collection technique

There are numerous interview techniques, basically comprising face-to-face interviews, and telephone or online interviews (Zikmund et al. 2013). Face-to-face interviews are a flexible method consisting of a two-way discussion between the interviewer and participant. One of their key benefits is the prospect of gaining thorough information from the participant (Zikmund et al. 2013). The data quality attained through telephone discussions or online via Skype has been considered to be equivalent to that gained through face-to-face interviews where participants are eager to give complete and reliable information. The two key advantages that inspire the investigators to use telephone or online Skype interviews are: (1) the speediness of data collection; (2) the cost of the interview. It has been estimated that such interviews are 25 percent less expensive than face-to-face interviews (Zikmund et al. 2013).

However, in this study, the researcher decided to conduct face-to-face interviews to collect the data from the Muslim consumers of western imported food. The main motive for choosing this over telephone or Skype interviews was that face-to-face interviews allowed the interviewer to understand the participants' gestures and feelings when sharing their experience and this is hard to capture during Skype and telephone interviews. Thus, this aided the researcher to record even minute details (Zikmund et al. 2013).

The unit of analysis

This is considered to be one of the most important aspects of research design (Yurdusev 1993). The unit of analysis is described as the 'what' or 'who' being studied (Yurdusev 1993). In research linked to the social sciences, individuals, groups, and social organizations are considered to be the classic units of analysis (Yurdusev 1993). In this study, the unit of analysis consists of individuals who were professionals, housewives, or university students. These people were included in the research because of their presumed level of information, in other words, their knowledge and experience of western imported food purchasing and consumption.

Sample size selection

In qualitative research, sample selection has an intense effect on the final quality (Coyne 1997). For qualitative stage, the researcher used a purposive sampling method, which is fundamentally strategic and drives a good correspondence between the research questions and the sampling (Bryman 2004). The inclusion criterion was that participants have purchased and consumed western imported food in Pakistan. In this study, the researcher chose to interview consumers on the basis of the characteristics that are discussed in the following section.

Determining the sampling frame

In the research conducted by Malhotra (2006), a sampling frame is an illustration of the elements of the target population. For this study, the population was Pakistani Muslim consumers residing in four regions, namely Sindh, Punjab, Baluchistan, and Khyber Pakhtunkhwa (KPK), covering eight metropolitan cities: Karachi, Larkana, Hyderabad, Islamabad, Lahore, Faisalabad, Quetta, and Peshawar. The foremost purpose for selecting these four regions was to ensure the sample represented key cities, ensuring the generalizability of the research outcome. Table 3.5 below highlights the complete sampling frame information for this research.

Table 3.5: Sampling frame

Element	Description
Age	18-60
Gender	Male and female
Occupation	Housewives, professionals and university students
Residence	Metropolitan, urban cities of Pakistan
Education level	Primary, secondary, diploma/vocational training, bachelors, Masters and PhD
Income level	40,000 – 250,000/-PKR equivalent to US\$ (310 – 1,943)
Socioeconomic Status	Upper and middle class

The following section discusses the sampling frame in detail.

Sampling frame description

Age bracket (18-34)

Pakistani consumers in this age group have specific criteria in mind when making food purchase decisions such as its healthy features, taste, ingredients and product quality. They are also eager to spend more to gratify these criteria. Moreover, they have a greater

exposure to global food brands. Convenience (product availability and time saving) is typically more important for Pakistani youth and young adults (Euro Monitor International 2017).

Age bracket (35 – 60)

In Pakistan, buyers in this age group, which includes the 35-54, and 55-60 sub-groups, are at different life stages. Many are employed and supporting children or elderly parents, and in some instances, they are supporting both. Usually, these consumers have more disposable income and are keen to pay more for higher quality food products. Health is a very important choice driver for these customers. Moreover, the purchasing decisions of these consumers are also influenced by value, the ultimate product benefit; their perception of value differs compared to the younger age group (18-34) (Euro Monitor International 2017).

Gender

Both males and females were included in the sample.

Occupation

The occupation group was selected and based on the Pakistani consumer behavioral study reported by Pakistan Bureau of Statistics with regard to consumer food buying behavior in Pakistan. The more prominent occupation noted and engaged in food buying behavior were professionals engaged in industries like fast moving consumer goods, pharmaceuticals, academia and the services sector. Moreover, the sample also consisted of university going students followed by housewives who mostly comes under unemployment category. The rationale of choosing housewives is that in most of the cases they are responsible for a household grocery shopping and considered as unemployed. (Pakistan Bureau of Statistics 2015).

Residence

The target sample resided in metropolitan cities of Pakistan. As urbanised consumers, they are becoming more open to adapting to changing lifestyles than their counterparts living in rural areas of the country (Euro Monitor International 2017).

Education level

The sample comprised undergraduates and graduates with bachelors, Masters and doctorate degrees.

Income level

The income level of the target sample varied. For some, it was less than 40,000 Pak rupees and for others between 40,000 and 250,000+ Pak rupees, equivalent to US\$ 310 to US\$ 1,943 respectively (Pakistan Bureau of Statistics 2017).

Socio economic class (SEC)

Socio economic class (SEC) is frequently measured as an amalgamation of education, income and occupation and other factors. The SEC of the sample in this research is of the middle and upper classes (Pakistan Bureau of Statistics 2017).

3.7 Justification of socio economic classes (SEC)

The middle class in Pakistan

The Pakistani middle class comprises white collar personnel with relatively smaller families consisting of 4 to 6 members. They are professors, lecturers, government officers, etc. They generally own some property, a motorcycle or a car and send their children to private schools. In Pakistan, their income bracket is between approximately Pak rupees 64,000 to Pak rupees 250,000 per month i.e. approximately US\$ 497 to US\$ 1,943 (Pakistan Bureau of Statistics 2017).

The upper class in Pakistan

The upper class consumer is price insensitive and highly urbanised with a university or college education. Post-secondary education is very important among the upper class, whether it was obtained domestically or from abroad. Typical occupations are highly skilled, white collar professional ones, including doctors, engineers and corporate executives. In Pakistan, the income bracket of the upper class is approximately Pak rupees 250,000+ i.e. approximately US\$ 1,943+ (Pakistan Bureau of Statistics 2017).

Exclusion of lower socio economic class (SEC)

The lower socioeconomic class was not included in the research because the average size of these families is 5 – 10 members and in many cases, all adults work to supplement the family income. In extreme cases, even children are working in informal occupations to meet the family budget. These SEC groups constitute low ranking government employees, factory workers, petty traders, plumbers, tailors, masons, drivers, electricians, school teachers, construction workers, guards, etc. The income bracket is between approximately PKR 4,000 and less to as much as PKR 25,000 per month, which is approximately US\$ 31 to US\$ 194 per month (Pakistan Bureau of Statistics 2017). This group and the lower middle class with an income of between US\$31 and US\$ 194 per

month were thus excluded due to the higher price of western imported food in general (Pakistan Bureau of Statistics 2017).

Rationale for choosing middle and upper middle socioeconomic classes

Western imported food is expensive compared to local food products. Factors like a better income, more prestigious occupation and higher education level play an important role for an individual to fulfil their product choice needs (Durr-e-Nayab 2011). In this research, the middle and upper socio economic classes fulfil the above-mentioned criteria. In other words, consumers belonging to these classes have a capacity to purchase and consume western imported food products. They live in urban metropolitan areas, have an awareness of western imported food and a stronger educational background with purchasing power. In contrast, the lower classes lack awareness of western imported food and, most importantly, do not hold the purchasing power to purchase or consume it.

3.8 Sample size determination for qualitative interviews

The sample size is dependent on the comprehensiveness of the information acquired from analysis of the transcripts (i.e. it is determined when saturation is reached). Interview quality and participants' variety in the included sample is considered more important than the absolute number of interviews (Fusch & Ness 2015). The appropriateness of sampling relates to the demonstration that saturation is achieved, which means that the required depth, as well as breadth of information is attained (Bowen 2008). Marshall (1996) has argued that the researcher should be pragmatic and flexible in the approach to sampling and that an acceptable sample size is one that adequately answers the research question. The number of sample members required to reach saturation in a study cannot be exactly projected in advance, as this depends on numerous factors such as receiving repetitive responses from the interviewees (Marshall 1996; O'reilly & Parker 2013). The sample size for this study is highlighted in Table 3.6 wherein the numbers of completed participant interviews per region and city are given. Despite some differences in these numbers, the sample size has consistently been determined through arriving at the interview saturation point (Fusch & Ness 2015). Since the research has incorporated eight cities of Pakistan, the final sample size, based on the saturation point within each city is illustrated in the Table 3.6 below.

Table 3.6: Number of interviews by region and city

Region	Cities	Number of interviews
Sindh	Karachi	25
	Larkana	13
	Hyderabad	5
Punjab	Islamabad	11
	Lahore	10
	Faisalabad	10
KPK (Khyber Pakhtunkhwa)	Peshawar	6
Baluchistan	Quetta	10
	Total interviews	90

Source: Developed by the author from interview data

3.9 Development of Interview Questions and other activities

The protocol for the interview comprises its planning, its introduction, establishing the interview relationship and maintaining objectivity (Kvale 1996). Each of these steps is outlined below in more detail. The planning for the interview protocol consisted of defining the required information regarding the research problem. The framework for planning in-depth interviews in this research was developed and adapted from various sources (Carson et al. 2001).

The introduction was developed to notify the particular participants about the interview. The shortlisted participants were approached by telephone and email. During the telephone and email conversations, the investigator and participants became more familiar with each other and the researcher provided a brief explanation about the research topic and the research's main purpose. Also mentioned was the type of information required from the participants, why they were chosen and what kind of participation was required (Carson et al. 2001). To conduct the qualitative interviews, ethical clearance was obtained through the University of Southern Queensland; Toowoomba ethics office, with the approval number **H16REA237** (see appendix A). Once the introduction was completed the researcher made sure that the participants went through the participation information sheet and also signed the consent form (see appendix B).

The participation information sheet and consent form provided the participants with information about the research topic, the rights of interviewees, and contact details of the researcher. Confidentiality of the respondents' information was also emphasized (Rao &

Perry 2007). Furthermore, the selected interview participants were notified that they were permitted to withdraw their consent to interview at any point of time during the interview process (Johnson 2001). Participants were also informed that the decision whether to take part or not to take part, or to take part and then withdraw, would not affect the participant's treatment and relationship with the researcher.

Establishing and managing contact with the interviewees

The interview procedure consisted of time setting, an introductory question, following up on exact problems, probing questions, and the conclusion of the interview (Rao & Perry 2007). The interviewer acknowledged appreciation of the participants for their time and the information they shared. Each of these steps is mentioned briefly below.

The first step was to ensure the smoothness of the interview process. For this the researcher made sure to secure the meeting place and also get confirmation from the participants about the place and time decided (Carson et al. 2001; Rao & Perry 2007). The nominated participants were contacted around a week prior to the interview via email and a follow-up call was then given to confirm that the selected individuals had received it. The researcher made sure that there was adequate space and privacy and also organized the audio recorder the day prior to the finalized interview date. The in-depth interviews took between 25 to 45 minutes. All 90 interviews were conducted face to face.

The second step was to start with a formal introduction by the researcher, going through the research purpose, reading the agreement form to the participant in order to confirm the willingness of the interviewee to contribute, and recording these to fulfil the initial protocols. Checking of demographic details also occurred at this point.

The third step of the procedure was the gathering of responses to descriptive questions followed by open-ended questions pertaining to consumer experience and factors leading towards the usage of western imported food (see appendix C for interview protocol). The open-ended questions were articulated in order to obtain responses which were representative of participants' thoughts about the research topic (Carson et al. 2001). Every interview began by screening questions linked to the research topic, such as: "*Are you aware of western imported food?*" "*Do you purchase and consume western imported food?*" The open-ended questions provided great benefit to the interviewer. They gave an

opportunity to the interviewees to share their experiences and ideas without being fearful of giving improper data or not feeling prepared (Nair & Riege 1995). These types of questions permitted the researcher to become more involved with the participants, develop a relationship, and build up a contextual understanding of the information the participants had to offer. This was important so that later more direct questions might uncover specific or more complex issues (Carson et al. 2001).

Further, the interview protocol also involved probing questions (Carson et al. 2001). These kinds of inquiries were mandatory to reach the reasoning connected to the participants' replies or to encourage participants to share information in greater detail. The total number of probing questions increased as more information was collected. The interview question schedule itself had some probing questions to elicit further details such as: "*Which specific western imported food product/category have you purchased?*" "*Do you look for halal ingredients in western imported food?*" In addition to that, the researcher used prompting questions during the interview process, and also provided hints to the participants to answer in detail. Some of these were examples of western food, for instance, *beverages, cereal, juice, ice cream, baby food, dairy products, vegetable oil etc.*

The final step of the interview process was to conclude it. The interviewer acknowledged gratitude to the interviewees for their participation and contribution, and guaranteed the confidentiality of their interview data. Also, the researcher informed participants that they could request a copy of the analysis of their data once it became accessible (Rao & Perry 2010).

Pre-test

The interview pre-test was conducted in Karachi, Pakistan during the month of November 2016 with the objective of testing the semi-structured interview questions. The participants were selected by using purposive sampling, which is a non-probability sampling technique (Etikan et al. 2016). The rationale for this is mentioned in Section 3.6.2.3. Before the pre-test study, the participants were provided with a participation information sheet and consent form which needed to be signed, confirming that they did not have any objections to the interviews being audio recorded. These audio files were

then transferred from the recording device and saved in the researcher's computer in MP3 format.

Nine people were interviewed for this pre-test. Out of nine interviews, three were conducted in the respondents' respective residences, three at the university premises, (one Masters and two Bachelor degree students) and the remaining three were conducted at the participants' offices. The average time to complete the interviews was around 25 minutes. Once saturation point was reached and sufficient information was gathered from the interviews, the researcher adjusted the interview questions to be used in the qualitative stage of the study.

During the pre-test interview, a number of issues became evident. Once the first interview was completed, it was observed that the concept of western imported food needed to be explained to the participants as this clarity was important to move forward. This was resolved and the researcher clarified this concept to the participants from the second interview onwards. The participants were also concerned about the aspect of religiosity and its connection with purchasing behavior. The researcher sensed that this was also a problem that needed to be addressed in the later stages of the interview as it has also been well mentioned in the literature.

The issues faced during the pre-test interviews were handled by adding clear prompting and probing questions when asking about western imported food and religiosity. After reviewing these key points, the researcher again thoroughly checked the interview questions and revised the probing and prompting questions further to enhance clarity and a smooth progression of interview questions so that participants would not encounter problems when responding to the questions in the main in-depth interview phase of the study.

Main qualitative focused interviews

Data collection took place during the month of December 2016, until February 2017. The researcher covered four regions of Pakistan, namely Sindh, Punjab, Baluchistan and Khyber Pakhtunkhwa (KPK) and within that eight metropolitan cities were selected for data collection (See Figure 3.4, target cities are circled in blue). The main reason for selecting four regions was to ensure the sample represented Pakistan's key cities,

ensuring the generalizability of the research outcome. The eight cities consisted of Karachi, Hyderabad, Larkana, Islamabad, Lahore, Faisalabad, Peshawar and Quetta, which were selected due to their population's size, economic growth, education, occupation and income levels. Some of the mentioned cities are the most populated of Pakistan, like Karachi and Lahore. Taken together the eight cities have a combined population of 36,484,439. This consists of approximately 18.88 percent of the entire population of the country. Hence, a representation of both large and small urban cities in Pakistan was chosen in this study (Pakistan Bureau of Statistics 2017).

The average interview time was 25 minutes. The total number of interviews was 90 from eight cities of Pakistan, wherein 44 of the participants were males, and 46 were females. As discussed by Minichiello et al. (1999) interviews must follow calm rather than an invasive style. The key purpose of the interviewer was to motivate participants to divulge perceptions and provide an arrangement and structure to the discussions to increase their consistency and importance. Despite the informal style, semi-structured questions allowed the researcher to maintain focus on the topic and an appropriate pace and flow of the interview. Each interview was audio recorded using a cell phone recorder. As with the pilot study, after the end of the interview process, these interviews were kept in MP3 format on a computer hard drive. The variety of participants provided the researcher with different viewpoints and perceptions into the mindsets of consumers. Thus, participants were interviewed until a convergence of thoughts started to appear (Bowen 2008; Malterud et al. 2016).

3.10 Interview transcript translation

Interview participants were allowed to use Urdu (the national language of Pakistan) as a mode of communication. This helped them to express their views and experiences in a much more comfortable way. However, this arrangement also created a challenge for the researcher to transcribe the data. To undertake this challenge, the researcher hired one expert translator to ensure that the meaning of the responses was not distorted or lost in translation. Prior to beginning the translation process, the researcher had a meeting with the translator and provided him with key information regarding the research project. As per Choi (2012), it is important to highlight the purpose of the study to the translator to

ensure accurate translation of the interviews, an imperative step before the actual translation begins.

3.11 Qualitative analysis technique

In this research, the in-depth interview data were analyzed using the thematic content analysis (TCA) method and also by using Leximancer software Version 4.5.

Thematic content analysis (TCA)

Thematic content analysis is a research technique for understanding the content of text data by categorizing it systematically in order to carry out coding for the identification of patterns or themes (Hsieh & Shannon 2005). Patton (2002) defined this analysis method as a meaningful data reduction attempt, which considers a quantity of qualitative data and tries to recognize steady patterns and interpretations. TCA is a process of analysis that creates evidence for supporting the analyzed content of a research work and investigates its results (Friman & Edvardsson 2003). It both a composed and transparent data processing method. The composed content is categorized into an assortment of groupings as per the chosen criteria, such that the frequency of words or terms ascertains their importance to the research topic (Friman & Edvardsson 2003). TCA was commenced as an initial step in the research analysis. It comprised three types of functions: data preparation, data coding and data interpretation (Creswell & Clark 2017). Figure 3.3 below illustrates the data analysis process followed in this study, showing a number of interlinked stages.



Figure 3.3: Data analysis process
Adapted from Creswell (2003)

For the qualitative stage of the study, the researcher followed the data analysis process proposed by Creswell (2003). Firstly, the researcher organized the data by developing transcripts through listening to the recording for each interview. In the second stage, the researcher read all the interview transcripts and listened to the recordings to ensure that the data was well captured in the transcripts. In the third stage, data coding was initiated by applying the open, axial and selective coding techniques. With the help of coding, themes emerged and finally, the detailed meanings of these themes were interpreted (Pratt 2009; Tracy 2010).

Open Coding

Open coding was applied to develop initial categories and reduce the data to a manageable size. Open coding is related to conceptual categories comparing codes of events, behaviours, and words (Marshall & Rossman 2011). Reduction of data implies aggregating and partitioning them according to some decision rules that may be, at best, tentative or intuitive, but that always have important consequences (Huberman & Miles 1983). Strauss's (1987) open coding technique was used to inductively identify themes in the data. Basic guidelines for conducting open coding were carefully adhered to, including labelling themes with codes to preserve the participants' meanings (Strauss & Corbin 1990).

Axial Coding

Axial coding was then used to explore the relationships of the categories, make connections between them, and understand the correlations (Kendall 1999). Axial coding focuses on the conditions that give rise to a category (phenomenon), the context (specific set of properties) in which it is embedded, the action/interactional strategies by which the processes are carried out, and the consequences of the strategies (Kendall 1999).

Selective Coding

The final level of coding was selective coding which is a process for choosing the central or core categories of the study and systematically relating them back to the other categories, filling in categories that need further refinement (Strauss & Corbin 1998). Selective codes were formed by connecting and consolidating the axial codes. By doing so, a story began to emerge describing the central themes and practices which have emerged through this study and these provide the foundation for the findings discussed throughout Chapter 4.

The data structure was developed on the basis of 1st order concepts and 2nd order themes (details about 1st order concepts and 2nd order themes are mentioned in Chapter 4). This data structure not only permitted the researcher to arrange the data into a practical visual representation, it also graphically illustrated how the researcher progressed from the raw data to the final content-rich themes in conducting the analyses.

Leximancer software analysis

Qualitative data can be analyzed by using a number of computer programs such as Leximancer and NVivo (Verreynne, Parker & Wilson 2011). The key objective of these programs is to arrange the qualitative data efficiently and in a professional manner (Verreynne, Parker & Wilson 2011). Such computer programs establish visual presentations which help to analyze the data. This also permits the researcher to comprehend the thematic categories' linkages clearly (Verreynne, Parker & Wilson 2011).

Once the thematic content analysis was manually completed, data were evaluated for the second time using Leximancer software Version 4.5 to enhance the reliability of the qualitative findings (Middleton, Liesch & Steen 2011; Smith & Humphreys 2006). Leximancer is qualitative software that undertakes the conceptual analysis of text information. It has the capability to highlight ideas in the text data and conveys important points which require reader's attention (Cretchley et al. 2010; Smith 2007). The software has a capability to detect key terms in the text by means of word frequency and co-occurrence usage (Stockwell et al. 2009; Verreynne et al. 2011). It delivers a theoretical map that demonstrates the key ideas established within the text and clusters the concepts into themes. This offers a 'holistic view' of the gathered data (Cretchley et al. 2010; Smith 2007). There are four stages followed by Leximancer software to process the data: load the data, generate the concept seeds, generate the thesaurus and run the project. Each of these stages will be discussed next.

Loading the data

Prior to loading the data, the researcher selected the qualitative interview transcripts in Word document format that needed to be processed. Once the data were loaded into the software, the software selected and processed the files concurrently. The combined

transcriptions obtained from 90 participants residing in eight cities of Pakistan were entered into the system accordingly.

Generating the concept seeds

This stage comprised two different processes. The first, recognized as setting the text handling or text processing choices, was used for converting raw data into a preparation suitable for processing which consisted of the marking out of sentences and boundaries of paragraphs (Cretchley et al. 2010; Smith 2007). For this study, the sentence boundaries were fixed to automatic and the number of names and sentences in each block was set to '2 normal' for all analyzes. In the second procedure, concept seeds identification, the software automatically extracted key notions from the text, which were simple keywords that occurred repeatedly in the text. This permitted the software to explore numerous keywords and ideas that the manual thematic content analysis may not have recognized.

Generating the thesaurus

There were two different phases in this stage. In the first phase, known as concept seed editing, the researcher could remove unrelated concepts, combine likely concepts or add additional concepts that the software may not have documented (Cretchley et al. 2010; Smith 2007). For this research, the inclusion of concepts through this stage was fascinating because of the structural method followed in the analysis and the investigator's experience and opinions. For example, the concepts of ingredients, taste and packaging were all combined into one theme that was called "Halal". The second phase is known as the concept learning setting or the thesaurus setting phase, where concepts which were essentially sets of words which moved as a whole throughout the document (Cretchley et al. 2010; Smith 2007). This level recognized and collected words that were related to the key terms determined in the preceding stages of the software.

Running the project

This stage consisted of three different processes. The first stage is known as the compound concept editing. In the stage, the researcher could compound concepts that were the same in meaning. In this study, for example the concepts of packaging and labelling were compounded into one concept of product attributes. The second stage is known as developing the classification settings (also known as the concept coding settings). Using this method, the investigator could match the manual coding in the

previously conducted thematic content analysis. When the concepts descriptions were learned, each block of text was tagged with the names of the concepts contained in it (Cretchley et al. 2010; Smith 2007). The final stage is known as output choices (also known as project output settings). In this stage, the researcher generated a type of map. For this study, a topical network map type was selected. The topical map, by comparison with social map, is more spread out, highlighting the co-occurrence among items. It tends to highlight differences and direct associations, and is best for discriminant analysis. The topical map is also much more constant for highly linked entities, such as topics.

Concept map

The concept map was the last process of the software. These maps developed and illustrated the relationships among the concepts, both graphically and statistically. The combined usage of both Leximancer and TCA described the themes and concepts and collected the magnitudes of the content (Middleton et al. 2011; Smith & Humphreys 2006). It also gave further insight into the particular phenomena of interest, the perception behind purchasing behavior for western imported food in Pakistan, for different kinds of consumers in eight regional cities in Pakistan.

3.12 Establishing reliability and validity

Thoroughness in qualitative research includes in-depth planning and cautious attention to the phenomenon under study in order to render fruitful, beneficial results. This research incorporated measures that responded directly to the issues of reliability and validity in the qualitative study (DeCuir-Gunby, Marshall & McCulloch 2011).

Trustworthiness

To increase the trustworthiness (that is, the credibility) of the study's findings, (Sinkovics & Alfoldi 2012), the researcher employed strategies suggested by Lincoln and Guba (1985) by undertaking the following tasks:

1. Performed a member check by sending participants a copy of their interview transcript to confirm the correctness of the content (Shenton 2004).
2. Requested peers and colleagues (3 domain experts) to review the findings (Horsburgh 2003).

3. To enhance trustworthiness of the study findings, developed an audit track (Shenton 2004) that is, a comprehensive clarification of the data collection and analysis techniques and how decisions were made during the study.
4. In addition to triangulation, member checks, peer review, an audit trail, and thick, rich description, Merriam (2002) recommends that credible and trustworthy researchers followed these guidelines:
 - a) **Reflexivity**
Engaging in critical self-reflection by the researcher regarding assumptions, biases, and their relationship to the study, which may affect the investigation.
 - b) **Engagemnet**
Allowing for adequate time to collect data, such that it becomes saturated.
 - c) **Maximum variation**
Purposefully seeking variation or diversity in sample selection to allow for a greater range of application of the findings by consumers of the research.

Finally, the researcher's self-reflexivity, which necessitates an ability to evaluate one's positionality and impact on the research process, is believed to encourage more rigorous research and higher ethical standards during the interview process (Seidman 2013). Moreover, the exercise of self reflexivity allows readers to evaluate the study in terms of the "quality, accuracy, and usefulness of the research outcomes (Hosking & Plunt 2010). Keeping in view the interviewer's biasness, the aspect of self reflexivity is used by the researcher before initiating the interview process and to further ensure the trustworthiness of the data. While performing self reflexivity, the researcher himself addressed the concepts related to interview questions on a piece of paper and made sure that these questions did not arrive during the interview process. Hence, in this way, the potential for bias was controlled. Also, the researcher requested the domain experts to conduct the interviews ensuring that the researcher and domain experts reached the same conclusions. Lastly, the researcher engaged multiple researchers for the analysis of transcriptions to ensure that results were the same. With these techniques, the researcher controlled the interviewers' bias.

3.13 Conclusion | Exploratory phase

Throughout the procedure of qualitative data collection, the researcher decided on the ‘meaning’ of the diverse collected notes, arrangements, clarifications, likely patterns and propositions (Miles et al. 2014) in order to develop assumptions for further confirmation. The TCA was not responsible for developing statistics; instead, patterns, themes, and categories were created as these are imperative for a social reality (Schilling 2006). This was the procedure adopted for the first phase of the study. The results of both the TCA and the analysis via Leximancer were compared and used to inform the data analysis.

3.14 Phase 2: Confirmatory phase

The confirmatory stage was required to empirically endorse the outcomes of the exploratory stage; specifically, the results of the qualitative semi-structured interviews. The following section discusses the method implemented for this phase of the study.

Quantitative survey

Once the results of the qualitative interviews were matched with the constructs integrated in the conceptual framework from the literature review, a survey questionnaire was formed, tested and administered. The arrangement of the quantitative method was centered on the method used by Valenzuela (2007), which comprises managing a pre-test, followed by a pilot test survey, and then conducting the final survey for the research project. The process of pre-testing involved checking the wording and identifying any problem faced by the respondents while filling in the survey questionnaire, eventually eliminating the potential issues. Then a pilot survey helped the researcher to refine the measurement scales. Lastly, the final survey was administered to test the relationship between the various factors and western imported food purchase behavior. The subsequent Table 3.7 displays the order of activities that were undertaken during this phase of the research.

Table 3.7: Phases in confirmatory stage

Phase 2a	Pre-test	To check the clarity of the questions to be used in the survey.
Phase 2b	Pilot survey	To refine the measurement scales used in the final survey.
Phase 2c	Final survey	To undertake the data collection confirmatory factor analysis on the factors influencing the Muslim consumer purchase behavior.

Questionnaire development

The questionnaire for this research was developed in the light of the literature review and the findings extracted from the qualitative in-depth interviews. Moreover, scales used in previous studies were also taken into the consideration. Closed questions were integrated into the survey investigate the relationships among various factors and to determine how they influence Muslim consumer purchase behavior. This approach is similar to the methodology adopted by Rahbar and Wahid (2011). The questions comprised multiple-choice and Likert scale questions. These types of questions are most commonly used as described by Malhotra and Dash (2011). The scales used in numerous research studies on this topic range from basic three-point scales with ‘yes’, ‘no’ or ‘don’t know’ as the options (Burns & Bush 2003) to five-point Likert scales (Pickering & Greatorex 1980). Previous studies report that the Likert scale instrument has high reliability (ranging from 0.60 to 0.75) (Mossholder et al. 1998). In this study, a five-point Likert scale was used that permits the respondents to express how much they agree or disagree with a specific question. The previous literature recommends that the use of the five-point scale seems to be less complex and increases the response rate (Babakus & Mangold 1992). With a five-point scale, it is easier for the respondents to read the complete list of scale descriptors (Dawes 2008). Furthermore, a five-point scale (as compared to a seven-point scale) was selected because its use made it possible to compare reliability coefficients with other research studies that have used a five-point Likert scale (Saleh & Ryan 1991). In addition, Lissitz and Green (1975) reported a higher rate of reliability for the use of five-point scales.

Questions on demographic and behavioral characteristics

The first part of the questionnaire comprised demographic questions. The study used the questions about the following to collect the demographic profile:

- **Gender:** *Male or female*
- **Age:** *18-24, 25 – 35, 36-45, 46-55, 55+*
- **Highest level of education:** *Primary, Secondary or (high school), Diploma/Vocational education and training, Undergraduate (Bachelor), Postgraduate (Masters) PhD (Other) Please specify*

- **Monthly income in Pak rupees:** *Less than 40,000 (equivalent to US\$ 310) 40,000– 64,000 (equivalent to US\$ 310 - 497) 64,001- 150,000 (equivalent to US\$ 497 – 1,166) 150,001 – 250,000 (equivalent to US\$ 1,166 – 1,943) 250,001 + (equivalent to US\$ 1,943)*
- **Marital status:** *Single, Married, Divorced | Other (Please specify)*
- **Employment status:** *Full time, Part time, Self-employed, Un employed*
- **City you live in:** *Karachi, Hyderabad, Larkana, Lahore, Islamabad, Quetta, Faisalabad, Peshawar*

The subsequent part of the survey contains questions related to respondents' behavior. The study used questions about the following to collect the respondents' behavioral profile:

- **Frequency of purchase:** *Daily Weekly, Fortnightly (every 2 weeks), Monthly, Quarterly (every 3 months), Semi-annually (every 6 months), Other (please specify)*
- **Categories of western imported food:** *Chocolates, Fresh juices, Cereals, Dairy products, Vegetable oil, Ice creams, Biscuits, Baby products, Imported fish, Honey, Others (please specify)*
- **Place of purchase:** *Supermarket, Convenience store (at petrol pumps), General store, Others (please specify)*
- **Grocery shopping:** *Yourself, Parents, Jointly (yourself and spouse), Other (please specify)*

Operationalization of constructs

The second part of the questionnaire consisted of questions that related to factors which may influence Muslim consumer buying behavior. This section is a crucial part of the survey instrument and requires attention to detail. Seventy-five items were included here. The items were divided into 15 parts, each focusing on a particular factor that might influence Muslim purchase behavior. The factors that were taken into consideration for this phase of the study were extracted from an analysis of the in-depth qualitative interview findings. These are as follows:

1. Product attributes
2. Price
3. Place
4. Promotion
5. Personality
6. Lifestyle
7. Subjective norms
8. Social class and status
9. Self-concept
10. Brand trust
11. Customer satisfaction
12. Brand loyalty
13. Religiosity
14. Purchase intention
15. Purchase behavior

Several items were used as showcased in the tables below. These are presented along with their corresponding sources.

Product attributes

Product attributes were measured by a five-point Likert scale, ranging from “strongly disagree” to “strongly agree”. In this research, five items were used to measure product attributes. Three of these five items were adapted from preceding studies (Chrysochoidis et al. 2007) and two were taken from the qualitative interview phase. All were slightly modified to suit the study requirements.

Table 3.8: Likert scale items concerning product attributes

Code	Original items	Modified items	Source
PA1	Imported food products are healthy in usage.	Western imported food is healthy.	(Chrysochoidis et al. 2007)
PA2	Imported food products taste better.	Western imported food tastes good.	Qualitative interview
PA3	Imported food contains better quality materials.	Western imported food contain better quality ingredients.	(Chrysochoidis et al. 2007)
PA4	I trust the claims on the tags of imported food.	I trust the claims on the labels of western	

		imported food.	
PA5	The packaging of imported food gives me a signal about the product quality.	The packaging of western imported food gives me a sign about the product quality.	Qualitative interview

Price

Price was measured by using a five-point Likert scale, varying from “strongly disagree” to “strongly agree”. In this research, four items were used to measure price. Three were adapted from earlier studies Gaski and Etzel (1986) and one taken from the qualitative interview phase. All were adapted for the study.

Table 3.9: Likert scale items concerning price

Code	Original items	Modified items	Source
PRC1	The price charged by food product is reasonable.	The price charged by western imported food is reasonable.	(Gaski & Etzel 1986)
PRC2	I am willing to pay more for my desired food brand.	I am willing to pay more for western imported food.	
PRC3	The price related to food determines its quality.	The price related to western imported food predicts its quality.	
PRC4	I am satisfied with the price I pay for the food of my choice.	I am satisfied with the price I pay for western imported food.	

Promotion

Promotion was measured by using a five-point Likert scale, ranging from “strongly disagree” to “strongly agree”. In this research, five questions were used to measure promotion. All were adapted from earlier studies (Barksade & Darden 1972; Jaafar & Naba 2012) and marginally altered to meet the needs of the study.

Table 3.10: Likert scale items concerning promotion

Code	Original items	Modified items	Source
PROMO1	I am willing to rely on the information conveyed by food advertisements.	I am willing to rely on the information conveyed by western imported food advertisements.	(Jaafar & Naba 2012)
PROMO2	Advertisement is important when I buy food product.	Advertisement is important when I buy western imported food.	
PROMO3	My decision to purchase food brand is influenced by its promotion.	My decision to purchase western Imported food is influenced by advertisement.	

PROMO4	The communications on advertisement convince me to buy.	The message on advertisement attempts to persuade me to buy western imported food.	(Barksade & Darden 1972).
PROMO5	Effective food related advertisement predicts its quality.	Advertisement of western imported food predicts its quality.	

Place

Place is also referred to as distribution in the marketing literature (Kotler et al. 2013), plays a vital part in consumer purchase decision making. Place was measured by a five-point Likert scale, from “strongly disagree” to “strongly agree”. In this research, four questions measured place, adapted from previous studies (Mahmood & Khan 2014). These were all adapted a little to conform with the study’s demands.

Table 3.11: Likert scale items concerning place

Code	Original items	Modified items	Source
PLACE1	I find my desired food to be easily available.	I find western imported food to be readily available.	(Mahmood & Khan 2014)
PLACE2	I will postpone my purchase if the food brand I want is not available.	I will delay my purchase if the western imported food I want is not available.	
PLACE3	I will make the determination of going to another shop if I can’t find my desired food brand.	I will make the effort of going to another shop if I can’t find the western imported food I am looking for.	
PLACE4	Supermarket is more convenient than retail outlets to purchase food products.	Supermarket is more convenient than retail outlets to purchase western imported food.	

Personality

The fifth factor investigated in this section was personality, which again was measured by a five-point Likert scale, from “strongly disagree” to “strongly agree”. Five questions measured personality, all adapted from Strizhakova, Coulter and Price (2008) and minimally modified.

Table 3.12: Likert scale items concerning personality

Code	Original items	Modified items	Source
PER1	I pick food product to express my identity to others.	I choose western imported food to express my identity to others.	
	Through food I	The western imported food I	

PER2	communicate about the type of person I am.	use communicates about the type of person I am.	(Strizhakova, Coulter & Price 2008).
PER3	I buy food to define diverse aspects of my personality.	I buy western imported food to express different aspects of my personality.	
PER4	I select a specific food because it reflects my personality.	I choose western imported food because it reflects my personality.	
PER5	My choice of quality food says something about me as a person.	My choice of western imported food says something about me as a person.	

Lifestyle

Lifestyle was measured with a five-point Likert scale, from “strongly disagree” to “strongly agree” with five questions. All were adapted from Anitha (2016) and moderately adjusted for the study.

Table 3.13: Likert scale items concerning lifestyle

Code	Original item	Item	Source
LIFE1	An important part of my life and activities is to eat good food.	An important part of my life and activities is to eat healthy food.	(Anitha 2016)
LIFE2	I am fitness conscious individual.	I am fitness conscious.	
LIFE3	I am health conscious when it comes to food purchase.	I am health conscious when it comes to food.	
LIFE4	I try any new food before my friends and neighbours do.	I try western imported food before my friends and neighbours do.	
LIFE5	To choose between local & imported food items, I usually prefer foreign brands.	To choose between local & imported food items, I usually prefer western imported food.	

Subjective norms

The construct of subjective norms was measured using a five-point Likert scale, from “strongly disagree” to “strongly agree” through five items. All these questions were modified from earlier studies Strizhakova, Coulter and Price (2008), with some alterations.

Table 3.14: Likert scale items concerning subjective norms

Code	Original items	Modified items	Source
SUB1	My decision to purchase food item is influenced by my friends.	My decision to purchase western imported food is influenced by my friends.	

SUB2	My decision to purchase food is supported by my family members.	My decision to purchase western imported food is influenced by my family members.	(Strizhakova, Coulter & Price 2008)
SUB3	My decision to buy food item is influenced by my co-workers.	My decision to purchase western imported food is influenced by my colleagues.	
SUB4	I purchase food products to continue family traditions.	I buy western imported food to continue family traditions.	
SUB5	I use food brands that reminds me of my household.	I use western imported food that reminds me of my family.	

Social class

The construct of social class and status was measured with a five-point Likert scale, ranging from “strongly disagree” to “strongly agree” and five questions were used. All were adapted from Strizhakova, Coulter and Price (2008) and somewhat adjusted.

Table 3.15: Likert scale items concerning social class

Code	Original items	Modified items	Source
SOC1	I use food brands to define my social status.	I use western imported food to communicate my social status.	(Strizhakova, Coulter & Price 2008).
SOC2	I choose food that is linked with the social class I come from.	I choose western imported food that is associated with the social class I belong to.	(Strizhakova, Coulter & Price 2008).
SOC3	The food I use replicates my social status.	The western imported food I use reflects my social status.	(Strizhakova, Coulter & Price 2008).
SOC4	I connect my accomplishment through the food I own and purchase.	I communicate my achievement through the western imported food I own and use.	
SOC5	I escape food brands that do not imitate my social status.	I avoid choosing brands that do not reflect my social status.	

Self-concept

Consumer self-concept was measured by using a five-point Likert scale, varying from “strongly disagree” to “strongly agree” for five items. All were adapted from Bearden, Hardesty and Rose (2001) and modified to a degree to suit the study.

Table 3.16: Likert scale items concerning consumer self-concept

Code	Original items	Modified items	Source
SELF1	I am self-confident in my ability to recognize a best food.	I am confident in my ability to recognize a western imported food.	

SELF2	I can determine which food meets my expectations.	I can tell which western imported food meets my expectations.	(Bearden, Hardesty & Rose 2001).
SELF3	I trust my own feelings when deciding which food item to purchase.	I trust my own judgment when deciding which western imported food to consider.	
SELF4	I know which store to shop in for specific food product.	I know which store to shop in for western imported food.	
SELF5	I emphasis on specific food when making a buying decision.	I focus on western imported food when making a purchasing decision.	

Brand Trust

Brand trust was measured by a five-point Likert scale, from “strongly disagree” to “strongly agree”, again for five questions. These were adapted from Chaudhuri and Holbrook (2001) and Gültekin and Turgut (2013) and some extent adjusted for this study’s purpose.

Table 3.17: Likert scale items concerning consumer brand trust

Code	Original items	Modified items	Source
BT1	The producers of food brands are truthful.	The manufacturers of western imported food are honest.	(Chaudhuri & Holbrook 2001)
BT2	Generally food is safe to use.	Western imported food is safe to use.	
BT3	I trust on available food brand.	I rely on western imported food brand.	
BT4	I believe that food products normally do not misinform their customers.	I believe that western imported food do not mislead their customers.	
BT5	I ponder the available food to be generally reliable.	I consider the western imported food to be generally trustworthy.	(Gültekin & Turgut 2013)

Customer satisfaction

Customer satisfaction was measured with a five-point Likert scale, ranging from “strongly disagree” to “strongly agree” for five questions, adapted from Gültekin and Turgut (2013) and slightly altered for this study.

Table 3.18: Likert scale items concerning consumer satisfaction

Code	Original items	Modified items	Source
CS1	I am satisfied with food I use.	I am satisfied with western imported food I use.	(Gültekin & Turgut 2013)
CS2	I made the best decision when I decided to use my specific food.	I made the right decision when I decided to use the western imported food.	
CS3	I am very satisfied with food I use.	I am very happy with western imported food I use.	
CS4	I am excited to use my own choice of food product.	I am enthusiastic to use western imported food in some way	
CS5	I believe that using a quality food is usually a very satisfying experience	I believe that using western imported food is usually a very satisfying experience	

Brand loyalty

Brand loyalty was measured with a five-point Likert scale, ranging from “strongly disagree” to “strongly agree” for five questions. The items were adapted from (Gecti & Zengin 2013; Gültekin & Turgut 2013). All were modified a little for this the study.

Table 3.19: Likert scale items concerning brand loyalty

Code	Original items	Modified items	Source
BL1	I continue purchasing my desired food brand.	I keep purchasing western imported food.	(Gültekin & Turgut 2013; Gecti & Zengin 2013).
BL2	In the future, I would be eager to pay a more price for the food product I like.	In the future, I would be willing to pay a higher price for western imported food.	
BL3	I would not shift to another food brand.	I would not switch to a competitor product, even if I had a problem with a western imported food.	
BL4	I am loyal towards my food brand.	I consider myself to be a loyal customer of western imported food.	
BL5	I use a specific food because it is the best choice for me.	I use western imported food because it is the best choice for me.	

Religiosity

Religiosity was measured by a five-point Likert scale, varying from “strongly disagree” to “strongly agree” for seven items. Six items were adapted from Mansori (2012) and

Farrag and Hassan (2015) and one from the qualitative interview. All were moderately changed to satisfy the needs of the study.

Table 3.20: Likert scale items concerning religiosity

Code	Original items	Modified items	Source
REL1	Religion is highly important to me because it answers many questions about the meaning of life.	Religion is especially important to me because it answers many questions about the meaning of life.	(Mansori 2012)
REL2	My religious opinions lie behind my whole approach to life.	My religious beliefs lie behind my whole approach to life.	
REL3	Religious beliefs impact all my dealings in life.	Religious beliefs influence all my dealings in life.	
REL4	I love taking part in the activities of my religious cluster.	I enjoy taking part in the activities of my religious group.	(Farrag & Hassan 2015)
REL5	I only eat halal food.	I only consume halal food.	Qualitative interview
REL6	I pray regularly five times a day.	I pray regularly five times a day.	(Farrag & Hassan 2015)
REL7	I frequently recite the holy Quran.	I regularly recite the holy Quran.	

Purchase intention

Purchase intention was measured by using a five-point Likert scale, from “strongly disagree” to “strongly agree” for five questions adapted from Wee et al. (2014). These were minimally altered for this study.

Table 3.21: Likert scale items concerning purchase intention

Code	Original items	Modified items	Source
PI1	I plan to recommend some specific food to family and friends.	I intend to recommend western imported food to family and friends.	(Wee et al. 2014)
PI2	I am willing to purchase a certain food item.	I intend to purchase western imported food.	
PI3	I intend to buy food of my choice because their producers are anxious about food wellbeing.	I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	
PI4	I would like to purchase imported food for its benefits to my health.	I intend to purchase western imported food for its benefits to my long term health.	

PI5	I intend to purchase imported food regularly.	I plan to purchase western imported food on a regular basis.	
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Purchase behavior

The final variable included in this section was the dependent variable, consumer behavior. Five items were used to measure western imported food purchase behavior. These were developed from scales in a previous study by Wee et al. (2014). All were somewhat modified to suit the study requirement.

Table 3.22: Likert scale items concerning purchase behaviour

Code	Original items	Modified items	Source
PB1	I buy imported food on a regular basis.	I purchase western imported food on a regular basis.	(Wee et al. 2014)
PB2	I purchase imported food because of its superior quality.	I purchase western imported food because of its better quality.	
PB3	I purchase imported food for my better health.	I purchase western imported food for my health.	
PB4	I purchase western food irrespective of its price.	I purchase western imported food regardless of its price.	
PB5	I purchase western imported food because it is safe to consume.	I purchase western imported food because it is safe to consume.	

3.16 Phase 2a: Pre-testing of the survey instrument

A pre-test was carried out to scrutinize all the procedures and instruments to identify any necessary improvements in the research survey questionnaire (Wholey, Hatry & Newcomer 2004). This was done by selecting a sample of 20 respondents comprising housewives, professionals and university students. The participants were contacted via email and the survey was conducted at their workplace, university or home. These pre-test respondents were asked to evaluate the survey questions on the basis of clarity, bias, vagueness questions and significance with the research topic. Also, they were requested to make comments on the time the questionnaire took to complete and the structure and general wording (Benini 2000). Some of the specific questions were:

1. *Do you think the questionnaire is too long?*
2. *Have you confronted any trouble in providing answers to any questions included in the questionnaire?*
3. *Is the questionnaire taking too much time?*

4. *Does the questionnaire consist of words that are difficult to understand?*
5. *Is there any difficulty in reading the questions exactly as worded?*
6. *Is the design and layout of the questionnaire pleasant?*
7. *Do any of the questions touch complex issues?*
8. *Is the flow of the questions logical?*
9. *Do you think any modifications are required to the structure of the questionnaire?*
10. *Do you notice any repeated questions?*

The majority of the respondents had no issue with the survey questionnaire. However, respondents reported confusion in some questions:

- *I am satisfied with western imported food I use.*
- *I am very happy with western imported food I use.*

As per the respondents, the stated questions were similar in meaning and this produced some confusion in answering them and the questionnaire was a bit lengthy, having 75 scale items. Changes were made accordingly incorporated into the final questionnaire.

3.17 Phase 2b: Pilot study

An imperative phase for the progress and usefulness of the survey was to conduct a pilot study running it with a similar sample of respondents, under the same circumstances as expected in the actual implementation of the survey (Shaughnessy et al. 2012). This was an effective way to recognize problems and improve the research survey design (Waters 2011). The validity, reliability and feasibility of the survey were enhanced through a pilot study of the survey (Cohen, Manion & Morrison 2005). It ensured that the research guidelines can be comprehended by the respondents and that the procedures set in place and the questions were clear (Cozby & Bates 2012). Executing a pilot study for this research was important to enhance the precision of the survey instrument.

The objective of the pilot survey was to refine the scales for the concluding stage of the research, which was conducted in Karachi. Being one of the cosmopolitan cities of Pakistan with a multicultural population, Karachi offered the perfect setting for this research (Pakistan Bureau of Statistics 2017). The surveys were conducted at participants' homes, workplaces and universities.

When the respondents expressed their readiness to participate in the survey, the researcher passed on the participation information sheet, consent form and survey questionnaire. (See appendix D for study's survey questionnaire). Once the respondents read the information sheet and signed the consent form, they continued on to complete the survey. The researcher remained with the respondents while they filled in the questionnaires entirely to reply to any questions that arose during the process.

Pilot study sample selection

Researchers are still unable to find any precise answer about an ideal sample size. According to Cohen, Manion and Morrison (2005) the exact sample size needed relies on the environment of the population under scrutiny and the intention of the study. A pilot study sample of 12 to 30 respondents has been suggested (Hunt et al. 1982). The pilot study sample in this research had the demographic characteristics of those to be involved in the final sample, namely, housewives, professionals and university students. A sample size of 375 was deemed appropriate since there were 75 scale items and exploratory factor analysis requires a minimum 5:1 ratio of respondents to items (Hair et al. 2017). To run the factor analysis, a sample size smaller than 100 is considered to be “dangerous” and sample sizes larger than 200 are considered safe for adequate conclusions (Winter, Dodou & Wieringa 2009).

The purpose of an exploratory factor analysis (EFA) is to cleanse the scales used in the survey instrument. See the relevant section below for further details of the EFA conducted on the pilot study results.

It is imperative to note that in EFA, the sample size is important (Williams et al. 2010). A number of perspectives and requirements regarding the sample size in EFA are reported in the literature review (Comrey 1973; Hair et al. 1995; Hogarty et al. 2005; Tabachnick & Fidell 2001). Hair et al. (1995) recommended that the sample size for an EFA should be greater than 100 cases while some other analysts propose a minimum of 300 cases (Hogarty et al. 2005; Tabachnick & Fidell 2007). Research conducted by Comrey (1973) suggested a range of degrees of excellence for EFA sample sizes: 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1000 or more is excellent.

To run the pilot test study, the sample of respondents was selected by visiting three universities, randomly asking housewives outside supermarkets once they had finished the shopping and visiting selected offices to tap the professionals' responses. The sample tended to consist of keen volunteer respondents. The benchmark taken into account in choosing the sampling unit was that the individuals had to be over the age of 18 and needed to be a buyer of western imported food. As this condition was fairly general, choosing the right respondents was not a burdensome process.

Data groundwork

The principal phase in formulating the data for further analysis was to check the questionnaires for completeness. The questionnaires were screened to recognize unqualified, half-finished and vague responses. This stage was followed by a coding procedure, which comprised allocating a particular number to the different levels which appeared in each variable. The coding was carried out following the procedures of Cohen, West and Aiken (2003): each code entered was numeric, the same variable for each respondent occupied the same column in the SPSS Version 23 data editor and the codes assigned for each variable were equally exclusive, and this was done constantly for all the variables. The data records were checked comprehensively to confirm that they were reliable and no items were omitted.

Exploratory factor analysis (EFA)

EFA was then executed on the data gathered for the pilot study in order to improve the scales' relationship to the factors affecting consumers' purchase behavior in the context of western imported food. EFA is known to be an effective and generally used method for the cleansing of scales of a survey instrument (Hair, Money, Samouel & Page 2007). The investigation employed principal component analysis as the extraction method. A Promax oblique rotation was used since it was appropriate under the supposition that the factors may be correlated. The scale cleansing process was adopted as per the techniques suggested by Hair, Money, Samouel and Page (2007).

3.18 Validity and reliability of the quantitative stage

One of the main objectives of this research was the gathering of data from a range of diverse sources. The researchers checked the validity and reliability of the data

because they constitute important foundations of the scientific technique to measure the quality of data (Cozby & Bates 2012). The processes used are outlined in detail below.

Internal validity

Prior to the pre-test, several steps were taken to ensure the internal validity of the data. The internal validity determines the structure of an experimental design and explains every stage of the methodology to evaluate the cause and effect associations of empirical evidence (Cohen, Manion & Morrison 2005). Validation is the mechanism to establish what should be measured in the research method (Bhattacharjee 2012). There is no common scale of validity, as a result of which the content validity arising from the measures adapted from different academics and from the feedback of participants in the pre-test guaranteed the validity of this research.

A researcher should focus on the input of professionals such as marketing experts and academics to measure content validity because they have complete command of the subject about which the research is conducted (Cavana et al. 2001; Hair et al. 2006). In this study, some items were adopted from previous studies and others were taken from the qualitative phase. Details of this have been given in the preceding section.

The content validity of the information represented by the research tool was conducted through a comprehensive review of the available literature, by a thorough process of article selection and item modification during the survey development stage. Tools of measurement for evaluating the constructs were deduced by strictly defining variables used in previous studies into measurable factors, and were moderately refined to match the requirements of the research as well as being assessed by a pre-test. An academic who was an expert in marketing was consulted in the preparing the pre-test of the survey instrument. Prior to delivering the pre-test, the survey was given to 15 people, of whom ten were academics, including this research project's supervision team and five persons who were marketing professionals. Of these, eight people sent back their information and comments.

External validity | Reliability

Reliability is focused on the consistency of responses by the respondents and any specific outcomes must be intrinsically repeatable (Field 2009). For reliability, the

results should be accurate and consistent. If a compiled result is accurate for the total number of participants it can be considered reliable (Golafshani 2003). The research instrument is understood to be reliable if the research results are replicated after repetition with same methodology and consistency of results is evident (Golafshani 2003).

In this research, this step was taken for data from the pilot study. All items were analyzed in detail and checked thoroughly. A test of reliability to estimate the measurement's internal consistencies was carried out in this stage. For every construct, the internal consistency of the items in the survey instrument dealing with it was assessed via Cronbach's alpha. The use of IBM SPSS Statistics Version 23 for the calculation of Cronbach's alpha is the evidence of internal consistency reliability (Cozby & Bates 2012). Many researchers have articulated that 0.7 is an accepted value (Field 2009; Stafford & Turan 2011). In order to increase the alpha coefficient some of the items were removed as a result. (See Chapter 5 in Section 5.13 for further details).

3.19 Final survey (Phase 2c)

Once the scale was refined and tested for reliability and validity, the questionnaire was slightly redesigned. Scale items with low loading values, factors with fewer than two items, factors with low internal reliability were eliminated from the survey instrument used at this stage of the study. The sampling method employed for this phase was the same as that employed for the pilot study in terms of occupations, gender and age groups. See appendix D for final survey questionnaire used in this study.

The main survey was conducted in the eight metropolitan cities of Pakistan, Karachi, Lahore, Islamabad, Peshawar, Hyderabad, Faisalabad, Quetta and Larkana which together cover four regions (Sindh, Punjab, Baluchistan and Khyber Pakhtunkhwa). The survey was administered to 1080 respondents. Similar to the pilot study, all respondents were willing volunteers. The sample size was calculated on the basis of the ratio of 20 respondents per item, which is the prescribed ideal sample size needed to conduct SEM (Hair et al. 1998). The researcher should always try to mention the highest cases per variable ratio to minimize the chances of overfitting the data (Hair et al. 1998). In the first stage proportionate sampling is used. A sampling strategy (a method for gathering

participants for a study) is used when the population is composed of several sub-groups that are vastly different in number. The number of participants from each sub-group is determined by their number relative to the entire population (Mac Nally & Horrocks 2002). In the subsequent stage, convenience sampling was used so that the data gathered and extracted was proportionate. Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of non-probability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate, are included for the purposes of the study (Dornyei 2007). It also refers to the research subjects of the population that are easily accessible to the researcher (Zhi 2014). (Palinkas et al. 2015). Since the data were collected from four regions comprising eight cities, the data was collected in two stages:

In the first stage proportionate quota sampling was used which is depicted in table 3.22 “City wise proportion of occupational group” In this stage city wise and occupation wise equal quota was calculated to have a uniformity in the sample size. Once the quota was determined, questionnaire was distributed as per the selected occupation groups. In the second stage, convenience sampling was used wherein the data was collected from professionals, by distributing the questionnaire to their respective offices, housewives at their respective residents and outside the shopping malls and university students in their university premise. The researcher followed this process and made sure that the data is collected in a professional manner without any issue or ambiguity. Table 3.23 below illustrates the calculation of the sample size for each city along with its region:

Table 3.23: Final survey sample via city and region

Regions	Cities	Population	Percentage sample	Required sample
Sindh	Karachi	14,910,352	41 percent	441
	Hyderabad	1,732,693	5 percent	51
	Larkana	1,524,391	4 percent	45
Punjab	Lahore	11,126,285	30 percent	329
	Islamabad	1,014,825	3 percent	30
	Faisalabad	3,203,846	9 percent	95
Baluchistan	Quetta	1,001,205	3 percent	30
Khyber	Peshawar	1,970,842	5 percent	58

Pakhtunkhwa				
	Total population	36,484,439.00	100	1080

Pakistan Bureau of Statistics (2017)

Calculation of sample size

Total population city wise: 14,910,352/36,484,439.00 (Total population)

= sample percentage = 41percent

Sample percentage = .41 * 1,080 = 441 required sample (Karachi)

Table 3.24: City wise proportion of occupational group

City	Sample	Housewives	Professionals	University students
Karachi	441	147	147	147
Hyderabad	51	17	17	17
Larkana	45	15	15	15
Lahore	329	109	109	109
Islamabad	30	10	10	10
Faisalabad	93	31	31	33
Quetta	30	10	10	10
Peshawar	57	19	19	19

3.20 Initial data screening results

Before inputting the data, the questionnaires were thoroughly checked for any missing data. This initial screening revealed that out of 1080 questionnaires, 927 were completely filled in. Hence, the response rate was 86 percent. Data normality was also observed by reviewing residual plots which appeared to be normal and the skewness and kurtosis values were near zero. Thus, the notion of normality was not disrupted.

3.21 Confirmatory Factor Analysis (CFA)

Structural equational modeling (SEM) is a confirmatory technique presenting a detailed means for confirming the measurement model of latent constructs. This confirming process is called confirmatory factor analysis (CFA). The CFA technique has the capacity to evaluate the validity and reliability of a latent construct. The researcher is required to perform CFA for all latent constructs incorporated in the study prior to modeling their association in a structural model (SEM). The unidimensionality valuation should be made prior to evaluating the validity and reliability (Crisp & Cruz 2010).

The appropriateness of a measurement model is specified through certain fitness guides. Through CFA, any scale item that does not suit the measurement model due to a low factor loading should be deleted from the model although the items deletion should not

surpass 20 percent of aggregate items in a model. Then, the specific construct is believed to be unacceptable since it failed the “confirmatory analysis” itself. The investigators can run the CFA for every measurement model independently or run the combined measurement models at the same time (Awang, Afthanorhan & Asri 2015).

In this study, a CFA was conducted to authenticate all the constructs in the analysis. The method of incorporating the CFA included SEM with AMOS Version 23 software. The factor arrangement extracted from the pilot survey was established through this procedure. In SEM, many fitness indexes reveal how appropriate the model is to the data. Nonetheless, there is no conclusive agreement among investigators about which fitness indexes to utilize. Hair et al. (2010) endorsed the usage of at least one fitness guide from each group of model fit. Hence, three model fit groups were used: absolute fit, incremental fit, and parsimonious fit. The evidence regarding the model fit classification, their level of recognition, and interpretations are illustrated in Table 3.25.

Table 3.25: The three categories of model fit and their level of acceptance

Category	Index	Level of acceptance
Absolute fit	Chi Square	P-value > 0.05
	RMSEA	RMSEA < 0.08
	GFI	GFI > 0.90
Incremental fit	AGFI	AGFI > 0.90
	CFI	CFI > 0.90
	TLI	TLI > 0.90
	NFI	NFI > 0.90
Parsimonious fit	Chisq/df	Chi Square/ df < 3.0

The satisfactory cut-off standards stated by researchers may differ subject to literatures provision they are mentioning. Nevertheless, the subsequent Table 3.26 illustrates the literature backing for the generally engaged fitness indexes.

Table 3.26: The literature supports for the respective fitness index

Category	Index	Index full name	Literature support
Absolute fit	Chi Square	Discrepancy Chi Square	(Wheaton et al. 1977)
	RMSEA	Root Mean Square of Error Approximation	(Browne & Cudeck 1993)
	GFI	Goodness of fit index	(Anderson 1987)

Incremental fit	AGFI	Adjusted Goodness of fit	(Tanaka & Huba 1985)
	CFI	Comparative Fit Index	(Bentler 1990)
	TLI	Tucker-Lewis Index	(Bentler & Bonett 1980)
	NFI	Normed Fit Index	(Bollen 1989)
Parsimonious fit	Chisq/df	Chi Square/Degrees of Freedom	(Marsh & Hocevar 1985)

3.22 Hypotheses testing and path analysis

Thirteen hypotheses were constructed grounded on the qualitative focused interview findings. These hypotheses were verified by means of path analysis. The AMOS Version 23 software was used to fulfil this task. The path model was constructed based on the conceptual model. The hypotheses that were verified are described in Chapter 5.

3.23 Model assessment

The following indices were used to evaluate the overall model fit:

- Chi square/DF ratio
- GFI
- AGFI
- IFI
- SRMR
- TLI
- CFI
- RMSEA
- ECVI
- HOELTER

3.24 Moderation results

To determine the moderation effect of gender, city and income the analysis of moderation effect was conducted by using block regression method. The aim of the moderation analysis was to establish if gender, income and city moderate the relationship between (independent variables) and (dependent variable). The outcomes of the moderation test are discussed in Chapter 6.

3.25 Ethical considerations

There are ethics and standards linked to the research of any field which need be followed by every single researcher. The research can only be acknowledged if all moral principles are adhered to throughout conducting the research or studying the research outcomes. For example, the privacy of participants must be preserved (Cavana et al. 2001) and the researcher cannot disclose the individuality of participant to his/her organization (Cooper & Emory 1995).

The HREC gives detailed guidelines on ethical standards to all researchers so that all potential ethical issues can be avoided during research. This research complies with such ethical obligations and follows the guidelines of the HREC at the USQ (University of Southern Queensland). These ethics rules were applied for all documents: the consent form (for interview and survey); participation information sheet (for interview and survey); interview instrument; survey instrument; and confirmation letter. These were all submitted to the HREC at USQ before initiating this research. To seek approval of the HREC, researcher made all the necessary adjustments following every comment received from it and gave in-depth details to make clarification about these modifications. After that, the HREC reviewed the researcher's solutions to their concerns and gave approval to this research, with the approval number of **H16REA237** (see appendix A).

The participant information sheets for research purposes were given to the participants after getting the approval from the HREC at USQ. This information shared the details and purpose of the research with participants. It was also disclosed that participation would be voluntary. The participants were communicated that they had the right to exit from being part of the research at any time and they were asked to contact the researcher and the supervision team for questions on their own (Lincoln & Guba 1985; Patton 2002).

A consent form was distributed among participants to get their approval and their willingness to participate in this research. This gave participants right to agree or disagree to engage in this research. The consent form was first completed to move towards initiating research and to a collection of participants' inputs and data. All participants

were given full opportunity to read the details and purpose of the research before becoming voluntary participants in it.

3.26 Methodological limitations

From a methodological viewpoint, the key limitation in this study is linked to the sample. The researcher made all efforts to guarantee that the sample was representative of the population. It was not possible to ensure that every individual who would be representative of the population was interviewed. Every attempt was made to try and include as many people from specific backgrounds as possible to contribute in the study, but it was found that people with higher levels of education tended to be more willing to participate. Also, identifying and shortlisting the right participants consumed more time than any other aspect of the data collection. Hence, assessing the right participants for the study was one of the limitations.

Another limitation relates to researcher bias which is always a risk in any type of research study, and more so when the data collection is less structured. This researcher tried to be aware and vigilant of researcher bias. Although it is difficult to remove, the investigator is confident of having achieved valid findings, which can be used for larger populations.

Self report is another limitation faced by the researcher. The researcher had to believe in what the respondent says whether in interviews or on questionnaires, at face value.

3.27 Chapter summary

This chapter began with a discussion of different research paradigms, specifically the constructivist and positivist ones, since this study, which utilized a mixed method approach, includes both. The constructivist paradigm was relevant for the qualitative focused interviews and proposed to comprehend the perception of consumers. The positivist paradigm was dependent on quantitative data which measures the numerous associations, trends and other features of the sample, and can be used to draw inferences and generalizations. A triangulation approach was used to help confirm the legitimacy of the data. At the beginning, a robust review of the literature was conducted. This was followed by a phase of qualitative focused in-depth interviews. To confirm the findings of the themes that arose from these interviews, a consequent positivist tactic in the form of a quantitative survey was undertaken.

Qualitative focused interviews were conducted using information from the literature review. A pre-test study was carried out in Karachi to confirm that the quality of the questions being asked in the interviews was acceptable. After making required changes to the questions, based on the pre-test study results, interviews with consumers were conducted in Karachi, Lahore, Islamabad, Larkana, Faisalabad, Peshawar, Quetta, and Hyderabad. Ninety qualitative focused interviews were conducted in these cities. The interviews were recorded and documented to ensure the accuracy of recall.

Once all the interviews were conducted, the researcher transcribed the interviews and used the thematic content analysis technique for thematic analysis. Moreover, Leximancer software was used to authenticate the findings extracted from thematic content analysis to validate the qualitative interview results.

The several themes that arose from the in-depth interviews formed the basis of the quantitative phase of the study. A survey form was established on the basis of the findings of the qualitative phase of the study and past literature. Initially, this questionnaire was pre-tested using 20 respondents from within Karachi. This was carried out to enhance the quality of the questions; checking the questionnaire for clarity. Once the required alterations were made, the final survey instrument was developed.

A pilot study was then conducted to refine the scales that measured the numerous factors affecting Muslim consumer purchase behavior. This pilot study was performed in Karachi and a total of 375 survey questionnaires were completed. Exploratory factor analysis was used to the scales before conducting the final survey. Once the scales were improved, the final survey was conducted in eight metropolitan cities (as mentioned above). In the final survey, 1080 respondents were questioned. However, 927 accurately responded to the survey questionnaire. It was found that the number of respondents met the desired number to perform SEM. SEM was performed to endorse the factors influencing Muslim consumer purchase behavior that were obtained from the qualitative focused interviews and the pilot survey, and to determine if there is a relationship between these factors and consumers' purchase behavior.

The following chapter (Chapter 4) offers a discussion of the results of the qualitative phase of the research. The chapter defines the participants profile and then presents and describes the themes that arose from the interviews, with quotes to support these. The chapter provides a basis for further confirmation of the factors that were found to influence Muslims consumers' purchase behavior.

CHAPTER 4: QUALITATIVE RESEARCH FINDINGS

4.1 Chapter overview

In the preceding chapter the research methodology used to gather and analyze data to answer this thesis's research questions was discussed. In this chapter, the data analysis and findings of the exploratory stage of the research are presented. The objective of this qualitative analysis was to identify the likely factors that were perceived to influence the purchase behavior and level of religiosity of Pakistani Muslim consumers towards western imported food. This exploratory method involved 90 in-depth semi-structured face-to-face interviews with professionals, housewives and university students residing in eight cities of Pakistan: Karachi, Hyderabad, Larkana, Islamabad, Lahore, Quetta, Peshawar, and Faisalabad. Participants were selected through a sampling frame, discussed in detail in Chapter 3. This chapter is divided into four sections. The first concerns the demographic and behavioral profile of western imported food consumers in Pakistan. The second includes the qualitative interview findings. The third includes the comparative analysis and lastly the chapter concludes with a summary.

4.2 Qualitative focused interviews

The results of the interviews have been organized into the following sections:

- Demographic and behavioral characteristics of participants
- Qualitative interview findings
- Comparative analysis
- Chapter summary

Demographic characteristics of participants

A total of 90 interviews (with 44 males and 46 females) were conducted to discover the factors that affect consumers' buying behavior of western imported food in Pakistan. As stated earlier, these took place in eight cities of Pakistan: Karachi, Hyderabad, Larkana, Lahore, Islamabad, Peshawar, Quetta, and Faisalabad. Participants were interviewed at their respective university, workplace or home. The key criterion in selecting participants was that they were buyers of western imported food. The 25 to 35 age group was the largest cohort with over half of the participants (47 percent). Just over half (65 percent) of the participants had a monthly income between Pak rupees 64,001 –150,000 (equivalent to US\$ 497 – 1,166) With regard to

their highest academic qualifications, most had Bachelor degrees (55 percent) followed closely by Masters (40 percent). However, only four participants, (roughly 5 percent), had a Ph.D. A majority (55 percent) were single and 44 percent were married. With regard to employment status, more than half of the sample worked full time. With regard to city 28 percent reside in Karachi followed by Larkana that is 15 percent, Islamabad 12 percent, Lahore, Faisalabad and Quetta 11 percent. Lastly, 93 percent of the participants stated their religious identity was Sunni Muslim. Table 4.1 below illustrates the demographic profile of participants.

Table 4.1: Demographic profile of participants

Element	Characteristics	No. of participants	Percentage response
Gender	Male	44	47
	Female	46	52
Religious identity	Sunni Muslim	85	93
	Shia Muslim	05	07
Age	18-24	19	20
	25-35	43	47
	36-45	11	12
	46 -55	14	15
	55+	03	03
Per month income in Pakistan rupees	Less than 40,000	04	04
	40,001 – 64,000	07	08
	64,001 – 150,000	59	65
	150,001 – 250,000	06	07
	250,001 +	14	15
Academic qualification	(Undergraduate) Bachelors	50	55
	(Postgraduate) Masters	36	40
	PhD	04	05
Marital status	Single	50	55
	Married	40	44
Employment status	Full time	46	63
	Part time	10	11
	Self employed	03	03
	University students	31	34
City	Karachi	25	28
	Hyderabad	05	06
	Larkana	13	15
	Islamabad	11	12
	Lahore	10	11
	Faisalabad	10	11
	Peshawar	06	06

	Quetta	10	11
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Behavioral characteristics of participants

Western imported food categories

Table 4.2 below illustrates the western imported food categories revealed by the data. Participants purchased and consumed chocolates, ice creams, juices and beverages, baby products, dairy products, cereals, coffee, vegetable oil, canned fish, biscuits, honey and processed food. It was noted that 49 percent of participants purchase chocolates, 23 percent purchase fresh juices, 20 percent purchase cereal, 16 percent purchase dairy products and 11 percent purchase vegetable oil. Therefore, the predominant category, according to this particular measure, is chocolates and the least purchased is coffee and processed food.

Table 4.2: Western imported food categories

Key categories	No. of participants	Percentage response
Chocolates	44	49
Fresh juices	21	23
Cereals	18	20
Dairy products	14	16
Vegetable oil	10	11
Ice creams	09	10
Biscuits	05	06
Baby products	03	03
Imported fish	02	02
Honey	02	02
Processed food	01	01
Coffee	01	01

Purchase frequency

Table 4.3 below illustrates the purchase frequency of these western imported food products. It can be seen that 54 percent of participants purchase a western imported food item on a monthly basis, 12 percent purchase fortnightly, 8 percent purchase on a quarterly basis and 3 percent purchase semi-annually and 1 percent purchase twice a week. It is evident that the majority of consumers purchase such food items on a monthly basis followed by those making a fortnightly purchase.

Table 4.3: Purchase frequency of western imported food in Pakistan

Frequency of purchase	No. of participants	Percentage response
Monthly	49	54
Fortnightly	11	12
Quarterly	07	08
Semi-annually	03	03
Twice a week	01	01

Place of purchase

Table 4.4 illustrates the place of purchase of western imported food in Pakistan. It was observed that 72 percent of participants shop at supermarkets, followed by convenience stores, at 13 percent, along with general stores, which comprise 12 percent of such purchase locations. It is clear from the stated information that supermarkets are the key place for buying these food products.

Table 4.4: Place of purchase

Place of purchase	No. of participants	Percentage response
Supermarket	66	72
Convenience store	12	13
General store	11	12
Wholesale market	01	01

4.3 Results of qualitative focused interviews

The following sections discuss the results of the interviews conducted, which have been organized according to the following sequence:

1. Method of qualitative data analysis
2. Themes extracted from qualitative focused interviews

The analysis performed at this stage was quite in-depth and was conducted by inductive reasoning methods (Lincoln & Guba 1986). The main reason for choosing the inductive reasoning for the analysis was because this approach is centered on phenomenology, a philosophy which is dedicated to the facts that are related to the learning of immediate understanding achieved from individual's expressions and experiences. Besides, it is built on experiences as described in the phenomena instead of any simulated or physical motives and clarifications regarding reality (English & English 2006). To perform the analysis, each of the transcribed interviews was imported from MS Excel wherein separate sections were created for each question. Once this was completed, each answer was analyzed, using inductive reasoning (Lincoln & Guba 1986) to detect the leading and

less dominant themes. Answers to certain questions were similar for most participants, others were unique. Hence, each response was categorized and coded individually.

Thematic content analysis

Thematic content analysis (TCA) is a research technique for the understanding of the content of text data by categorizing it systematically in order to carry out the coding and identification of patterns or themes (Hsieh & Shannon 2005). Patton (2002) defined this analysis method as a meaningful data reduction attempt, which considers a quantity of qualitative data and tries to recognize steady patterns and interpretations. TCA is a process of analysis that creates evidence for supporting the analyzed content of a research work and investigates its results (Friman & Edvardsson 2003). It consists of both composed and transparent data processing methods. In this method, the composed content is categorized into an assortment of groupings as per the chosen criteria, such that the frequency of words or terms ascertains their importance to the research topic (Friman & Edvardsson 2003). TCA was commenced as a first step in the research analysis. It comprised three types of activities: data preparation, data coding, and data interpretation (Creswell 2003).

The researcher followed the data analysis process proposed by Creswell (2003). Firstly, the researcher organized the data by developing transcripts through listening to the interview recording for each interview. In the second stage, the researcher read all the interview transcripts and listened to the recordings to ensure that the data was well captured in the transcripts. In the third stage, data coding was initiated by applying the open, axial and selective coding technique. With the help of coding, themes emerged and, finally, the meanings of themes were interpreted. Moreover, the researcher followed a particular technique, data structuring, to report the data which is discussed in next section.

4.4 Data structure

The data structure is developed on the basis of 1st order concepts, 2nd order themes and aggregate dimensions/themes. Figures 4.1 and 4.2 represent examples of the data structuring from this qualitative phase of the study, which is an essential step in qualitative research data analysis. The data structure not only permits the researcher to arrange the data into an applied graphic aid, it also demonstrates a visual illustration of

how the researcher advanced from raw data to themes in guiding the analyses. This is a key constituent of representing rigour in qualitative research (Lewis 2015). Figures 4.1 and 4.2 below illustrate the data structure followed in this research to extract the categories and themes developed through participants' quotes.

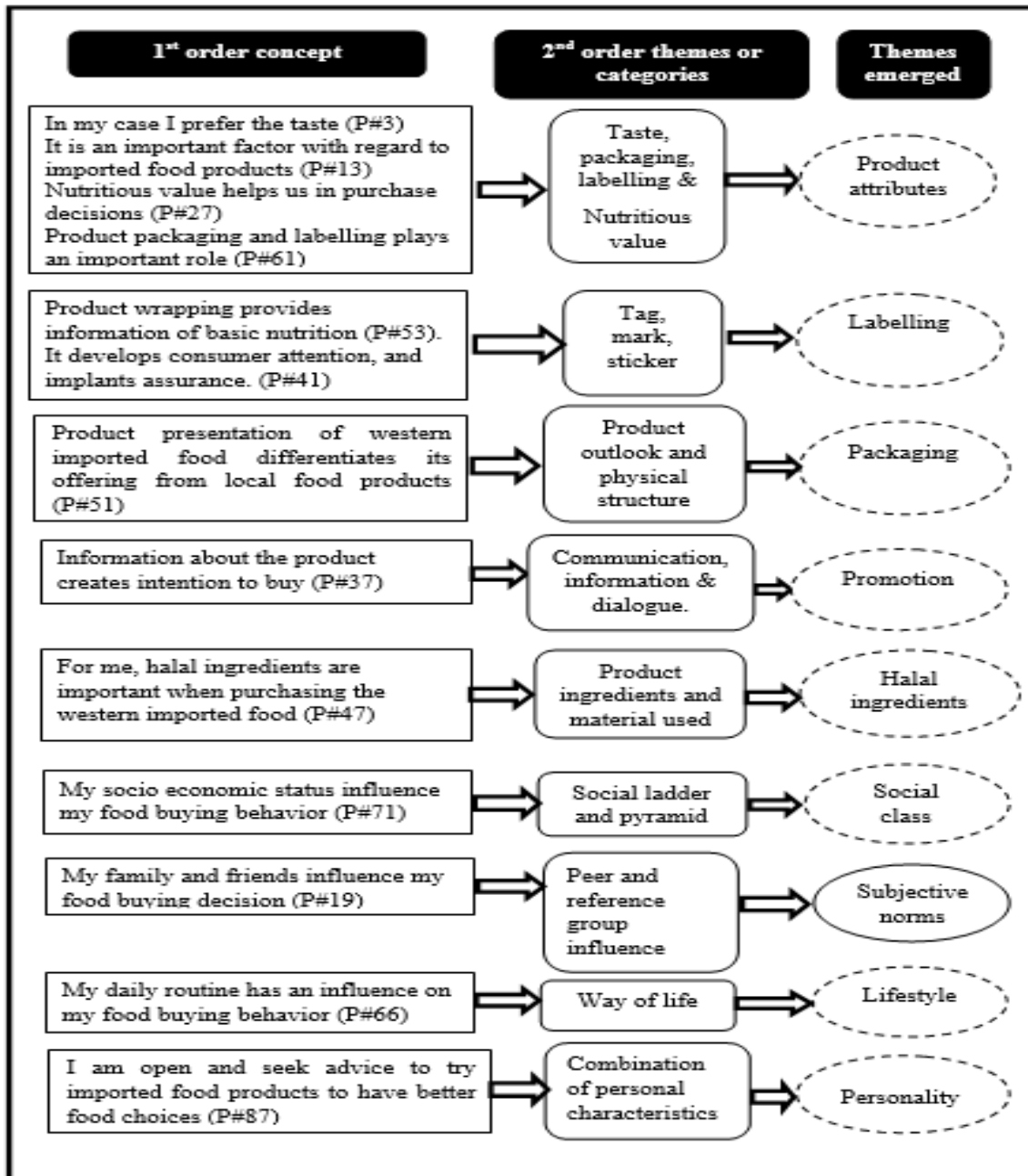


Figure 4.1: Data reporting process

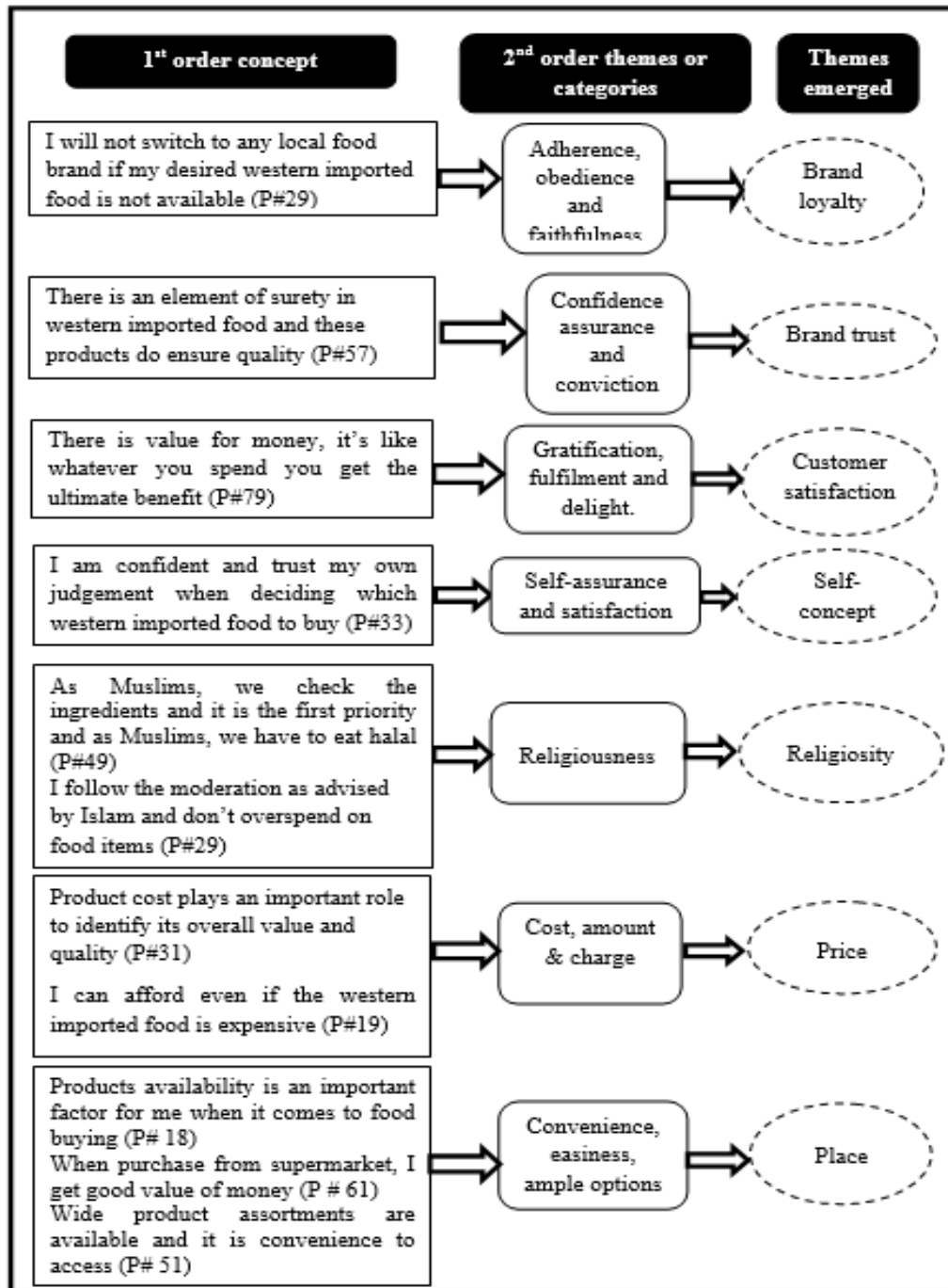


Figure: 4.2: Data reporting process

The statements on the left illustrate the process of how data structuring was conducted. The second order themes represent an abstraction from these raw data and these are then refined to the themes listed on the right. A detailed discussion of the themes illustrated in Figures 4.1 and 4.2 is presented next.

4.5 Themes which emerged from qualitative focused interviews

From the interview data, through TCA, factors affecting consumer behavior in the context of western imported food were identified as product attributes, promotion, price, halal ingredients, religiosity, social class, subjective norms, lifestyle, personality, brand loyalty, brand trust and self-concept. Each of these is discussed in more detail below. The results are presented in the context of relevant findings from the literature review. This positions these results in terms of the wider literature related to them and offers a more in-depth analysis of the process through which this research has been approached. To illustrate each theme, salient quotes are presented from the one-to-one interview data.

Product attributes

Product attributes are the features of products through which brands are recognized and distinguished. In other words, product attributes can be denoted to be the descriptive aspect of a marketing plan that characterizes the consumer's evaluative standards when selecting specific goods or services (Shamsher 2012). Product characteristics have been discussed in terms of being either intrinsic or extrinsic. Intrinsic product attributes are specific to a product, unchangeable, and comprise features such as form, ingredients, flavor, color, and smell. Extrinsic characteristics are not an imperative part of the physical product itself and incorporate features such as value, brand name, and country of origin (Jamal & Goode 2001).

A study from Norway Torjusen et al. (2001) reported that the traditional food quality aspects such as appearance, freshness and taste, which they named 'observation traits', were important to all respondents. Most of the respondents were concerned about aspects related to food production and processing, mentioning they chose food with no harmful substances and the least possible additives. According to Dahm, Samonte and Shows (2009), taste is as equally an important attribute as quality, followed in order by price, appearance and availability (as cited in Chen & Chang 2012). Knight (1999) highlights the importance of factors like 'country of producer' and 'product quality' and their impact on buyer decision making in globally available product classes. The author reported that when the imported goods are of a higher value customers are willing to pay the higher price.

From the qualitative interview results, over two thirds of participants, (66/90 participants) reported that product attributes are important, essentially differentiating the western imported food offering from the local food product. Product attributes play an instrumental role as one of the key deciding factors at the time of purchase (Kotler 2012). Participants revealed that western imported food products are a package of appealing features which creates trust, loyalty and satisfaction. The foremost attributes mentioned in the interviews were flavor, taste, nutritious value and healthiness. Participants were of the view that varied flavors and better taste compared to local food brands give western imported food an edge over them. Additionally, healthiness and nutritious value were considered to be important in western food products. Following are some statements from participants concerning these product attributes:

- *'I believe that flavor plays an imperative role in choosing among different food brands.'* (Participant #13)
- *'Product freshness influences my purchase behavior.'* (Participant # 7)
- *'In my case I prefer the taste. It is an important factor with regard to imported food products. For example, jams from the United Kingdom, they have a different taste and now we have stopped purchasing the local jam, so why not try something different?'* (Participant # 44)
- *'Nutritious value helps us in purchase decisions; it's one of the key factors. Product purity also gives an edge to the product.'* (Participant # 34)
- *'Healthiness persuades me to purchase the western imported food products. I mostly go for product freshness.'* (Participant # 49)

Product attributes play a vital role in this research which investigates these key attributes' influence on consumer buying behavior concerning western imported food. These have been identified during the qualitative focused interviews as flavor, taste, nutritious value and healthiness. Understanding these attributes from a consumer's perspective may assist the manufacturers in developing a refined marketing strategy.

Product labeling

Package wrapping and labeling serve multiple functions including communicating the product description. According to Deliya and Parmar (2012), labeling is an important part

of packaging because it supports marketing communication, creates brand identity, augments brand recognition, and effectively optimizes the allocation of shelf space in stores. Nutrition information, specified as a food label designed according to international conventions, is an imperative factor of food labeling that delivers information of elementary nutritious principles, produces buyer attention, and instils sureness that the food selection atmosphere is favorable to making a healthy decision (Janseen & Hamm 2012).

According to Hartmann, Taper and Siegrist (2018), the product information provided by its labeling should be oriented not just towards giving the nutritional information, but also towards increasing the pleasure of eating healthily. Hence, product labeling serves to provide valuable information to the consumers of food products, in the form of ingredients, place of origin, the value of healthy eating etc. It also serves to build trust, and in turn, impacts consumer purchase intention. In the study on purchase intention regarding organic products, Teng and Wang (2015) reported that trust, which contributes as an antecedent of attitudes, intervenes in the associations among identifying relevant evidence about the product, understanding the perceived information, and organic purchase intentions. According to Teng and Wang (2015), the influence of such information about organic food on buyer attitudes has been found to be irrelevant, which means that the rise in the perceived knowledge and awareness about organic food cannot generate affirmative attitudes towards it.

In this research, labeling was identified as an important element while purchasing western imported food products. In fact, nearly half of the participants (40/90) considered labeling as a deciding factor. It provides them with complete guidance about nutritional information, ingredients, and manufacturing and expiry dates, and some guidance also about its use in food preparation, particularly if it is a meal in itself, thus allowing for a clear comparison with local food products. Furthermore, participants were of view that the information communicated by western imported food brands is clear with detailed instructions about how to use a product or how to dispose of the container. Additionally, the logo or the trademark of the company was reported to signify the brand name and

country of origin. The following statements from the participants are examples of their opinions with regard to labeling:

- *'Labeling related to western imported food gives us a signal with regard to product quality and is used in taking the final purchase decision.'* (Participant # 30)
- *'Labeling of western imported food provides detailed information about the product, ingredients and usage instructions.'* (Participant # 41)
- *'The label on the product is the key product identifier and assists us to differentiate the imported food brands from local food products.'* (Participant # 11)

Product labeling is an important area of investigation and its influence on consumer buying behavior will add new findings in this study. Labeling assists the consumers in getting detailed information about the product, which includes the ingredients and manufacturing and expiry dates. Labeling serves as a guide for manufacturers and it must be clear to enable customers to make better-informed judgments on product quality.

Packaging

Packaging exists to deliver products to consumers in perfect condition. Packaging is used for easy identification, product delivery, and safety purposes. The producer uses the packaging to satisfy the consumer that the product is original, in good condition and new. Moreover, packaging attracts the buyer's attention to a specific product and influences the consumer's purchase behavior about it (Shah & Ahmad 2013). According to Fernqvist, Olsson and Spendrup (2015) there is a strong association between product packaging and consumer purchase decision. In fact, packaging elements act as an important communication tool which display information about the product to the consumers and hence, influence the buyers' decision making. In a research study conducted by Gomez, Martin and Molina (2015), the challenge for researchers was to incorporate packaging into an effective buying decision model, by taking into account packaging fundamentals as essential promotion tools. This ties in with and is confirmed by the findings of the current study's qualitative analysis related to the packaging of western imported food products. Packaging elements are important for

food product buyers and these elements can influence their purchasing decision (Aday & Yener 2014).

In this research, packaging is one of the identified themes extracted from the interview findings. It was discovered that half the participants (45/90) felt that packaging appeals to customers but is not a means for determining the final purchase decision. This finding reveals two important points. One relates to the product's physical appearance and covers features like the brightness of colors, design, and shape, all of which may give signals about product quality. Secondly, the attractive packaging of western imported food grabs the customer's attention and engages potential buyers to buy the product. Overall, the packaging material used by western imported food producers illustrates the product quality and also raises the buyers' confidence to engage in the buying process. As indicated earlier, the packaging alone is not the deciding factor. If the product has the right ingredients then its physical aspect is secondary. Some relevant responses from participants on packaging are as follows:

- *'In my opinion western imported food has an eye catching package color, design, and shape.'* (Participant # 13)
- *'As a consumer, I believe that the product presentation of western imported food differentiates its offering from local food products.'* (Participant # 26)
- *'The way captions are written on western imported food packaging, it does attract.'* (Participant # 81)

Product packaging acts as a notable secondary element of influence on consumer buying behavior for western imported food. Package design, attractive colors and the ease of handling serve as important differentiating elements between western imported food and local food brands.

Promotion

Promotion is an effective way to reach potential customers to influence their purchase decisions (Popescu 2016). Promotion helps in informing customers about the availability of the product and making them aware of marketing activities (Kotler & Armstrong 2010). The qualitative focused interviews revealed promotion as one of the factors which may aid the consumer decision in buying the western imported food. The qualitative focused interviews uncovered mixed responses about this point. It was somewhat

interesting to observe that participants did not give much attention to product promotion, especially with regard to western imported food. Though promotion acts as a primary tool to deliver the product message to its target consumers (Kotler 2012) findings do not favor the feature of promotion as a deciding factor in the context of western imported food. Nevertheless over a quarter of participants (25/90) stated that promotion did prompt their purchase decision as this created some consumer awareness about a specific product. It was generally reported as being persuasive at times, but not the deciding factor. Some of the participants' comments about promotion are as follows:

- *'Promotion creates a mindset towards a particular product. Kellogg's corn flakes ads are interesting.'* (Participant # 82)
- *'In store promotion of western imported food creates a positive image of the brand.'* (Participant # 29)
- *'Promotion matters and does create an impact through advertisement, sometimes it does matter.'* (Participant # 58)
- *'In my opinion, promotion has no effect as such on my purchase behavior.'* (Participant # 41)

Promotion is normally a key factor for product awareness and an appreciation of the extent of its influence on consumer buying behavior with respect to western imported food would add weight to the findings. Promotion was incorporated into the quantitative study to confirm the extent of its impact on the topic under investigation.

Price

Price is the value that is put to a product or service. A pricing plan takes into account market segments, the aptitude to pay, market conditions, competitor activities, trade margins, and input cost. It is directed at distinct consumers alongside competitors (Kotler 2012). Price is a major factor determining consumers' choices. Even though many other factors unrelated to price have been shown to be important in the literature, the price is a main determinant of purchase decision for large segments of consumers across many countries (Kotler 2009). In the qualitative focused interviews, price emerged as one of the important themes. Participants placed stress on the pricing element of western imported food by connecting it with the overall product quality. Consumers of western imported food products are willing to pay a higher price due to overall perceived value and the

brand satisfaction gained from previous experience. Interview findings revealed that half of the participants (45/90) were of the view that price has an influence on consumer buying behavior. A high price for products was considered to reflect their quality. Some of the participants' comments about price are as follows:

- *'Price does influence the purchase decision but with regard to western imported food, I am willing to pay the higher price because of its quality and trustworthiness.'* (Participant # 14)
- *'I don't find the price of western imported food on a higher side as compared to local food products, it is value for money.'* (Participant # 30)
- *'Whatever price charged for western imported food justifies its overall value for the customers.'* (Participant # 49)
- *'If the product quality is good then I don't see the price factor, I don't compromise on quality so, I am willing to pay the higher price.'* (Participant # 21)

Product price plays an imperative role in determining buying behavior in the context of western imported food. This is because the price related to western imported food signifies its quality, as explained in the qualitative interview findings, and differentiates it from local food brands; further investigation of a quantitative nature would add value in this study.

Place

Product availability in a store influences the consumers' purchase behavior in general (Kotler 2010). Phan and Vu's (2015) study also supports the idea that availability is a factor that influences perceived customer value and purchasing decisions, as shown in their research relating to the purchase of organic food in the Malaysian market. Jaber, Bonney and Guiffrida (2010) reported that food buyers favor superstores which have extended opening hours, adequate parking, product accessibility, and convenience. Empirical evidence confirms that the convenience of shopping at supermarkets significantly affects consumers' purchase behavior regarding the purchase of food products (Jaravaza & Chitando 2013; Pan & Zinkhan 2006). The qualitative focused interviews in this study revealed placement as an important factor in the context of western imported food products in Pakistan. Participants revealed that product availability is an important element when it comes to western imported food as its gives

the consumer numerous options to choose from. Also, it gives consumers the opportunity to compare the western imported food products with local food items.

Participants also favored supermarkets as a ‘one window shopping’ experience which gives them wide assortment of goods, extended opening hours, product accessibility and most importantly convenience all under one roof. The qualitative interview outcomes are in line with previous research studies (Jaber, Bonney & Guiffrida 2010; Jaravaza & Chitando 2013; Pan & Zinkhan 2006; Phan & Vu’s 2015). On the other side, participants further revealed that western imported food products must be available at retail outlets and convenience stores due to consumer fragmentation. Hence, the majority of the participants (66/90) favored super markets when it comes to western imported food buying and stated the factors as mentioned above. Following are some statements from participants concerning product availability:

‘Products availability is an important factor for me when it comes to food buying’. (Participant # 18).

‘I consider super markets as one window operation as it gives me various choices especially when it comes to food buying’. (Participant # 34).

‘When purchase from supermarket, I get good value of money’. (Participant # 61).

‘I can easily find my choice of western imported food products when I visit a super market’. (Participant # 73).

‘Western imported food products must be widely available at retail and convenience stores as well’. (Participant # 49).

Product availability plays an important role in building consumers’ confidence and does influence their purchasing decisions. Timely availability and accessibility of products not only builds consumer trust with a brand but also provides convenience to its customers. The outcome of qualitative focused interviews has addressed the importance of product availability and convenience; and further investigation of a quantitative nature would add value to this study in order to confirm if product availability influences consumer purchase behavior.

Halal ingredients

Food ingredients play an instrumental role in differentiating one product offering from another (Azam 2016). According to Ismail et al. (2018), there is an important relationship between consumers' religious beliefs and their opinions concerning the halal logo and halal ingredients. As per this study, the key characteristics in choosing halal food are conviction and confidence.

The federal Pakistani government applies standard guidelines in its regulation of imported food products. For animal and other food products, halal certification (slaughtered in accordance with Islamic law) is required. Since the current research focuses on Muslim consumers, the element of halal ingredients is one of its focal points. This study's findings include that two thirds of participants (60/90) stated that halal ingredients are important when considering purchasing western imported food products in Pakistan. According to some participants, there is a need to check the ingredients through food standard codes which indicate the authentication of the food item, i.e. whether they are halal or not. Likewise, participants further stated that from the religious perspective ingredients must be checked to ensure that the product is halal. Hence, this confirmation gives them the inner satisfaction that they are following their religious doctrine and the strict Islamic principle of eating halal food. Other participants believe that there is no need to check the ingredients and if the products are coming into Pakistan then they have to be halal. In either case, there is consumer trust in the strict regulatory requirements and import procedures for food and agricultural imports into Pakistan. The following are some participants' statements about the halal factor:

- *'For me, halal ingredients are important when purchasing the western imported food products.'* (Participant # 87)
- *'Halal ingredients are important only if there is any information available about the product as this information helps us to take the final purchase decision.'* (Participant # 75)
- *'Ingredients need to be checked through specific food codes as these codes give information about the product content.'* (Participant # 66)
- *'I will check the ingredients, maybe for the first time only, then I won't be bothered as it doesn't matter to me.'* (Participant # 55)

Halal ingredients are a crucial factor influencing Muslims' consumer buying behavior for Pakistanis in relation to western imported food. This is one of the major focuses of this study. The element of halal ingredients serves as one of the deciding factors for Muslim consumers at the time of purchasing western imported food products. The inclusion of a halal logo or stamp on food packaging further strengthens Muslim consumers' confidence and trust in western imported food. This element is further discussed in several other sections below.

Social class

Social class is used as a basis for market segmentation because members of different classes reflect different consumption patterns (Rani 2014). Especially in those countries where class differences exist, social class significantly impacts on consumer decisions (Durmaz & Taşdemir 2014.). When it comes to consumers' response to a new product, research indicates differences between the low and high socioeconomic classes. The low socioeconomic class is less likely to purchase a new product or one with new technologies. According to Majabadi et al. (2016) there is a class difference in consumer preferences towards food products, prices, and concepts of value. In this research social class has been investigated as an important factor to explore if it has an influence on consumer purchase behavior. Interestingly, results indicate that some participants (21/90) believe social class does affect their purchase behavior. Following are some relevant quotes.

- *'My social class has an influence on my purchase behavior'. (Participant # 37)*
- *'Social class is linked with your income level; if it is rising then it does influence your purchase behavior.'* (Participant # 21)
- *'My social class is a key indicator to engage in food buying, I belong to the upper middle class and I purchase food products as per my class, especially the western imported food.'* (Participant # 17)
- *'My social class defines my purchase pattern and I take my purchase decision as per my social class'. (Participant # 11)*
- *'I am a class conscious person and I believe in matching my class with my purchase behavior, especially with food related products'. (Participant # 47)*

Social class has some influence on consumer buying behavior for western imported food. Identifying the size of the effect of social class on consumer buying behavior may assist the producers and marketing strategists in altering their product marketing strategies accordingly.

Subjective norms

Subjective norms refer to the notion that of a group of individuals and/or a person will approve (or disapprove) of a specific behavior. Subjective norms are established by an apparent social pressure for an individual to behave in a specific manner and implies an enthusiasm in that individual to comply with the commonly held view (Al-Swidi et al. 2014). The effect of subjective norms on developing intention has been shown to be generally weaker in past studies than the effect of attitude. For example, Solomon et al. (2014) indicated that subjective norms are not associated with the intention of persons to found their own businesses.

Nevertheless, past research into consumer behavior has highlighted the relevance of the family reference group (Al-Swidi et al. 2014). Consumers may change their belief about a brand because of their own connection to it and because of these reference groups (Yazdanpanah & Forouzani 2015). In this research, a slight majority of participants (46/90) were of the view that their family has an influence on their purchase behavior. This family influence was reported to be chiefly related to the recommendation of a healthy lifestyle with proper eating and no compromise on quality. In contrast, there was also a strong element of disagreement wherein the individual participants' independent nature set aside any family influence on their purchase behavior. Following are some of the mixed quotes concerning this issue.

- *'The family does influence me to eat properly and healthily.'* (Participant # 39)
- *'The family has an indirect effect on my purchase decision.'* (Participant # 63)
- *'There is an impact of family culture on people's purchase decisions.'* (Participant # 77)
- *'One of the key influences of the family is not to compromise on quality, especially with food related items,'* (Participant # 17)

The family is a vital factor in Pakistani society and exploring its influence on buyer behavior in the framework of western imported food would add value to this research. The mixed responses from the interview data warrant further confirmation of this item's importance through quantitative data analysis.

Lifestyle

The lifestyle to a substantial extent defines patterns or trends of consumption. It can be observed by looking at individuals' organization of space and time, leisure activities, working hours, housing, appearance, and other daily activities (Bolton & Mattila 2015; Lucia 2017). In other words, lifestyle is one important variable which expresses consumer choices. Ahaiwe and Agodi (2015) reported a number of factors which may influence consumers' buying behavior and their brand preferences for goods, services, and brands. Among these are cultural factors, social class, values and beliefs, interests, lifestyle, and personality. These factors are jointly referred to as psychographic variables, which play a considerable role in consumers' preferences for products.

In this research, consumer lifestyle was found to be one of the key factors influencing buying behavior. Results indicated that over half of participants (54/90) felt that their lifestyle of eating healthy food has a great influence on their food purchase behavior. They stated that they chose western imported food because it conformed to their healthy lifestyle wherein they want to remain fit and healthy with regard to their food intake. Since western imported food product contains quality ingredients and better production standards, these elements were associated with the overall product quality. For these participants, their choice of western imported food is based on these attributes specifically because it suits their perceptions of their healthy lifestyle. On the contrary, others stated that lifestyle has no influence on their consumer buying behavior. Following are some participants' insights related to this factor.

- *'Lifestyle has an influence on my purchase behavior to eat good and healthy food.'*
(Participant # 07)
- *'Your healthy lifestyle convinces you to buy nutritious food products.'* (Participant # 27)
- *'Lifestyle has an influence when you are health conscious and when you exercise.'*
(Participant # 13)

Lifestyle is generally seen as an influence on consumer buying behavior concerning western imported food when this food has a healthy image and for consumers for whom healthy eating is important, this assists them to determine the most healthy food brands. Eating clean and healthy food with better quality ingredients is one marker of a healthy lifestyle. Thus, this is investigated further in the quantitative study.

Personality

It has been claimed that customers use products as a means to define their own character. Though the evidence does not fully support such a relationship, however, some consumer personality dimensions of the “Big Five Factor Model” have been posited to have an important relation with brand preferences or brand personality (Murphy & Dweck 2016). Similarly, Mann and Rawat’s (2016) study shows that consumers prefer those brands that match their personalities. Along with personality, there are other personal attributes of the consumer which impact this decision making process. According to Rahat-ul-ain et al. (2015) ethnocentrism or, conversely, the buyers’ acceptance of foreign cultures, income, education, age and sex were the key buyer elements which influenced their opinions of foreign food brands. Along with these, the spending pattern, risk taking behavior, and the value given to the quality of life all affect the consumer’s decision making when it comes to buying western imported food products.

From the qualitative focused interviews, it was found that around two third of participants (61/90) felt their personality was not a big influence on their purchase behavior. Generally, if the product was appealing with quality attributes and fulfilled the participant’s need then this was reported as potentially triggering a purchase. Additionally, consumers are open to trying new food products provided they have a better quality and some differentiation as compared to the local food products. Also, results revealed a focus on their needs and the satisfaction level gained from the product. Hence, a direct influence of personality over the western imported food buying behavior was not noticed during the qualitative focused interview. However, in some instances, it was felt that the individual’s personality had an influence on the purchase decision. Some of these differing responses follow.

- *'Personality has an influence on my purchase behavior, I spend lavishly and if I am with my friends, it does impact my purchase decision.'* (Participant # 62)
- *'In my case, I appreciate good products with appealing attributes.'* (Participant # 26)
- *'I am open to try new food products especially the western imported ones and I also seek advice from my friends to buy the best available food item'.* (Participant # 29)

Personality is one important factor that influences consumer buying behavior regarding western imported food. The findings from the qualitative interviews revealed that consumers are open to trying new products, they look for opinions about trying new products and are open to sharing their experience. This personality trait merits further exploration in the quantitative phase of this study.

Brand loyalty

Brand loyalty signifies a positive attitude to a brand that points to the consistent buying of a product over time. Furthermore, brand loyalty is an important component when assessing a product in terms of its worth because loyalty can produce profit (Mohammad 2017). According to Yoo and Park (2016), brand loyalty has an influence on consumers' choices to purchase the same product or brand and refuse to move to competitors' products. As an outcome, Yoo and Park (2016) determine that brand loyalty is at the center of a brand's value. In this research, variations of brand loyalty were discovered such as hard-core loyalty, low loyalty, and switching. In general, the loyalty status for western imported food is on the higher side.

A clear majority of participants (56/90) felt that their loyalty towards western imported food products had a great influence on their purchase behavior. However, loyalty depends on different circumstances like consumer needs and experience. Such higher loyalty means that if the product is not available, consumers look for another best available imported food product, or sometimes wait for the particular product and, in some instances, search for a specific product at different places. In the last mentioned case, if the western product is not available then the consumer, for the time being, switches to the local product to fulfil a timely need. On the other hand, there is a tendency for some participants to switch to local food products based on their needs as well. Following are participants' comments on brand loyalty. Please note that haram ingredients are prohibited by Islam. In this sense they are the opposite of halal ingredients.

- *'If any other alternative imported food product is available, I would look for halal/haram ingredients and the company name first and then take the decision. This notion signifies my loyalty status.'* (Participant # 33)
- *'My loyalty towards western imported food product is on the higher side, but if I don't find my specific brand then I will switch to the local brand for the time being.'* (Participant # 72)
- *'In the case of loyalty, previous experience matters a lot; I would wait or search for my specific western imported food brand.'* (Participant # 16)

The extent of brand loyalty was gauged through the qualitative focused interviews. Findings showed that the majority of the participants are loyal to western imported food products and their loyalty is connected to their past experience in relation to the purchase and consumption of such food items. It can be seen throughout the discussion of these various factors that there are interconnections between them which participants articulated in the qualitative findings. The importance of this factor requires further confirmation through quantitative analysis.

Brand trust

Brand trust is viewed as central in many studies (Hegner & Jevons 2016). It is theorized as a prominent element in companies' achievement (Alhaddad 2015). Lassoued and Hobbs (2015) describe brand trust as the readiness of the normal buyer to trust in the aptitude of the product to execute its specified function. Brand trust rises after customers' assessment of companies' offerings. If corporations persuade the public to trust in the safety, honesty, and reliability of their brands, brand trust will be generated. In other words, brand trust is shaped by the consumer's direct involvement in the brands. However, from the qualitative focused interviews, two thirds of participants (61/90) felt that their trust towards western imported food product had a great influence on their purchase behavior. The key factors are the standard operating procedures, quality ingredients, country of origin and brand name. Moreover, the consistency in delivering a quality product also builds brand trust.

Participants generally agreed that this product feature illustrates that western imported food producers are consistent in maintaining consumers' trust in their food products. This

brand trust drives their intention to purchase the western imported food in Pakistan. In a Polish study, Huddleston et al. (2001) reported that perceived quality varies by need, by brand, and by country, and that consumer ethnocentrism affects Polish customers' perceptions of quality. It can be inferred that this perception of the quality of a product is what builds trust in the minds of consumers. This finding in Poland ties in with the results of the qualitative analysis in relation to brand trust. In other words, the quality of western imported food, as perceived by Muslim Pakistani consumers, is influenced by its country of origin. Hence, this impacts the brand trust.

Following are some of the participants' comments on brand trust:

- *'I believe that the western imported food brands follow standard operating procedures and that builds our trust level.'* (Participant # 13)
- *'There is an element of surety in western imported food and these products do ensure quality.'* (Participant # 70)
- *'There is a positive feeling about western imported food, there is a trust factor.'* (Participant # 22)

Thus one of the important notions explored in the qualitative interview findings is brand trust. This element of trust in western imported food is highly important from the experience of the consumers of western imports in Pakistan. Their trust is based upon standard operating procedures, products' perceived efficacy and a conviction in the brand name. The salience of brand trust needs further verification to establish this factor's importance for western imported food producers.

Customer satisfaction

Customer satisfaction aids consumers to connect their desires directly to the sellers, which helps firms to learn about their own business strengths and weaknesses, and progress from there. Customer satisfaction also helps to inform firms about the allocation of appropriate resources for an eventual market strike or improved customer satisfaction (Orel & Kara 2014). When asked about the element of customer satisfaction, over half of participants (47/90) felt that they are satisfied with western imported food. The key reasons are the consistency in product quality, value for money and that it is "better" than the locally produced food brands. Participants further added that western imported food fulfils their family needs for consuming quality food products. Further, the majority of

the participants revealed that they have no concern about a product not being halal due to the fact that the packaging has a stamped halal logo. This further leads towards their inner satisfaction and confidence about the product. The logo is seen as a guarantee that it is a product which Muslims can purchase and consume. Hence, the level of satisfaction does exist due to the product quality and the assurance that it conforms to religious aspects of consumption. Participants expressed their sentiments in various ways.

- *'I have found the western imported food products better, consistent in quality, they have taste and thus this leads to my satisfaction.'* (Participant # 40)
- *'There is value for money, it's like whatever you spend you get the ultimate benefit.'* (Participant # 11)
- *'Overall I am satisfied with the quality of western imported food products; they are surely different from locally produced food brands.'* (Participant # 33)

A central concept of this research is the identification of customer satisfaction in western imported food. Interview participants discussed this factor in detail and related it to overall product value and, most importantly, the availability of halal ingredients as illustrated by the halal logo on western imported food brands. Thus satisfaction arises from the interplay of factors related to perceptions of quality and religiosity. The quantitative inquiry may lead towards further confirmation of this factor's influence.

Self-concept

Self-concept is how a person considers or identifies themselves. One way a person can express or experience their self-concept is by the consumption of products. Possessions (products) aid to describe the self and generate a sense of identity (Manthiou et al. 2017). Through the purchase and usage of products, buyers describe, uphold and improve their self-concept (Kim et al. 2017). Interview findings revealed that over half of participants (47/90) felt confident when purchasing western imported food due to their knowledge and decisions about western imported food. The main reasons given were consumer self-confidence, personal judgment and a focus on western imported food. However, their interest and confidence is directly linked with their past experience which is associated with the brand trust, customer satisfaction and loyalty level. This reveals some of the complexity and inter-relatedness of the factors of influence. Participants expressed their views in the following ways.

- *'I am confident in my ability to recognize a western imported food.'* (Participant # 31)
- *'I trust my own judgment when deciding which western imported food to consider.'* (Participant # 41)
- *'I focus on western imported food when making a purchase decision.'* (Participant # 17)

A further important idea in this study is the identification of the consumer's self-concept towards western imported food. There has been a consensus among the interview participants about their knowledge and self-confidence concerning this type of food. This aspect can be verified through quantitative data analysis to support the findings revealed by the qualitative focused interviews.

Religiosity

Religious commitment or "religiosity" denotes the extent to which a person trusts in definite religious beliefs and principles and performs them. This has been observed from both obligation and association perspectives (Razzaque & Chaudhry 2013). The notion of religiosity is an important feature of this research. Exploring Muslim consumers' level of religiosity and its influence on their purchase behavior is one of the key areas of investigation in this research.

The study reveals some important findings related to religiosity. Over two thirds of participants (63/90) classified themselves as highly or moderately religious, stating that halal ingredients are the first priority when it comes to western imported food products and that, as a Muslim, inquiring about the presence of halal ingredients is mandatory. Hence, there is overwhelmingly no compromise on halal ingredients. These participants (70 percent) further believed in the legitimacy of the halal logo stamp on western imported food for giving certainty about the product being halal. Hence, the Islamic principles of eating halal food constitute an important element in taking the purchase decision for both the highly and moderately religious consumers.

Roughly one third of participants (27/90) described themselves as having a low level of religiosity and stated that buying western imported food items is purely based on the need and willingness to purchase them. For these participants, there is no connection between

food and religiosity. Some were of the view that Islam does not stop them from eating healthily so why compromise on quality? Product satisfaction and utility were reported as important and deciding factors.

The following section offers some evidence of the sentiments of participants whose level of religiosity is on the higher side.

- *'As Muslims, we check the ingredients and it is the first priority and as Muslims, we have to eat halal.'* (Participant # 23)
- *'I follow the moderation as advised by Islam and don't overspend on food items.'* (Participant # 36)
- *'When purchasing the western imported food products, halal and haram ingredients come to mind and this helps me in taking the purchase decision.'* (Participant # 51)
- *'The halal logo or stamp gives us the surety that the product is halal.'* (Participant # 16)
- *'Islamic principles of eating halal food are always in the back of my mind as I do follow these principles.'* (Participant # 43)
- *'From childhood, there is a strict faith about eating halal food and it is manifested in our decision.'* (Participant # 70)
- *'Prayers do not impact the purchase decision but overall the concept of eating halal food does.'* (Participant # 62)
- *'There is a perception that if imported food is available then it has to be halal, so there is no need for verification'.* (Participant # 90).

It is evident from the majority of participants' responses that they have a high level of religiosity and that halal ingredients as well as the halal logo or stamp are very important for them when buying western imported food products. These findings tie in with the past literature available as discussed in Chapter 2.

According to Talib, Chin and Fischer (2017), packaging is one of the main factors in ensuring the integrity of the halal status and ensuring the right ingredients. The study reported that the packaging, as well as activities such as production, preparation, storage and conveyance, must instil halal practices. As per Talib, Chin and Fischer (2017), the

main issues encountered with regard to halal packaging are halal certification on the packaging, the halal methods of product handling and halal traceability of the packaging.

Another study by Yunus et al. (2014) reported that halal consciousness and product elements have meaningfully influenced Muslims' intention to purchase halal wrapped food that is manufactured by non-Muslim producers. Food that is qualified as halal owns a credibility, i.e. it is a product characteristic that cannot be assessed or determined by a single consumer, even upon or after consuming the goods (Madni, Rawat & Rashid 2016). The authors further reported that as a product characteristic, "halal" denotes the nature, origin, and processing method of the food produced, taking animal welfare or sustainability issues into account, and as such this has to be clearly promoted through its labeling. According to Othman and Kamarohim (2016), the communication source and message conveyed with respect to the product credibility have to be trustworthy and reliable. This ties in with the qualitative analysis results where participants with high levels of religiosity confirmed that the halal ingredients and logo on western imported food products helped them to make purchase decisions.

However, not all participants looked for a halal logo when making western imported food purchases. The following comments characterize the sentiments of participants whose level of religiosity is on the lower side.

'I don't see any relationship between moderate spending and Islam.' (Participant # 53)

'Religiosity has no influence on craving, if I feel like eating something I will go for it, I won't follow any Islamic principles.' (Participant # 20)

'I don't compromise on quality, a key factor in my purchase decision.' (Participant # 21)

'I don't follow the Islamic principles as such, if I like the product I will buy it, it's my own decision.' (Participant # 66)

'I don't really see the ingredient as such as it is not important for me, what's important for me is my need and choice.' (Participant # 09)

'If God has blessed me and given the purchasing power then why not go for a better food product.' (Participant # 76)

'My personal preferences and choices dictate my purchase decision; it has nothing to do with Islamic principles.' (Participant # 50)

The notion of religiosity is highly relevant to this research as it investigates the religious commitment of Muslim consumers and how this influences their motives to purchase western imported food in Pakistan. The mixed views of Muslim consumers about their level of religiosity in the context of western imported food, as revealed in the qualitative phase, can be verified through quantitative analysis to confirm the causal relationship between religiosity and consumer buying behavior. It is also worth exploring whether there are any particular demographic variables at play in these mixed results. The views expressed above tended to come from a younger age group. It is worthwhile confirming through the quantitative survey whether this will be consistent within a wider population of participants.

4.6 Comparative analysis: Thematic content analysis and Leximancer software

After a manual review of the interview data, it was reanalyzed by using Leximancer software Version 4.5 to improve the consistency of the results from the thematic content analysis (TCA) (Middleton et al. 2011; Smith & Humphreys 2006). The primary stage was focused on the extensive range of marketing associated words used by the participants which was recognized from an exploratory Leximancer inquiry. The subsequent phase for analyzing the data was to inspect the thematic groupings. Leximancer uses a natural language treating algorithm, so the theme is titled by the concept with utmost importance in the thematic combination (Smith & Humphreys 2006). The results obtained from Research Question 1 (*What are the factors affecting Muslim purchase behavior concerning western imported food products in Pakistan*) are portrayed through a conceptual map that delivers a pictorial demonstration of the concepts derived from the data, exhibiting a clear sign of the potency of each concept and how they are connected together. It is however essential to comprehend that the conceptual maps resultant from Leximancer are not representing persons' mental maps but a graphic image of the analyzed data. The main objective of theoretical analysis is to discover the incidence of concepts and their association in the textual data (Smith 2007). The next section discusses how Leximancer maps are presented and comprehended (Leximancer Manual Version 4.5 2018).

Interpretation of the maps

‘Leximancer maps illustrate thematic circles that provide a graphical demonstration of notions that are grouped on the map. Concepts that seem together often in the text will settle close together and appear as colored circles. The color of the theme circle displays a sign of the connection of its main concept’. The colors of the themes are referred as ‘heat maps’ (Leximancer Manual Version 4.5 2018 p. 65). Likewise, the setting of the circles and their closeness to each other reveal concepts and specify their frequency in the text. The conclusions of each of the maps are discussed according to the linkages of circles and indicators addressed.

Map settings

This analysis has used some standardized map settings. To ensure the consistency of the data, the theme size for Map 1 is set at 35 percent to generate the maximum thematic clusters. However, for Map 2 the theme size is set at 50 percent to identify and confirm the important clusters derived from Map 1. In this analysis, two attritions were made, one at the 35 percent theme size (presented in Map 1) and other at the 50 percent theme size (presented in Map 2). Attrition with the 35 percent theme size gathered the concepts into 11 themes (halal, imported, quality, purchase, influence, chocolates, decision, important, month, family and follow), each theme accumulating two or more concepts and these were signified by labeled circles as demonstrated in Figure 4.4 in Map 1. In addition, the second attrition at 50 percent theme size gathered the concepts into six themes (halal, imported, quality, influence, chocolates and decision), each theme accumulating two or more concepts and represented by labeled circles as demonstrated in Figure 4.5. The variation in the percentages of theme size confirms the reliability and affirms that there are no bias in the themes and concepts derived from Map 1 and Map 2 (Smith 2007).

Maps 1 & 2

To provide a holistic view of the total data, the analysis commenced with a map of the general results of the data (Leximancer Manual Version 4.5 2018). For Maps 1 and 2, all the 90 qualitative focused interviews were inputted at once to deliver an outline of the main concepts in the data. Map 1 and Map 2 demonstrate the total findings of the qualitative interview data.

Map 1 interpretation

Map 1 below displays the concepts and thematic circles extracted from the data. Figure 4.3 illustrates the views of Muslim consumers' perception in the context of western imported food products in Pakistan. This map depicts that the dominant theme within the map was 'halal' and is linked with the concepts of quality, packaging, ingredients, brand consciousness, and country of origin. The dominant theme of 'halal' has strong associations with most other concepts on the map such as quality and imported. Halal is multifaceted in its use: relating to health, taste, ingredients, brand name, packaging and country of origin. The theme 'quality' is connected with the concepts of taste, health and preference. The themes 'important' and 'follow' are connected to the theme halal which denotes that Muslim consumers look for halal ingredients in western imported food. Other themes demonstrated but not linked to the theme 'halal' comprise 'family', 'decision', 'month', and 'chocolates'. It was also shown that the themes 'chocolates' and 'month' followed by 'decision' and 'family' are connected to each other. In summary, the Map 1 findings revealed that family and social factors influence the purchase behavior, there is a perception of quality, halal ingredients are important, consumers are brand conscious, looking for a quality food product and the main frequency of purchase is once a month. Table 4.5 illustrates the connectivity for each of the major themes with its related concepts.

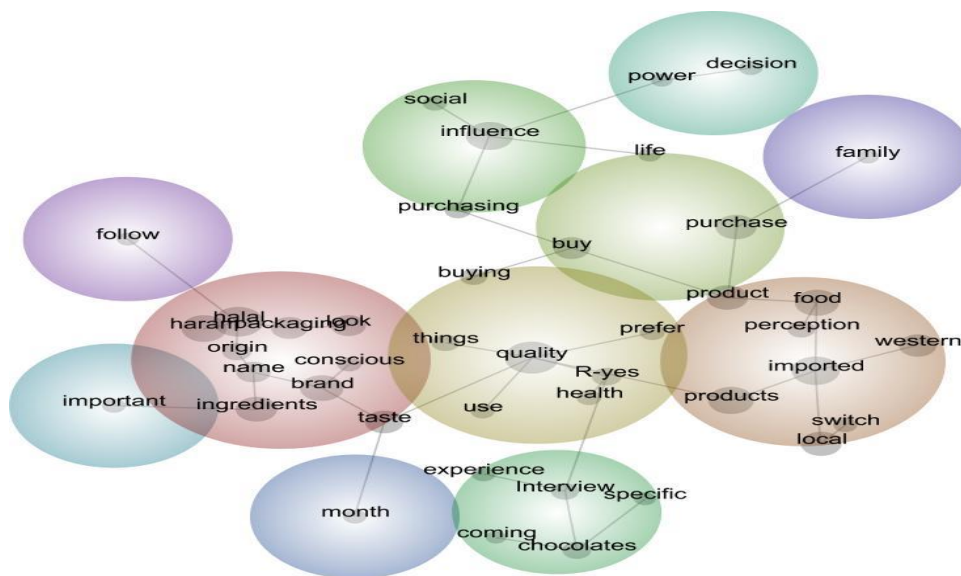


Figure 4.3: Map 1 result at 35 percent theme size

Table 4.5: Thematic summary of Map 1

Themes	Concepts	Connectivity
Halal	Halal, haram, brand, ingredients, taste, packaging, look, name, origin, consciousness.	100 percent
Imported	Imported, products, food, product, local, western, perception, switch.	83 percent
Quality	Buying, prefer, health, use.	46 percent
Purchase	Buy and lifestyle.	24 percent
Influence	Influence, purchasing, social.	23 percent
Chocolates	Chocolates, experience, specific, coming.	19 percent
Decision	Decision, power.	06 percent
Important	Important.	03 percent
Month	Month.	03 percent
Family	Family.	03 percent
Follow	Follow.	03 percent

Overall, the findings displayed in Map 1 shows an extensive range of themes and concepts that are identified from the qualitative in-depth interview data. When comparing the results from Leximancer Map 1 and the thematic content analysis, it was established that both methods gave nearly the same outcome in relation to Muslim consumer perception towards western imported food products in Pakistan.

Map 2 interpretation

Map 2 demonstrates the concepts and thematic circles gathered from the data. Figure 4.4 below illustrates the views of Muslim consumers' perception in the context of western imported food products in Pakistan. This figure represents that the dominant theme within the map was 'halal' and this is powerfully connected with 'quality' and 'imported'. The dominant theme of 'halal' has a connection with most other concepts on the map. 'Halal' is multi-layered in its use, relating to 'ingredients', 'packaging', 'brand consciousness', 'look', 'taste', 'important', 'follow' and 'origin'. The theme 'quality' and 'chocolates' are strongly connected with 'halal'. Other themes demonstrated but not linked to the theme 'halal' are 'influence' and 'decision'. It is also shown that the theme 'influence' and 'decision' are connected to each other. In sum, the Map 2 findings reveal that family, social factors and lifestyle influence the purchase behavior, there is a perception of quality, halal ingredients are important, product packaging, taste and country of origin are important, consumers are brand conscious, they look for a quality

food product and the frequency of purchase is generally once a month. Table 4.6 illustrates the connectivity of each of the major themes with its related concepts.

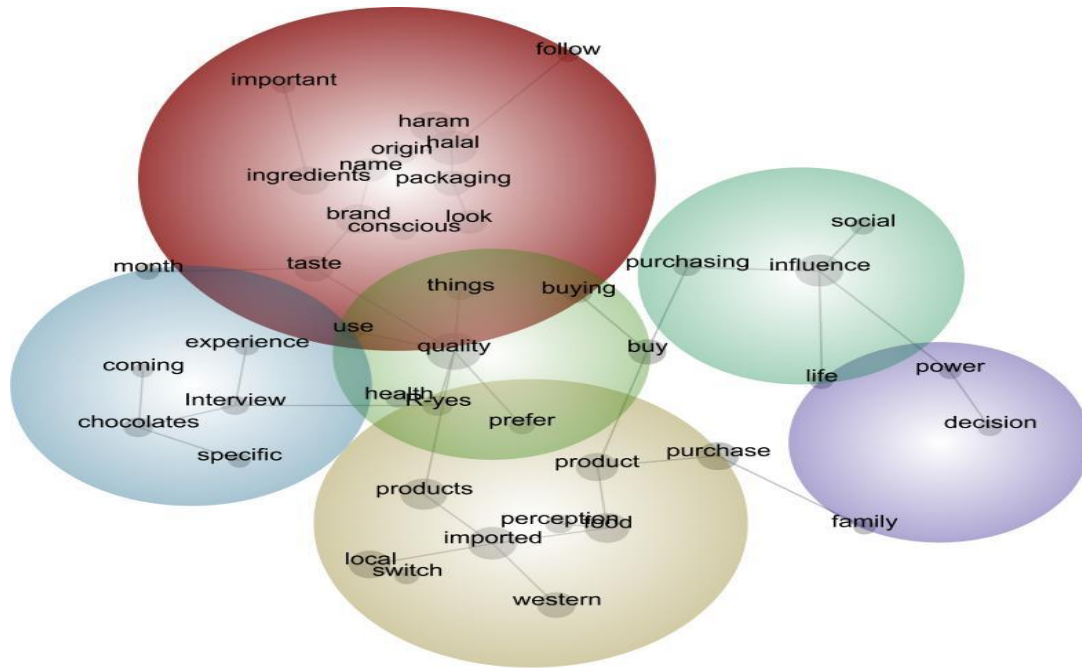


Figure 4.4: Map 2 result at 50 percent theme size

Table 4.6: Thematic summary of Map 2

Themes	Concepts	Connectivity
Halal	Halal, haram, brand, ingredients, taste, packaging, look, name, origin, consciousness, important, follow.	100 percent
Imported	Imported, products, food, product, purchase, local, western, perception, switch.	89 percent
Quality	Important.	52 percent
Influence	Influence, purchasing, social, life.	24 percent
Chocolates	Chocolates, experience, month, specific, coming.	21 percent
Decision	Decision, family, power.	08 percent

Overall, the findings displayed in Map 2 show a good range of themes and concepts that are identified from the qualitative in-depth interview data. The comparison of the results from Leximancer Map 2 and the thematic content analysis established that both methods gave nearly the same results in relation to Muslim consumer perception towards western imported food products in Pakistan.

With regard to the Leximancer driven concepts stated in Tables 4.5 and 4.6 for Maps 1 and 2 respectively, Table 4.7 illustrates the representative quotes of key concepts derived from the Leximancer software.

Table 4.7: Representative quotes of each concept

Leximancer derived concepts	Representative quotes	Themes
Halal, haram, brand, ingredients, taste, packaging, look, name, origin, consciousness.	<i>'I always look for halal ingredients and that's the only factor'.</i> <i>'Color, shape and size attract me and labeling is helpful to check the product expiry'.</i> <i>'Brand name and country of origin are important at the time of purchase'.</i>	Halal
Imported, products, food, product, local, western, perception, switch.	<i>'The perception and experience of using western imported food are good and compare well to local food products'.</i> <i>'Once I have used the western imported food product it is difficult to switch however, if the imported food product is not available, I then switch from imported to local but only for the time being'.</i>	Imported
Buying, prefer health and use.	<i>'My lifestyle is the key preference and leads towards the purchase of western imported food'.</i> <i>'My overall perception about western imported food products is quality. They are far superior than (sic) the local food products'.</i> <i>When it comes to my health and consumption, western imported food is my first priority due to its overall perceived quality'.</i>	Quality
Buy and lifestyle.	<i>'I purchase on a monthly basis and sometimes quarterly'.</i> <i>My religious lifestyle has nothing to do with my purchase decision for western imported food. If the product contains quality then I will go for it, yet I will check the product ingredients'.</i>	Purchase
Influence, purchasing and social.	<i>'My social class does influence my purchase decision'.</i> <i>'Price sometimes influences my decision as a higher price predicts the product quality'.</i>	Influence
Chocolates, experience, specific and coming.	<i>'Chocolates coming from the western part of the world are purchased and consumed and with them the experience is good due to the maintained quality and taste'.</i>	Chocolates
Decision and	<i>'Purchasing power does influence the purchase</i>	Decision

power.	<i>decision</i> '.	
Important.	<i>'For me healthiness and better ingredients are really important</i> '.	Important
Month.	<i>'I purchase western imported food on a monthly basis when I purchase the groceries</i> '.	Month
Family.	<i>'My family has an influence on me to eat healthy and better food products</i> '.	Family
Follow.	<i>'I do follow the guidelines of moderation as advised by Islam and don't go to the extreme level</i> '.	Follow

Table 4.7 above illustrates the representative quotes derived from Leximancer along with concepts and themes. After having a contrast among the participants' quotes derived from thematic content analysis and Leximancer, it was noted that both the methods gave nearly the same quotes in relation to Muslim consumer perceptions towards western imported food products in Pakistan. Table 4.8 demonstrates the comparison of themes derived from Leximancer and thematic content analysis.

Table 4.8: Comparison of themes from Leximancer and thematic content analysis

Leximancer Themes	Leximancer concepts	Thematic content analysis concepts	Thematic content analysis driven themes
Halal	Halal, haram, brand, ingredients, taste, packaging, look, name, origin, consciousness.	Halal ingredients, packaging, labeling, country of origin, brand name, overall quality.	Product attributes
Imported	Imported, products, food, product, local, western, perception, switch.	Good experience, awareness, preference, loyalty, positive perception.	Brand trust, brand loyalty, self-concept
Quality	Buying, prefer, health, use.	Healthiness, preference, lifestyle, quality.	Brand trust, lifestyle, personality
Purchase	Buy, lifestyle.	Healthy lifestyle, purchase monthly, quarterly or semi-annually.	
Influence	Influence, purchasing, social.	Price signifies quality, lifestyle and social class.	Social class
Chocolates	Chocolates, experience, specific, coming.	Good experience, positive perception.	Customer satisfaction
Decision	Decision, power.	Income, social status.	Social class

Important	Important.	Health factor.	Lifestyle
Month	Month.	Monthly purchase.	Brand loyalty
Family	Family.	Family influence.	Subjective norms
Follow	Follow.	Islamic guidelines of halal and haram ingredients, moderate spending.	Religiosity

The analysis of the qualitative data found a number of factors that were addressed by Muslim consumers of western imported food in Pakistan. These factors included halal ingredients, packaging, social class, family, quality, country of origin, brand consciousness, taste, experience and lifestyle as illustrated in Maps 1 and 2 above. In comparison, the thematic content analysis revealed the key factors to be packaging, labeling, halal ingredients, healthy lifestyle, loyalty, social class and subjective norms. When comparing the outcomes from Leximancer and the thematic content analysis, it was found that both approaches gave similar results with regard to the factors that need to be considered for the purchase of western imported food by Muslim consumers in Pakistan. Hence, this comparison proves the reliability of the qualitative interview findings used in this study.

4.7 Chapter summary

After analyzing the responses to each of the questions, the researcher gained valuable insights into consumers' behavior towards western imported food. Findings revealed that product attributes, price, halal ingredients, brand loyalty, brand trust, lifestyle, subjective norms, packaging, labeling, personality, social class, and promotion influence consumer buying behavior. These findings were consistent with several past research findings (Alhaddad 2015; Huang et al. 2015; Liu, Pieniak & Verbeke 2014).

The element of religiosity also emerged from the interview findings, which revealed that there are a few factors such as personality, personal affordability, product value, consumer needs and family influence which actually supersede religiosity. This means that western imported food consumers in Pakistan give more value to these stated factors over their level of religious commitment, which itself is quite a unique finding from a Muslim dominated country in South East Asia. In contrast, there are participants whose

religious commitment is on the higher side and thus follow their religious doctrine while buying the western imported food in Pakistan.

An interpretation of the findings has been offered in this chapter by using thematic content analysis and Leximancer software Version 4.5. Pakistani Muslim consumers belonging to middle and upper socio economic classes are persuaded to buy western imported food, for which there is a level of trust and satisfaction. The findings revealed that Pakistan has a great potential for accommodating western imported food brands.

One important result in terms of the element of religiosity makes a valuable contribution to the academic literature and to the western food manufacturers interested to explore Pakistan as a rising consumer market. Limitations of researcher bias were kept to a minimum in terms of its effect on participants' answers. The technique of allowing individuals to present some balancing positive and negative comments may have helped to lessen this inevitable bias.

It can be seen from the analysis above that the in-depth interviews and their analysis through two different means have revealed that the factors influencing purchasing behavior for western imported food in Pakistan are interrelated and that a thorough understanding of this requires a complex process. Based on the results of this chapter, the following chapter (Chapter 5) will provide insight into the development of the research conceptual model, the hypotheses to be tested, and the survey instrument to be used for this purpose. Chapter 5 provides the link between the findings of the qualitative phase and how these have led to the quantitative phase of the study.

CHAPTER 5: MODEL DEVELOPMENT AND RESEARCH HYPOTHESES

5.1 Chapter overview

In Chapter 4 the findings of the qualitative focused interviews were discussed. The key purpose of the chapter was to identify the themes which arose from the in-depth interviews and may probably influence consumers' behavior for purchasing western imported food in Pakistan. Hence, themes extracted from qualitative interview findings were used to develop the model which then needed to be verified through the quantitative phase of the study. This chapter deals with the development of the model to be tested in the quantitative phase. Various steps were taken in developing the final model, which in this chapter, are outlined as belonging to one of two broad areas:

1. Development of hypotheses and conceptual model
2. Operationalization of pre-test and pilot study

5.2 Research hypotheses

The results of the review of the literature and the qualitative study assisted the researcher to develop the hypotheses to be tested to identify the relationship and influence of factors on buyer purchase behavior concerning western imported food in Pakistan. A detailed discussion of each hypothesis is appended below.

Product attributes (Hypothesis 1):

The qualitative focused interviews revealed that product attributes play an important role in the consumer purchase decisions under investigation in this study. Qualitative focused interviews revealed that taste, quality ingredients, packaging and labeling influence their purchase decision. The outcome of qualitative focused interviews is in line with previous studies of (Edman, Squib & Abdullah 2012; Sia et al. 2013; Wee et al. 2014) wherein the authors reported that product attributes are categorized as intangible and tangible characteristics. Intangible characteristics define the non-physical outlook of the food product excellence, safety, brand name and country of origin. With regard to physical characteristics, product freshness, labeling, packaging and taste are the key attributes. The authors hence confirmed that product attributes of imported food has an association with consumer buying behavior.

In a Malaysian study reported by Edman et al. (2012), they stated that product features, namely taste, freshness and packaging impact the consumers food buying intentions. Additionally, research by Wee et al. (2014) reported on product safety with regard to packaging and labelling. This is further established by the study conducted by Sia et al. (2013) endorsing the idea that product labelling significantly influences consumer purchase decisions. It is evident from the qualitative interview outcome and past literature that different product attributes influence consumer food buying behavior and this warrants further confirmation from the quantitative analysis. While there may be any variety of classifications for kinds of product attributes, this is not the principal focus of this research. What matters is that consumers check for attributes when considering what to buy. Hence, in light of the stated discussion, the following hypothesis has been developed:

***H1:** Product attributes are positively associated with consumer purchase intention of western imported food.*

Promotion (Hypothesis 2):

Marketing communications have an influence on purchase intention and firms' sales volumes (Song, Meysam & Shaheen 2016). Specifically, companies' advertising strategies influence consumer attitudes about their product purchasing intentions (Dens et al. 2010). In this study, the qualitative based interviews uncovered some thought provoking insights about promotion: promotion creates a consumer mindset and, at times, persuades the consumer to buy. In the interviews, over a quarter of participants (25/90) participants stated that promotion did specifically trigger their purchase decision, in the sense that promotion did not prompt a purchase as such. These participants claimed it only created awareness about the particular product. The participants added that the essence of promotion is communication in an attractive way, which for some participants, means that advertising through print and email marketing sometimes does influence. The outcome of qualitative focused interviews leads to the proposition that promotion creates the purchase intention but likely not the final act of buying. Mahmud et al. (2014) further endorsed that promotion generates a mental map about the brand and the company behind it and support this notion.

A study conducted by Belch and Belch (2012) endorsed that effective marketing communication campaigns create consumers' positive attitude towards a product and thus enhances consumer awareness and knowledge about a product. Leong and Paim (2015) examined the intervening role of purchase intention on the association between media and advertisement, with respect to organic food products consumption among Malaysian Chinese Generation Y customers. The authors established that purchase intention has a positive influence on the connection between the media advertisements and consumption of organic food. In the light of the qualitative interview findings and the previous literature review further investigation in the context of western imported food is suggested and thus the following hypothesis is developed related to this construct:

H2: Promotion is positively associated with consumer purchase intention western imported food.

Price (Hypothesis 3):

An imported food product usually comes with high price as compared to local conventional food brands (Shaharudin et al. 2010). Consumers who consider their long term health benefits are eager to pay more for the imported food products. Consumers pay more for imported food because they consider such products as better quality than local food products (Islam 2013). Consumers' inclination to pay a higher price for imported food products is due to greater product value (Ahmad & Judhi 2010; Shaharudin et al. 2010; Voon, Kwang & Agrwal 2011). The qualitative findings show that half of the participants (45/90) consider price is one important deciding factor, hence they look for better product value. Even so, consumers are prepared to look for and pay more for quality food products due to their distinctive attributes. The findings of the qualitative focused interviews and past research have contributed to the development of the following hypothesis to be tested in the quantitative phase of the study:

H3: Price is positively associated with consumer purchase intention of western imported food.

Place (Hypothesis 4):

Product availability in store influences consumer purchase decisions in general (Kurata 2014). A Malaysian study into organic food supports the notion that availability is one important factor affecting customers' perceptions of value and their purchase decisions (Lian 2017). By way of contrast, Steinhart, Kamin and Mazursky (2013) reported that product availability or its absence both stimulate consumers' purchase intention similarly.

This is because if a product is absent, its scarcity underlines its attractiveness to some extent. The qualitative interviews showed that consumers seek convenience when buying food items. In particular, the product variety and convenient location of supermarkets are key influencers on their buying behavior. Supermarkets were considered to be ideal locations for western imported food (due to their convenience for shoppers) and it was thought that a variety of imported food products was certain to be available there. In the light of above discussion, following has been hypothesized:

H4: Product availability is positively associated with consumer buying intention of western imported food.

Personality (Hypothesis 5):

Though the evidence is mixed, it is to some extent accepted that shoppers use products as a way to express their own personality. It has been established that some consumer personality dimensions of the Big Five Model have relationships with brand personality (Mulyanegara, Tsarenko & Anderson 2009). This is supported by Maehle and Shneur's (2010) research, where consumers were found to prefer those brands suiting their personalities. With regard to the Big Five Model, which consists of the personality traits of openness, conscientiousness, extroversion, and material and bodily needs, these authors found that people with these traits tend to possess the traits of health consciousness and the need for learning (Chang, Tseng & Chu 2013). The in-depth interviews revealed that roughly one third of participants (31/90) felt that personality has an effect on their western imported food buying behavior. Participants reported that they are open to trying new imported food products and open to suggestions. Overall, if the item was attractive, (i.e. with positive perceived attributes) and satisfied the participant's need, this might prompt a purchase. In some instances, the individual thought his or her personality influenced the purchase decision, which supports earlier findings (Chang, Tseng & Chu 2013). The results of the qualitative focused interviews and past research have contributed to the development of the following hypothesis:

H5: Personality is positively associated with consumer purchase intention of western imported food.

Lifestyle (Hypothesis 6):

Lifestyle is another variable which expresses consumer choices. A Chinese study into lifestyles and their impact on purchase intentions for domestic and imported food

products identified three types of lifestyle, each of which had distinct consumer behaviors: experiencers, risk takers, and traditionalists. In terms of western approaches, these traits could equally be considered to be characteristics of particular personalities. In light of this, the importance of examining cross-cultural perspectives on consumer traits is highlighted even more. Risk takers and traditionalists were linked with the intention to buy imported fruit (Qing, Lobo & Chongguang 2012). Another study suggested a food related lifestyle model, with five lifestyle components to explain consumption behavior: purchasing motives, the consumption pattern, ways of shopping, the quality aspect, and the method of cooking (Perez Cueto et al. 2010). Another research work on Grunerts et al. (2001) food related lifestyle model highlights a link between lifestyle, functional food consumption, and health behavior. This one argued for various types of consumers, based on their food related lifestyles: rational, conservative, uninvolved, adventurous and careless (Szakaly et al. 2012).

The qualitative interviews indicated that nearly two thirds of participants (54/90) felt that their lifestyle greatly influenced their buying behavior. Individuals' health conscious attitude proved to be the main factor leading them towards healthy food products. In contrast, a few participants (12/90) stated that the purchasing behavior depended on what was in the consumer's mind and that their lifestyle had no influence. Taken together, participants' responses from the qualitative interviews point to a probable relationship between lifestyle and consumer purchase behavior. Thus, the following hypothesis is formulated:

H6: Lifestyle is positively associated with consumer purchase intention of western imported food.

Subjective norms (Hypothesis 7):

Subjective norms refer to the approval that a group of individuals or a person will have about a specific behavior. Group influence is established by an apparent social pressure from individuals for someone to behave in a specific manner and their enthusiasm to obey with those individuals' viewpoint. The effect of subjective norms on developing intention has been shown to be generally weaker in past studies than the effect of attitude. On the other hand, past research has noted the influence on consumer behavior of social groups and family reference groups (Rishi 2010). Chi and Hung (2012) reported the significant

effect of the reference in-group (member group) and the out-group (aspirational group) on the relationship between self and brand in Chinese consumers. According to Hoonsopon and Puriwat (2016), the reference group moderates the relationship of consumer innovativeness to new product adoption. In the qualitative interviews, around half of participants (46/90) stated that family members such as a mother, husband, wife, sister, brother, and children(s) influence their purchase behavior, which is in line with the study conducted by (Rani 2014). The findings of the qualitative focused interviews and past research have contributed to the development of the following hypothesis:

H7: Subjective norms are positively associated with consumer purchase intention of western imported food.

Social class (Hypothesis 8):

Members of diverse social classes have separate consumption patterns (Rani 2014). Particularly in societies with strong class differences, class affects consumers' decisions (Hollensen 2010). According to Steenhuis, Waterlander and Mul (2011), who related price to income, a class difference exists in consumer preferences for food products in terms of price and value. In other words, low income earners are more likely to consider both the price and the value of food than high income consumers. In the qualitative interviews, over two thirds of participants (68/90) stated that social class does not directly influence purchase behavior but income level does. Interestingly, participants reported that class does not dictate the purchase decision but what matters to consumers are the factors of preference, affordability, and quality. Hence, no concrete relationship between participants' social class and final purchase behavior was found. Though the qualitative focused interviews showed that individuals' social class is not a big influencer, previous literature suggests that class difference does influence the consumer buying decision. The difference of opinion between qualitative focused interview results and past studies permits further quantitative analysis to find if the association exists and thus generates the following hypothesis.

H8: Social class is positively associated with consumer purchase intention western imported food.

Brand loyalty (Hypothesis 9):

Brand loyalty is considered emotional in essence and a result of the relationship between the company and the customer. Loyalty increases customers' preference for a company and, in some part, affects purchasing (Evanschitzky et al. 2012). Likewise, brand loyalty

is important for companies as it decreases customers switching brands and makes them remember brands (Singh & Pattanayak 2014). In this research, three important elements of brand loyalty were discovered: hard-core loyalty, low loyalty, and switching. Yet nearly two thirds of participants (56/90) considered their loyalty towards western imported food greatly influenced their buying behavior. The variation in these responses and the literature both support the need to empirically research whether brand loyalty is positively associated with purchase behavior. Thus, the following hypothesis is generated:

H9: Brand loyalty is positively associated with consumer purchase intention western imported food.

Brand trust (Hypothesis 10):

In the food market, consumer trust is important. Different types of trust and consumer perceptions about food safety are significantly linked. Chen and Phou (2013) specified two major sorts of trust: general and specific trust, of which the latter was further subcategorized into trust at the industry level trust and at the supplier level. Via a quantitative survey based in Beijing, Chen and Phou (2013) found a positive relationship between consumers' trust in food producers and retailers and their perceptions of food safety. It is also established that when marketers try to enhance specific trust, they should involve producers' integrity and abilities (Viktoria et al. 2012). In a study by Lassoued and Hobbs (2015) into households' perceptions of processed meat and their levels of consumer trust, it was shown that consumers with a maximum trust level spend more on processed meat than those with a minimum trust level. In this study, trust in western imported food is investigated thoroughly. Approximately two thirds of participants (61/90) reported their trust in western food. Due to trust's importance in past literature and these findings, further empirical investigation is warranted between brand trust and purchase behavior. Therefore, the following hypothesis is devised.

H10: Brand trust is positively associated with consumer purchase intention western imported food.

Customer satisfaction (Hypothesis 11):

A positive association has been established among customer satisfaction and buying intention (Huy & Ottar 2012). Fornell, Rust and Dekimpe (2010) propose that customer satisfaction is one main determinant of discretionary spending, depending on consumers' financial situations. Consumer satisfaction rises with improved quality offerings. As a

result, consumer spending, on an aggregate level, grows. In the main, practitioners and researchers concur that how customers perceive their consumption experiences drives the share of their wallets (Oliver 2014). Marketers aim to build long term relationships with customers and fulfil their needs (Tu, Wang & Chang 2012). Consumer satisfaction's importance is linked to loyalty. Approximately half the participants (47/90) were satisfied with western imported food, in terms of the overall product quality, standards, usefulness, and value for money. Due to previous studies' emphasis on customer satisfaction's link to buying behavior, together with this result in the qualitative interviews, this topic requires further investigation in this research. Hence, the following hypothesis is developed:

***H11:** Customer satisfaction is positively associated with consumer purchase intention western imported food.*

Religiosity (Hypothesis 12):

Religious commitment or "religiosity" means the extent to which a person believes in particular religious ideals and values and puts them into practice in everyday life. This commitment has been observed from the perspective of both obligation and association (Razzaque & Chaudhry 2013). Islam is an essential aspect of the culture in Pakistan. This prompts researchers and practitioners to uncover its place and importance for consumers (Mukhtar & Butt 2012). Hence, it is vital for firms in this context to investigate, measure, and comprehend the role of religiosity in the buying decisions of their present and potential market segments. The current study also explored the strength of religiosity in distinct regions of Pakistan. This is in line with earlier research which found religiosity levels vary within a country and influence consumer behavior depending on the context (Muhammad & Mizerski 2010; Mokhlis 2010). Approximately two thirds of participants (63/90) were of the view that it is important to see the halal logo and check the ingredients before purchasing western imported food. In contrast to the stated findings and the literature support, the qualitative interviews revealed some illuminating perceptions of religiosity and its effect on their purchase behavior. Around one third of participants (27/90) were of the view that that Islam does not prevent them from good healthy eating. This being so, the consensus was not to compromise on quality, which means that, if affordable, it was not mandatory to adhere to the Islamic concept of moderation.

In some instances, Pakistani Muslim consumers consider the product value, they do not mix their religious beliefs with food consumption. This is one of the most surprising results in this research, based as it is in a country with 97 percent of its population being Muslims. Given Pakistan's emerging economy and growing middle to upper classes, together with its rising population, such a finding augurs well for western food producers and exporters (or importers) interested in tapping into a growing market. However, this finding is balanced by a strong proportion of participants who take the halal logo into account when purchasing food.

Religiosity, a central point of any religion, has a close association with consumer behavior and thus an exploration of religiosity allows in-depth investigation of consumer behavior (Razzaque & Chaudhry 2013). In an exploratory study of religiosity and buyer behavior, Rakrachakarn et al. (2015) reached the notable inference that religiosity affects numerous facets of a consumer's lifestyle, which ultimately might influence selections and/or consumer buying behavior. The variation in opinions from the qualitative interviews and the previous literature wherein religiosity was one of the major determinants implies that religiosity's context requires further investigation, especially within a Muslim majority population, in order to confirm if it actually influences consumer buying behavior. Hence, the following hypothesis is developed:

H12: Religiosity is positively associated with consumer purchase intention western imported food.

Self-concept (Hypothesis 13):

A brand personality's congruence with consumers is one way to create emotional brand attachment with the consumers (Gonzalez Jimenez 2017; Malär et al. 2011). Various studies have posited a significant association between this congruity and a positive brand perception and attitude, and the intention to buy (Sung & Choi 2012). Another study lends weight to the concept that consumers prefer products which suit (somehow) their own self-concepts (Lee 2009). About half of participants (47/90) in the qualitative interviews are confident, trust their judgment and have some knowledge about western imported food. Given this result and the points made in previous literature, it is evident that a consumer's self-concept has a relationship with that consumer's buying behavior. Hence, the following hypothesis is posited:

H13: Self-concept is positively associated with consumer purchase intention western imported food.

Demographics (Hypothesis 14):

Past studies recommend that demographic profiles of consumers considerably influence their purchase behavior of organic food (Tsakiridou et al. 2008). Socioeconomic variables such as gender and income are important in the decision making and purchase of food products. Consumers with a higher income bracket exhibit a strong association to consumer buying intention (Tsakiridou et al. 2008). Usually, consumers of imported food products are from middle and upper socioeconomic segments (O'Donovan & McCarthy 2002). An additional demographic element that has been investigated to unfold its impact on the purchase intention of buyers is the role of gender. Research conducted by Ahmad and Juhdi (2010) in Malaysia on the buying of organic foods and gender has established that more females expected to buy these as compared to men if the organic foods were not too expensive and were accessible. The study also clarified that 'the intention of buying organic products was greatly influenced by the awareness of organic produce brands worthy of purchase and the confidence in the security and healthiness features of the product' (Ahmad & Juhdi 2010, p. 105). With regard to the points made in previous literature, it is evident that a consumer's demographic profile has a probable relationship with that consumer's buying behavior. Hence, the following hypothesis is developed:

H14: Consumer demographics moderate the relationship between various variables and consumer purchase intention of western imported food.

Purchase intention (Hypothesis 15):

Purchase intention is an intentional behavior and involves an assessment of whether a consumer is eager to purchase certain goods or services. Purchase intention is one of the main notions described in the marketing literature. Purchase intention has also positively been related to consumer purchase behavior (Wee et al. 2014). Undoubtedly, purchase intention is a strong element for consumers in their repetitive buying of the product when they are intent to acquire goods in the market (Awan, Siddiquei & Haider 2015). Purchase intention presents a form of consumer retention and it is revealed as a result of a combination of extrinsic factors such as brand name, price and convenience which have a strong effect on and contribution to the purchase intention of consumers (Baskaran et al. 2017). Given this result and the points made in previous literature, it is evident that a consumer's purchase intention has a relationship with that consumer's buying behavior. It

is worthwhile to explore this given the opportunity presented in this research as findings will feed into the overall models developed. Hence, the following hypothesis is proposed:

H15: Consumer purchase intention is positively associated with consumer purchase behavior.

5.3 Conceptual model

Figure 5.1 below illustrates the conceptual model extracted from the literature and themes derived from the qualitative interviews. Probable relationships are displayed to test the study hypotheses.

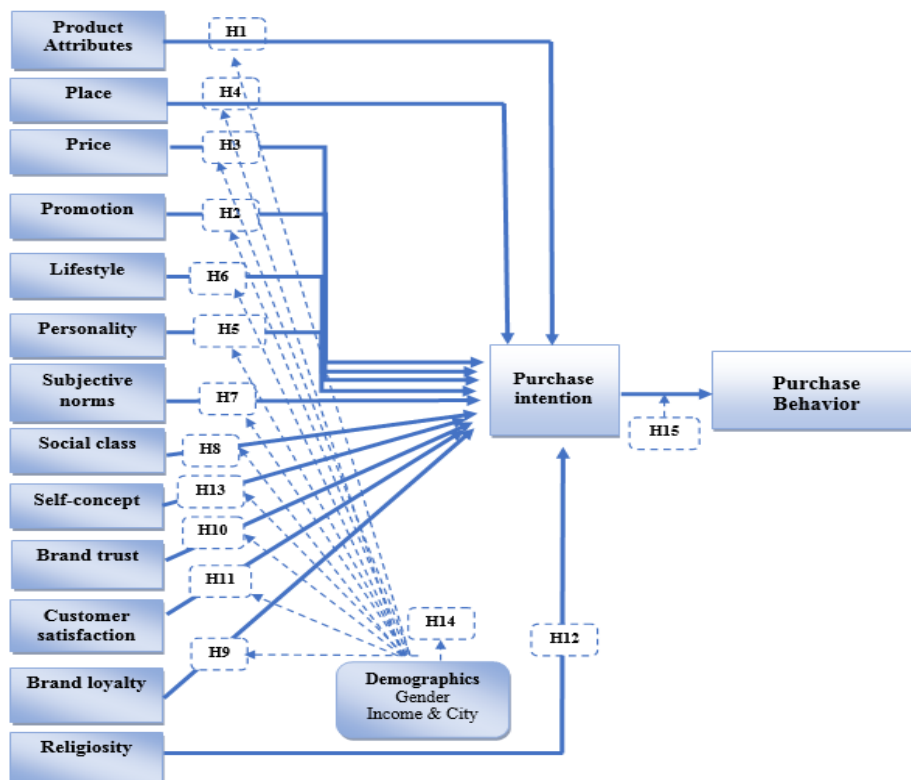


Figure 5.1: Initial conceptual model of the study

5.4 Pre-test

To finalize the survey instrument a pre-test is required to examine the questions developed for it and to improve the overall structure of the questionnaire (Waters 2011; Wholey, Hatry & Newcomer 2004). A sample of 20 respondents comprising housewives, university students and professionals was selected and, as with the qualitative survey, the survey was conducted, at their homes, university, and workplaces, respectively. The key objective of this exercise was to evaluate the survey questionnaire for clarity of the questions and for bias. Further, respondents were

requested to make recommendations about the language and the time taken to fill it in (Benini 2000; Berger, Wolf & Ullman 1989; Puris 1995; Selltiz, Wrightsman & Cook 1976). Findings from the pre-test revealed that the majority of the participants had no issues with the questionnaire. However, a few reported that some questions looked similar in the way they were phrased and this might create confusion. Some also reported that the questionnaire was lengthy, due to its large number of questions.

5.5 Pilot survey

It is always recommended to conduct a pilot study before introducing the final survey questionnaire to the respondents (Bryman & Bell 2007). ‘A pilot survey is a dress rehearsal of the central study where you replicate the conditions as closely as possible’ (McMurray, Pace & Scott 2004 p. 268). It has been advised that the survey should be piloted with an appropriate sample size that closely resembles the target population (Cavana, Delahaye & Sekaran 2001). The sample of the pilot study comprised housewives, professionals and university students who have purchased and consumed western imported food. The key objectives of the pilot study were:

- *To conduct an exploratory factor analysis to identify the key factors associated with the constructs of the proposed conceptual model. During this process, variables which did not load on the factors would be eliminated.*
- *To develop preliminary scales, this would be consequently converted into measurement models by CFA using data from the main study.*

After the pre-test, a pilot test was conducted in the city of Karachi with 375 respondents. The sample units for the pilot study were again university students, housewives, and professionals who had bought and consumed western imported food. The next section discusses the demographic and behavioral characteristics of the respondents.

5.6 Demographic profile of respondents

The demographic profile of the respondents who participated in the survey is illustrated in Table 5.1.

Table 5.1: Demographic characteristics of survey respondents

Item	Characteristics	No. of respondents	Percentage response
Gender	Male	190	51
	Female	185	49

Religious identity	Sunni Muslim	317	84
	Shia Muslim	58	15
Age	18-24	225	60
	25-35	89	27
	36-45	50	13
	46-55	07	02
	55+	04	01
Per month income in Pakistan rupees	Less than 40,000	10	02
	40,001 – 64,000	60	16
	64,001-150,000	213	57
	150,001 – 250,000	85	23
	250,001 +	07	02
Academic qualification	(Undergraduate) Bachelors	235	63
	(Postgraduate) Masters	127	34
	PhD	13	03
Marital status	Single	190	51
	Married	185	49
Employment status	Full time	213	57
	Part time	13	03
	Self employed	35	09
	Un employed	114	30

Table 5.1 above shows that half the respondents (51 percent) were males. Most respondents (60 percent) were between 18 and 24. Around 57 percent of the respondents' incomes were between PKR 64,001 and 150,000 per month (equivalent to US\$ 497 – 1,166) With regard to their level of education, those with a Bachelor's degree (63 percent) represented the largest proportion, followed by those with a master's degree (34 percent), and a Ph.D. (3 percent). The majority of the respondents (51 percent) were single. With regard to employment status, more than half of the sample worked full time. Lastly, 84 percent of the respondents stated their religious identity was Sunni Muslim.

5.7 Behavioral pattern of the respondents

Table 5.2 below illustrates the frequencies and percentages of the behavioral factors: the frequency of buying western imported food, purchased western imported food categories, and the frequency of the place of purchase and of who shopped for groceries in the family.

Table 5.2: Behavioral characteristics of survey respondents

Item	Characteristics	No. of respondents	Percentage response
Frequency of shopping	Monthly	197	53
	Weekly	53	14
	Fortnightly	73	19
	Quarterly	27	07
	Semi-annually	25	06
Categories	Chocolates	185	49
	Fresh juices	111	30
	Cereals	93	25
	Dairy products	79	21
	Vegetable oil	66	18
	Ice creams	49	13
	Biscuits	41	11
	Baby products	40	10
	Imported Fish	20	5
Honey	17	4	
Place of purchase of western imported food	Super market	275	74
	Convenience store	55	15
	General store	51	13
	Wholesale market	20	5
Person responsible for doing grocery shopping	Yourself	113	30
	Parents	226	60
	Jointly (Yourself and Spouse)	36	09

The characteristics presented in Table 5.2 illustrate the respondents' behavioral profile in the context of buying western imported food. The information illustrates that more than 53 percent of the respondents purchase western imported food on a monthly basis. The most preferred western imported food categories are chocolates (49 percent), fresh juices (30 percent), cereals (25 percent), dairy products (21 percent) and vegetable oil (18 percent). The supermarket is the preferred place for consumers to purchase western imported food with a 74 percent response rate. Lastly, 60 percent of the respondents stated that within the family their parents are responsible for grocery shopping.

5.8 Initial data screening result

Prior to entering the data, the survey questionnaires were thoroughly read and checked for any missing data. Initial screening results revealed that all 375 questionnaires were usable for further analysis. Identifying continuous variable data for normality is important in the initial stages of each multivariate analysis, and can be measured by either statistical or graphical techniques (Tabachnick & Fidell 2007). The term normality suggests that the data is sampled from a normally distributed population (Allen & Bennett 2010). To measure the extent of normality, values of skewness and kurtosis can be inspected. Normality was measured at the univariate and multivariate stages, as non-normality will disrupt the choice of approximation technique used for structural equation modeling. Firstly, all variables were tested to check the skewness and kurtosis using SPSS. The values for skewness and kurtosis between -2 and +2 are acceptable to demonstrate normal univariate distribution (George & Mallery 2010). The skewness and kurtosis values were checked for variables and were found to be in this recommended range (Tabachnick & Fidell 2007). The data cleaning confirmed that the survey questions were correctly entered for investigation. The final response rate is fairly consistent with the literature which recommends that it can be between 40 percent and 50 percent (Honkanen, Verplanken & Olsen 2006; McEachern & Willock 2004). By explaining the data cleaning and screening processes, the subsequent section addresses the descriptive statistics.

5.9 Exploratory factor analysis (EFA)

In this research, data were analyzed by utilizing exploratory factor analysis (EFA) which is frequently done in the preliminary stages of research to combine variables and to produce hypotheses about the primary processes (Tabachnick & Fidell 2007). The fundamental reason is to identify the smallest value of factors that closely reproduce the original correlations and covariance between a bigger set of measured variables (Gorsuch 1997). To determine the factors and latent variables and also ascertain the correlation of each factor in the suggested conceptual model, a sequence of EFAs was performed on the dataset of the pilot study.

Rotation

Principal components factor extraction has been extensively applied in food consumption studies (Botonaki et al. 2006; Chrysochoidis Krystallis & Perreas 2007; Sanjuán et al.

2003). This technique is normally used in the analysis of psychological data (Pallant 2007). Mainly there are two groups of rotations in factor analysis, one is orthogonal and the other is oblique. Factors are always rotated at a right angle to each other in orthogonal rotation, which means they are uncorrelated to each other. On the other hand, oblique rotation means that the factors are correlated, which allows more liberty in selecting the position of factors in the factor space as compared to orthogonal rotation (Kline 1994). Generally, orthogonal and oblique rotations often result in very similar outcomes (Tabachnick & Fidell 2007). Various investigators have used both methods and then described the result, which is clearer and easier to understand and analyze (Pallant 2007). In this study, principal components factor extraction with direct oblimin (oblique) rotation was selected to determine the factor loadings.

A factor loading is ‘the connection of a variable with a factor’ (Kline 1994 p. 5), which describes the weighted grouping of the variables’ loadings on each factor, inside the range of 0 to 1 (Pallant 2007). Loadings represent the weight of each variable for the endogenous variables. There is no agreement about what establishes a ‘high’ or ‘low’ factor loading, though, in the social sciences the benchmark is 0.30, and the higher the factor loadings, the better the results (Hair et al. 2006; Peterson 2000). If more than one factor is produced during the EFA, a structure matrix of correlations between factors and variables and a pattern matrix of exclusive associations between each factor and each observed variable are produced (Tabachnick & Fidell 2007).

5.10 Descriptive statistics

Assessment of the descriptive statistics of the statistics permits the investigator to develop acquaintance with the information prior to continuing with the further analysis (Hair et al. 2015). Descriptive statistics (means and standard deviations) for the scale items to be measured in each of the constructs are described in Table 5.3. The means and standard deviations for the items display no unanticipated results. The mean score illustrated in Table 5.3 indicated that the majority of the respondents agree to the statements posed in the survey questionnaire.

Table 5.3: Mean and standard deviation

S. No	Items	Mean	Std. Deviation
		Statistic	Statistic
	Product attributes		
1	Western imported food is healthy.	3.33	.863
2	Western imported food taste good.	3.73	.803
3	Western imported food contains better quality ingredients.	3.97	.820
4	I trust the claims on the labels of western imported food.	3.57	.966
5	The packaging of western imported food gives me a sign about the product quality.	3.82	.934
	Price		
6	The price charged by western imported food is reasonable.	2.83	.940
7	I am willing to pay more for western imported food.	2.92	.990
8	The price related to western imported food predicts its quality.	3.33	.977
9	I am satisfied with the price I pay for western imported food.	3.19	.883
	Promotion		
10	I am willing to rely on information conveyed by western imported food advertisements when making purchase related decisions.	3.25	.897
11	Advertisement is important when I buy western imported food.	3.12	1.066
12	My decision to purchase western imported food is influenced by advertisement.	2.94	1.048
13	The message on advertisement attempts to persuade me to buy western imported food.	3.02	.999
14	Advertisement of western imported food predicts its quality.	3.15	.946
	Place		
15	I find western imported food to be readily available.	3.28	.931
16	I will delay my purchase if the western imported food I want is not available.	2.75	1.063
17	I will make the effort of going to another shop if I can't find the western imported food I am looking for.	3.18	1.042
18	Supermarket is more convenient than retail outlets to purchase western imported food.	3.91	.899

Table 5.3: Mean and standard deviation (continued)

	Personality		
19	I choose western imported food to express my identity to others.	2.32	.984
20	The western imported food I use communicates about the type of person I am.	2.52	1.023
21	I buy western imported food to express different aspects of my personality.	2.46	.998
22	I choose western imported food because it reflects my personality.	2.42	1.001
23	My choice of western imported food says something about me as a person.	2.58	1.093
	Lifestyle		
24	An important part of my life and activities is to eat healthy food.	3.91	.996
25	I am fitness conscious.	3.62	1.026
26	I am health conscious when it comes to food.	3.64	1.065
27	I try western imported food before my friends and neighbors do.	2.81	1.008
28	To choose between local & imported food items, I usually prefer western imported food.	3.18	.990
	Subjective norms		
29	My decision to purchase western imported food is influenced by my friends.	2.78	1.021
30	My decision to purchase western imported food is influenced by my family members.	3.06	1.039
31	My decision to purchase western imported food is influenced by my colleagues.	2.73	.999
32	I buy western imported food to continue my family traditions.	2.47	.999
33	I use western imported food because it reminds me of my family.	2.46	1.009
	Social class		
34	I choose western imported food that is associated with the social class I belong to.	2.60	1.015
35	The western imported food I use reflects my social status.	2.57	1.043
36	I communicate my achievement through the western imported food I own and use.	2.45	1.012
37	I avoid choosing brands that do not reflect my social status.	2.50	1.031

Table 5.3: Mean and standard deviation (continued)

	Self-concept		
38	I am confident in my ability to recognize a western imported food.	3.44	.911
39	I can tell which western imported food meets my expectations.	3.57	.820
40	I trust my own judgment when deciding which western imported food to consider.	3.73	.819
41	I know which store to shop in for western imported food.	3.81	.833
42	I focus on western imported food when making a purchase decision.	3.26	.843
	Brand trust		
43	The manufacturers of western imported food are honest.	3.30	.919
44	Western imported food is safe to use.	3.34	.926
45	I rely on western imported food.	2.98	.947
46	I believe that western imported food do not mislead their customers.	3.41	.909
47	I consider the western imported food to be generally trustworthy.	3.53	.803
	Customer satisfaction		
48	I am satisfied with western imported food I use.	3.71	.764
49	I made the right decision when I decided to use the western imported food.	3.62	.807
50	I am very happy with western imported food I use.	3.61	.847
51	I am enthusiastic to use western imported food in some way.	3.27	.900
52	I believe that using western imported food is usually a very satisfying experience.	3.52	.851
	Brand loyalty		
53	I keep purchasing western imported food.	3.41	.897
54	In the future, I would be willing to pay a higher price for western imported food.	2.83	.976
55	I would not switch to a competitor product, even if I had a problem with a western imported food.	2.53	1.007
56	I consider myself to be a loyal customer of western imported food.	2.96	.951
57	I use western imported food because it is the best choice for me.	3.20	.953
	Religiosity		
58	Religion is especially important to me because it answers many questions about the meaning of life.	4.08	1.032
59	My religious beliefs lie behind my whole approach to life.	3.93	.969

Table 5.3: Mean and standard deviation (continued)

60	Religious beliefs influence all my dealings in life.	3.90	.980
61	I enjoy taking part in the activities of my religious group.	3.73	.982
62	I only consume halal food.	4.36	.919
63	I pray regularly five times a day.	3.32	1.124
64	I regularly recite the holy Quran.	3.12	1.079
65	I fast regularly during Ramadan.	4.07	1.045
	Purchase intention		
66	I intend to recommend western imported food to family and friends.	3.42	.879
67	I intend to purchase western imported food.	3.41	.851
68	I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	3.59	.874
69	I intend to purchase western imported food for its benefits to my long term health.	3.41	.923
70	I plan to purchase western imported food on a regular basis.	3.05	.901
	Purchase behavior		
71	I purchase western imported food on a regular basis.	3.00	.964
72	I purchase western imported food because of its better quality.	3.70	.786
73	I purchase western imported food for my health.	3.46	.900
74	I purchase western imported food regardless of its price.	3.12	.897
75	I purchase western imported food because it is safe to consume.	3.54	.844

5.11 Main findings of the pilot survey

The pilot study questionnaire comprised 75 scale-based questions that possibly influence consumer purchase behavior regarding western imported food in Pakistan. The key purpose of the pilot study was to purify (in other words, to cleanse) the scale-based items within the questionnaire. Hence, exploratory factor analysis (EFA) was conducted by applying the principle components promax rotation. This permitted checking the correlation of the factors to be inspected (Hair et al. 2015).

Cronbach alpha analysis

Cronbach alpha values were investigated to identify the reliability and trustworthiness of the constructs. The satisfactory value required ranges between 0.7 and 0.8 (Field

2009; Helms et al. 2006; Stafford & Turan 2011). Cronbach alpha values >0.8 are considered as good, >0.7 as adequate, >0.6 as doubtful, >0.5 as poor, and a value <0.5 as undesirable (Calaguas & Dizon 2011; George & Mallery 2003). The Cronbach alpha for each construct is discussed next.

Table 5.4: Product attributes reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PA1	0.763	0.531	0.721
PA2		0.457	0.745
PA3		0.613	0.694
PA4		0.527	0.724
PA5		0.543	0.717

Table 5.4 above illustrates the overall Cronbach alpha value is .763 which indicates a satisfactory reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. In a reliable scale all items should correlate well with the total. If any of the item values are less than 0.3 this means that a particular item does not correlate very well with the scale overall. Hence, items with low correlations may have to be dropped. Product attribute items illustrated in Table 5.4 are above 0.3, which is encouraging and at the satisfactory level (Field 2009).

Table 5.5: Price reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRC1	0.727	0.512	0.668
PRC2		0.474	0.692
PRC3		0.486	0.685
PRC4		0.602	0.619

Table 5.5 above, which relates to price items, shows the overall Cronbach alpha value is .727 which indicates a satisfactory reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011).The column categorized Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items illustrated

in Table 5.5 are above 0.3, which is encouraging and at the satisfactory level (Field 2009).

Table 5.6: Promotion reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PROMO1	0.807	0.398	0.823
PROMO2		0.660	0.748
PROMO3		0.726	0.726
PROMO4		0.656	0.750
PROMO5		0.531	0.788

Table 5.6 above, which refers to items concerning promotion, demonstrates the overall Cronbach alpha value which is .807 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.6 are above 0.3, which is both encouraging and satisfactory (Field 2009).

Table 5.7: Place reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PLACE1	0.462	0.193	0.454
PLACE2		0.302	0.351
PLACE3		0.396	0.247
PLACE4		0.170	0.472

Table 5.7 above, concerning items about place of purchase, indicates the overall Cronbach alpha value is .462 which indicates an undesirable reliability (Calaguas & Dizon, 2011; George & Mallery 2003). Items PLACE 1 and PLACE 4 illustrated in Table 5.7 are below 0.3, which is not at the satisfactory level (Field 2009). Thus they were deleted.

Table 5.8: Personality reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PER1	0.895	0.673	0.887
PER2		0.774	0.865
PER3		0.777	0.864
PER4		0.802	0.859

PER5		0.690	0.885
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Table 5.8 above deals with items about personality and displays the overall Cronbach alpha value is .895 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011).The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.8 are above 0.3, which is at the satisfactory level and encouraging (Field 2009).

Table 5.9: Lifestyle reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LIFE1	0.705	0.488	0.645
LIFE2		0.596	0.597
LIFE3		0.580	0.603
LIFE4		0.346	0.702
LIFE5		0.310	0.714

Table 5.9 above for lifestyle items depicts the overall Cronbach alpha value as .705 which indicates a satisfactory reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011).The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.9 are above 0.3, which is both satisfactory and encouraging (Field 2009).

Table 5.10: Subjective norms reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SUB1	0.805	0.558	0.777
SUB2		0.581	0.770
SUB3		0.628	0.756
SUB4		0.594	0.766
SUB5		0.586	0.768

Table 5.10 above relating to subjective norms illustrates the overall Cronbach alpha value is .805 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.10 are above 0.3, which is encouraging and at the satisfactory level (Field 2009).

Table 5.11: Social class reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SOC1	0.831	0.686	0.775
SOC2		0.738	0.750
SOC3		0.674	0.780
SOC4		0.545	0.837

Table 5.11 above for social class items shows the overall Cronbach alpha value is .831 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011).The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.11 are above 0.3, which again is encouraging and satisfactory (Field 2009).

Table 5.12: Self-concept reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SELF1	0.755	0.536	0.707
SELF2		0.628	0.673
SELF3		0.582	0.690
SELF4		0.544	0.704
SELF5		0.337	0.774

Table 5.12 above regarding self-concept items demonstrates the overall Cronbach alpha value is .755 which indicates a satisfactory reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011).The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.12 are above 0.3, which is both satisfactory and encouraging (Field 2009).

Table 5.13: Brand trust reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BT1	0.865	0.685	0.837
BT2		0.681	0.838
BT3		0.591	0.861
BT4		0.752	0.819
BT5		0.736	0.827

Table 5.13 above concerning brand trust items demonstrates the overall Cronbach alpha value is .865 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford &

Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.13 are above 0.3, an encouraging and satisfactory outcome (Field 2009).

Table 5.14: Customer satisfaction reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	0.849	0.691	0.811
CS2		0.685	0.812
CS3		0.739	0.796
CS4		0.554	0.848
CS5		0.642	0.823

Table 5.14 above depicts the overall Cronbach alpha value as .849 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.14 are above 0.3, which is both encouraging and at the satisfactory level (Field 2009).

Table 5.15: Brand loyalty reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	0.729	0.408	0.712
BL2		0.529	0.666
BL3		0.401	0.718
BL4		0.618	0.631
BL5		0.500	0.678

Table 5.15 above referring to brand loyalty items indicates the overall Cronbach alpha value is .729 which indicates a satisfactory reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.15 are above 0.3, which is a satisfactory and encouraging result (Field 2009).

Table 5.16: Religiosity reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REL1		0.538	0.803
REL2		0.653	0.788

REL3	0.823	0.704	0.781
REL4		0.605	0.794
REL5		0.532	0.804
REL6		0.547	0.802
REL7		0.329	0.833
REL8		0.483	0.811

Table 5.16 above focuses on the religiosity items and illustrates the overall Cronbach alpha value is .823 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.16 are above 0.3, which is altogether quite encouraging and at the satisfactory level (Field 2009).

Table 5.17: Purchase intention reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	0.832	0.626	0.800
PI2		0.678	0.786
PI3		0.639	0.796
PI4		0.641	0.795
PI5		0.572	0.815

Table 5.17 above, concerning items about purchase intention, demonstrates the overall Cronbach alpha value is .832 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.17 are above 0.3, again encouraging and at the satisfactory level (Field 2009).

Table 5.18: Purchase behavior reliability coefficients of the scale items (Cronbach Alpha)

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PB1	0.784	0.439	0.779
PB2		0.629	0.715
PB3		0.654	0.700
PB4		0.426	0.779
PB5		0.646	0.706

Table 5.18 above refers to purchase behavior and presents the overall Cronbach alpha value of .784 which indicates a good reliability (Field 2009; Helms et al. 2006; Stafford & Turan 2011). The column labeled Corrected Item-Total Correlation shows the correlation between each item and the total score from the questionnaire. Items in Table 5.18 are above 0.3, which is encouraging and satisfactory (Field 2009).

5.12 KMO and Bartlett's test

The analyses of the pilot study encompassed a series of EFAs which were conducted to remove variables with a factor loading < 0.3 (Hair et al. 2006; Peterson 2000). In order to be considered appropriate for factor analysis, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) were conducted (see Table 5.19). Results revealed that Bartlett's test presented a large chi square value, which is significant χ^2 (DF=2775, n=375) = 15509.874, $p < .05$. The KMO statistic is .887 which is well above the minimum criterion of 0.5. Hence the sample is adequate for factor analysis (Field 2009). Both the KMO and Bartlett's test indicated that it is appropriate to apply principal components analysis to the information set (Chung & Lai 2017). Further a 17 factor solution was obtained which explained 65.83 percent of the variance. This is measured to be an appropriate value in an exploratory study, see Table 5.20 (Marsh et al. 2014).

Table 5.19: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.887
Bartlett's Test of Sphericity	Approx. Chi Square	15509.874
	df	2775
	Sig.	0.000

Table 5.20: Eigenvalues

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	percent of Variance	Cumulative percent	Total	percent of Variance	Cumulative percent
1	16.218	21.624	21.624	16.218	21.624	21.624
2	6.980	9.306	30.931	6.980	9.306	30.931
3	4.090	5.453	36.384	4.090	5.453	36.384
4	2.684	3.578	39.962	2.684	3.578	39.962
5	2.497	3.329	43.291	2.497	3.329	43.291
6	2.033	2.710	46.002	2.033	2.710	46.002
7	1.954	2.606	48.607	1.954	2.606	48.607
8	1.707	2.276	50.884	1.707	2.276	50.884

9	1.611	2.149	53.032	1.611	2.149	53.032
10	1.479	1.972	55.004	1.479	1.972	55.004
11	1.365	1.820	56.824	1.365	1.820	56.824
12	1.287	1.717	58.541	1.287	1.717	58.541
13	1.165	1.553	60.094	1.165	1.553	60.094
14	1.135	1.513	61.607	1.135	1.513	61.607
15	1.091	1.455	63.061	1.091	1.455	63.061
16	1.055	1.407	64.468	1.055	1.407	64.468
17	1.022	1.363	65.831	1.022	1.363	65.831
Extraction Method: Principal Component Analysis.						

5.13 Scale purification process

A pilot study was conducted and opinions of the respondents were gathered regarding the relevance, practicality, and validity of the survey in general and survey items. The pilot study surveyed 375 respondents. The feedback from the respondents of the pilot study was predominantly positive but some ambiguous and/or culturally sensitive items were recommended for removal. Taken with the results from this feedback and from the statistical analysis which follows, all in all, 21 items were dropped. The details are provided below.

Exploratory factor analysis (EFA) was completed on all the items from the pilot survey. The method of principal components analysis (PCA) with varimax rotation was utilized to extract the factors. A 17 factor solution was obtained which explained 65.831percent of the variance. Please see Table 5.20. The pattern matrix is shown in Table 5.21. Items with a loading of less than 0.3 were flagged for removal (Byrne 2001; Brown 2014). The flagged items with very low loading are: *PROMO1 (I am willing to rely on advertisement by western imported food when making purchase decisions)*, *LIFE4 (I try western imported food before my friends and neighbors do)*, *BT2 (Western imported food is safe to use)*, *CS5 (I believe that using western imported food is usually a very satisfying experience)*, *CS4 (I am enthusiastic to use western imported food in some way)*, *BL1 (I keep purchasing western imported food)*, *PII (I intend to recommend western imported food to family and friends)* and *PB4 (I purchase western imported food regardless of its price)*. Besides the statistical reason the theoretical perspective, scale items can be removed which might not work due to leading questions wording, ambiguity, and loaded words and questions assumption. Questions with stated issues may create problems in

further analysis and suggests removing from the survey instrument (DeVellis 2016). Hence, eight items were dropped from the survey instrument.

Table 5.21: Pattern matrix

	Factor																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
PA1	.412																
PA2															.347		
PA3	.475																
PA4	.422																
PA5	.449																
PRC1	.411																
PRC2	.447																
PRC3	.515																
PRC4	.537																
PROMO1	.287																
PROMO2							.394										
PROMO3								.399									
PROMO4	.410																
PROMO5	.423																
PLACE1											.415						
PLACE2										.379							
PLACE3											.434						
PLACE4																.325	
PER1		.597															

Table 5.21: Pattern matrix (continued)

PER2		.558																
PER3		.612																
PER4		.646																
PER5		.565																
LIFE1				.382														
LIFE2					.418													
LIFE3				.368														
LIFE4	.194																	
LIFE5	.588																	
SUB1										.558								
SUB2	.395																	
SUB3										.516								
SUB4		.600																
SUB5		.575																
SOC1		.519																
SOC2		.643																
SOC3		.587																
SOC4		.479																
SELF1	.467																	

Table 5.21: Pattern matrix (continued)

SELF2									.476								
SELF3		.364															
SELF4	.429																
SELF5	.470																
BT1	.633																
BT2	.252																
BT3	.612																
BT4	.653																
BT5	.658																
CS1	.620																
CS2	.650																
CS3	.658																
CS4	.222																
CS5	.269																
BL1	.287																
BL2	.497																
BL3	.341																
BL4	.583																
BL5	.539																
REL1			.593														
REL2			.628														

Table 5.21: Pattern matrix (continued)

REL3			.689															
REL4			.666															
REL5			.526															
REL6			.578															
REL7				.462														
REL8			.512															
PI1	.202																	
PI2	.659																	
PI3	.662																	
PI4	.686																	
PI5	.613																	
PB1	.510																	
PB2	.653																	
PB3	.656																	
PB4	.284																	
PB5	.660																	

The Cronbach’s alpha of the subscale items was tested to establish if the subscales can be considered to be reliable. The Cronbach’s alpha’s for all the subscales except the (PLACE) subscale was greater than 0.7. The Cronbach’s alpha for the place subscale was 0.462 (N=4). It was considered to drop some items form this subscale to see if the reliability could be improved. The results of this exercise are illustrated in Table 5.22 below. The outcome indicated that the consistency of the subscale could not be improved even after dropping any of the items. Therefore, it was decided to drop all the items from this subscale.

Table 5.22: Place subscale item-total statistics

Item	Overall Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PLACE1	0.462	0.193	0.454
PLACE2		0.302	0.351
PLACE3		0.396	0.247
PLACE4		0.17	0.472

Some items were nominated by the respondents as being ambiguous and/or culturally sensitive. This comprise of length and wording of questions, questions with same meaning, question order, leading questions and assumptions and if the respondents consider information sensitive or confidential and not willing to share (Alwin 2014; DeVellis 2016). The items which were flagged by a number of respondents are: *Religion is especially important to me because it answers many questions about the meaning of life (RELIGIOSITY)*; *My religious beliefs lie behind my whole approach to life (RELIGIOSITY)*; *I regularly recite the holy Quran (RELIGIOSITY)*; *I rely on western imported food (BRAND TRUST)*; *I focus on western imported food when making a purchase decision (SELF-CONCEPT)*; *My choice of western imported food says something about me as a person (PERSONALITY)*; *I buy western imported food to continue my family traditions (SUBJECTIVE NORMS)*; *I use western imported food because it reminds me of my family (SUBJECTIVE NORMS)*; and *To choose between local & imported food items, I usually prefer western imported food (LIFESTYLE)*. Henceforth, nine items were dropped in the light of stated information.

After extracting the items, the final result of the EFA determined 54 scale items, relating to 14 factors. Factors associated with the scale items had eigenvalues higher than one. Factors ranged from .399 to .689 confirming an internal consistent value, thus there was an acceptable consistency within the scale items for each factor. This final pattern matrix (see Table 5.23) indicates the items with factor loadings. The items with a factor loading <0.3 which is the minimum threshold level were not the strong indicators of the latent variable and were eliminated (Tabachnick & Fidell 2007). However, with this minimum threshold level of 0.3, items with factors loading greater than 0.3 were all included in the final solution. There is no real rule of thumb for this minimum threshold level 0.3, as it all depends on the instrument being used. With a large enough sample size even factor loadings of 0.2 would be appropriate. So, in this case the threshold level of 0.3 was taken into consideration to ascertain the final factor loading (Sanders, Gugiu & Enciso 2015). Overall, the scale items describe 65.83 percent of the aggregate variance (see Table 5.20 above). Hence, this is considered to be an acceptable number in an exploratory study (Marsh et al. 2014).

Table 5.23: Final solution of exploratory factor analysis

Scale items	Factors				
	1	2	3	4	5
Product attributes					
Western imported food is healthy.	.412				
Western imported food taste good.	.347				
Western imported food contain better quality ingredients.	.475				
I trust the claims on the labels of western imported food.	.422				
The packaging of western imported food gives me a sign about the product quality.	.499				
Price					
The price charged by western imported food is reasonable.		.411			
I am willing to pay more for western imported food.		.447			
The price related to western imported food predicts its quality.		.515			
I am satisfied with the price I pay for western imported food.		.537			
Promotion					
Advertisement is important when I buy western imported food.			.394		
My decision to purchase western imported food is influenced by advertisement.			.399		
The message on advertisement attempts to persuade me to buy western imported food.			.410		
Advertisement of western imported food predicts its quality.			.423		
Personality					
I choose western imported food to express my identity to others.				.597	
The western imported food I use communicates about the type of person I am.				.558	
I buy western imported food to express different aspects of my personality.				.612	
I choose western imported food because it reflects my personality.				.646	
Lifestyle					
An important part of my life and activities is to eat healthy food.					.382
I am fitness conscious.					.418
I am health conscious when it comes to food.					.368

Scale items	Factors				
	6	7	8	9	10
Subjective norms					
My decision to purchase western imported food is influenced by my friends.	.558				
My decision to purchase western imported food is influenced by my family members.	.395				
My decision to purchase western imported food is influenced by my colleagues.	.516				
Social class					
I choose western imported food that is associated with the social class I belong to.		.519			
The western imported food I use reflects my social status.		.643			
I communicate my achievement through the western imported food I own and use.		.587			
I avoid choosing brands that do not reflect my social status.		.479			
Self-concept					
I am confident in my ability to recognize a western imported food.			.467		
I can tell which western imported food meets my expectations.			.476		
I trust my own judgment when deciding which western imported food to consider.			.364		
I know which store to shop in for western imported food.			.429		
Brand trust					
The manufacturers of western imported food are honest.				.633	
I believe that western imported food do not mislead their customers.				.653	
I consider the western imported food to be generally trustworthy.				.658	
Customer satisfaction					
I am satisfied with western imported food I use.					.620
I made the right decision when I decided to use the western imported food.					.650
I am very happy with western imported food I use.					.658

Scale items	Factors				
	11	12			
Brand loyalty					
In the future, I would be willing to pay a higher price for western imported food.	.497				
I would not switch to a competitor product, even if I had a problem with a western imported food.	.341				
I consider myself to be a loyal customer of western imported food.	.583				
I use western imported food because it is the best choice for me.	.539				
Religiosity					
Religious beliefs influence all my dealings in life.		.689			
I enjoy taking part in the activities of my religious group.		.666			
I only consume halal food.		.526			
I pray regularly five times a day.		.578			
I fast regularly during Ramadan.		.512			

Scale items	Factors	
	13	14
Purchase intention		
I intend to purchase western imported food.	.659	
I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	.662	
I intend to purchase western imported food for its benefits to my long term health.	.686	
I plan to purchase western imported food on a regular basis.	.613	
Purchase behavior		
I purchase western imported food on a regular basis.		.510
I purchase western imported food because of its better quality.		.653
I purchase western imported food for my health.		.656
I purchase western imported food because it is safe to consume.		.660

5.14 Factor labeling

The final result of the exploratory factor analysis ordered the items into 14 factors; scale items were gathered together and each group was recognized as a factor. Next is a discussion of these factors.

Factor 1: Product attributes

This factor is linked to the major attributes western imported food buyers associate with such products. Table 5.24 illustrates that five scale items associated with this factor.

Factor 2: Price

This factor showcases the willingness and satisfaction associated with price. Table 5.24 shows four scale items connected with this factor.

Factor 3: Promotion

This factor is linked with the influence of promotion on consumers of western imported food. This factor depicts the persuasiveness and importance of promotion for consumers. Table 5.24 indicates that four scale items are related with this factor,

Factor 4: Personality

This factor is connected with consumers' personality and its influence on purchase intention concerning western imported food. Table 5.24 demonstrates four scale items connected with this factor.

Factor 5: Lifestyle

This factor is associated with consumers' lifestyle and its possible influence on the consumer purchase intention of western imported food. Table 5.24 depicts three scale items which are related to this factor.

Factor 6: Subjective norms

This factor is linked with the influence of subjective norms on consumers' purchase intention for western imported food. Table 5.24 illustrates three scale items for this factor.

Factor 7: Social class

This factor is connected with the impact of social class on consumers' purchase intention of western imported food. Table 5.24 denotes four scale items associated with this factor.

Factor 8: Self-concept

This factor is related with consumers' self-concept while buying western imported food and reflects consumers' knowledge about it. Table 5.24 depicts there are four scale items connected with this factor.

Factor 9: Brand trust

This factor is linked to consumers' brand trust when buying western imported food. Table 5.24 shows three scale items for this factor.

Factor 10: Customer satisfaction

This factor is concerned with customer satisfaction in the context of western imported food. Table 5.24 illustrates three scale items for this factor.

Factor 11: Brand loyalty

This factor addresses the probable influence of customers' brand loyalty status towards western imported food. Table 5.24 shows four scale items related with this factor.

Factor 12: Religiosity

This factor is linked with religiosity and consumer purchase intention concerning western imported food. Table 5.24 indicates five scale items associated with this factor.

Factor 13: Purchase intention

This factor showcases the willingness which forms the purchase intention for western imported food. Table 5.24 demonstrates four scale items connected with this factor.

Factor 14: Purchase behavior

This factor is linked with the purchase behavior of the western imported food in Pakistan.

Table 5.24 illustrates four scale items for this factor.

Table 5.24: Factor labels

Factor label	Item no	Item label	Items	Cronbach alpha
Product attributes	1	PA1	Western imported food is healthy.	.708
	2	PA2	Western imported food taste good.	
	3	PA3	Western imported food contains better quality ingredients.	
	4	PA4	I always read label of western imported food.	
	5	PA5	The packaging of western imported food gives a sign about the product quality.	
Price	6	PRC1	The price charged by western imported food is reasonable.	.712
	7	PRC2	I am willing to pay more for western imported food.	
	8	PRC3	The price related to western imported food predicts its quality.	
	9	PRC4	I am satisfied with the price I pay for western imported food.	
Promotion	10	PROMO1	Advertisement is important when I buy western imported food.	.834
	11	PROMO 2	My decision to purchase western imported food is influenced by advertisement.	
	12	PROMO 3	The message on advertisement persuade me to buy western imported food.	
	13	PROMO 4	Advertisement of western imported food predicts its quality	
	14	PER1	I choose western imported food to express my identity to others.	
	15	PER2	The western imported food I use communicates	

Personality			about the type of person I am.	.874
	16	PER3	I buy western imported food to express different aspects of my personality.	
	17	PER4	I choose western imported food because it reflects my personality	
Lifestyle	18	LIFE1	An important part of my life and activities is to eat healthy food.	.783
	19	LIFE2	I am fitness conscious	
	20	LIFE3	I am health conscious when it comes to food.	
Subjective norms	21	SUB1	My decision to purchase western imported food is influenced by my friends.	.785
	22	SUB2	My decision to purchase western imported food is influenced by my family	

Table 5.24: Factor labels (continued)

Factor label	Item no	Item label	Items	Cronbach alpha
	23	SUB3	My decision to purchase western imported food is influenced by my colleagues.	
Social class	24	SOC1	I choose western imported food that is related with the social class I belong to.	.839
	25	SOC2	The western imported food I use reflects my social status.	
	26	SOC3	I share my achievements through the western imported food I own and use.	
	27	SOC4	I avoid choosing brands that do not reflect my social status.	
Self-concept	28	SELF1	I am confident in my ability to recognize a western imported food.	.762
	29	SELF2	I can tell which western imported food meets my expectations.	
	30	SELF3	I trust my own judgment when deciding which western imported food to consider.	
	31	SELF4	I know which store to shop in for western imported food.	
Brand trust	32	BT1	The manufacturers of western imported food are honest	.870
	33	BT2	I believe that western imported food do not mislead their customers.	
	34	BT3	I consider the western imported food to be generally trustworthy.	
Customer satisfaction	35	CS1	I am satisfied with western imported food I use.	.808
	36	CS2	I made the right decision when I decided to use the western imported food.	
	37	CS3	I am very happy with western imported food I	

			use.	
Brand loyalty	38	BL1	In the future, I would be willing to pay a higher price for western imported food.	.712
	39	BL2	I would not switch to a competitor product, even if I had a problem with a western imported food.	
	40	BL3	I consider myself to be a loyal customer of western imported food.	
	41	BL4	I use western imported food because it is the best choice for me.	

Table 5.24: Factor labels (continued)

Religiosity	42	REL1	Religious beliefs influence all my dealings in life.	.743
	43	REL2	I enjoy taking part in the activities of my religious group.	
	44	REL3	I only consume halal food.	
	45	REL4	I pray regularly five times a day.	
	46	REL5	I fast regularly during Ramadan.	
Purchase intention	47	PI1	I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	.764
	48	PI2		
	49	PI3	I intend to purchase western imported food for its benefits to my long term health.	
	50	PI4	I plan to purchase western imported food on a regular basis.	
	51	PB1	I purchase western imported food on a regular basis.	
Purchase behaviour	52	PB2	I purchase western imported food because of its better quality.	.769
	53	PB3	I purchase western imported food for my health.	
	54	PB4	I purchase western imported food because it is safe to consume.	

5.15 Revised model of the study

Findings extracted from the EFA attempted to develop the revised conceptual model to be tested for further analysis. Due to the results of the first phase, this model is different from Figure 5.1 presented at the beginning of this chapter. The key change is the deletion of one construct, place, due to low Cronbach alpha value. Other constructs were retained but within some constructs a few items were deleted. The justification for this was presented above. Figure 5.2 demonstrates the revised conceptual model of the study.

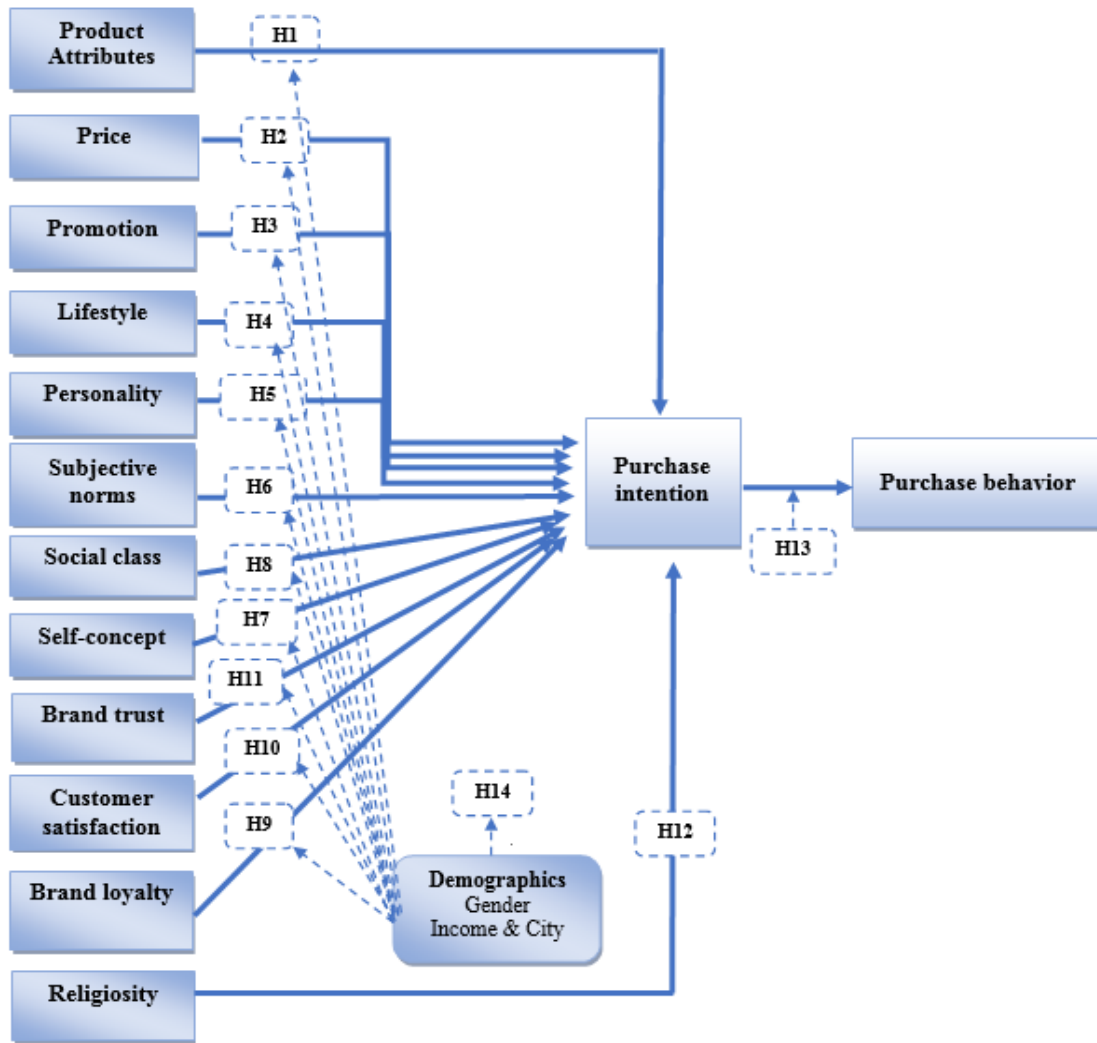


Figure 5.2: Revised conceptual model of the study

5.16 Hypotheses to be tested

On the basis of the findings from the EFA, the following hypotheses were tested in the final data collection stage. It can be seen that there is a slight modification to the phrasing of some of them:

H1: Product attributes are positively associated with consumer purchase intention of western imported food.

H2: Price is positively associated with consumer purchase intention of western imported food.

H3: Promotion is positively associated with consumer purchase intention of western imported food.

H4: Lifestyle is positively associated with consumer purchase intention of western imported food.

H5: Personality is positively associated with consumer purchase intention of western imported food.

H6: Subjective norms are positively associated with consumer purchase intention of western imported food.

H7: Self-concept is positively associated with consumer purchase intention of western imported food.

H8: Social class is positively associated with consumer purchase intention of western imported food.

H9: Brand loyalty is positively associated with consumer purchase intention of western imported food.

H10: Customer satisfaction is positively associated with consumer purchase intention of western imported food.

H11: Brand trust is positively associated with consumer purchase intention of western imported food.

H12: Religiosity is positively associated with consumer purchase intention of western imported food.

H13: Purchase intention is positively associated with consumer purchase behaviour of western imported food.

H14: Consumer demographics moderate the relationship between various variables and consumer purchase intention of western imported food.

5.17 Chapter summary

The development of hypotheses and the final conceptual model of this study were discussed in this chapter. The overall purpose was to determine the factors that probably influence consumer buying intention in the context of western imported food in Pakistan, from an analysis of the results of the qualitative study, feedback from a pre-test and pilot study of the quantitative survey and various statistical tests. 375 respondents were part of the pilot study which took place in Karachi. 75 scale items were used in the pilot study. These were extracted from the past literature and qualitative interview findings. EFA was conducted to purify the scales, which resulted in 54 scale items, grouped under 14 factors. On that basis, the conceptual model was revised for testing via the final quantitative data collection. Chapter 6, which follows, deals with the quantitative data analysis on the basis of the model and hypotheses developed in this chapter.

CHAPTER 6: QUANTITATIVE DATA ANALYSIS

6.1 Chapter overview

In the preceding chapter, the various hypotheses were discussed and a model developed to answer the research objective. In this chapter, the outcome of the quantitative survey is presented. This chapter is separated into three sections: in the first section, the demographic and behavioral profiles of the respondents are described; in the second section, a discussion is given of the EFA to check the reliability of each construct for further analysis. In the third section, the outcomes of the confirmatory factor analysis (CFA) and path analysis are reported. Finally, an interpretation is given with regard to the findings extracted from the CFA.

6.2 Study respondents

The survey forms were distributed to 1080 respondents from eight cities of Pakistan, Karachi, Hyderabad, Larkana, Lahore, Islamabad, Faisalabad, Quetta and Peshawar. 927 individuals consisting of professionals, university students and housewives responded to the survey, which presented a response rate of 86 percent.

6.3 Demographic profile of respondents

The main demographic variables included in this study are gender, religious identity, age, level of education, monthly income, marital status and employment status. Table 6.1 exhibits the frequencies and corresponding percentages of each demographic variable.

Table 6.1: Demographic profile of the respondents

Item	Characteristic	No. of respondents	Percentage response
Gender	Male	542	58
	Female	385	41
Religious identity	Sunni Muslim	788	85
	Shia Muslim	139	15
Age	18-24	541	58
	25-35	313	34
	36-45	55	05
	46-55	17	18
	55+	03	01
	Primary	02	01
	Secondary or high school	54	05
	Diploma/vocational education and training	11	11

Level of education	Undergraduate (Bachelor)	308	33
	Postgraduate (Masters)	530	57
	PhD	19	02
	Others	03	01
Per month income in Pak rupees	Less than 40,000	10	01
	40,001 - 64,000 PKR	448	48
	64,001 - 150,000 PKR	327	35
	150,001 - 250,000 PKR	81	08
	250,001 + PKR	61	07
Marital status	Single	659	71
	Married	256	27
	Divorced	06	01
	Others	06	01
Employment status	Full time	395	42
	Part time	81	08
	Self Employed	55	06
	Un employed	396	42
City	Karachi	393	42
	Hyderabad	41	04
	Larkana	37	04
	Lahore	282	30
	Islamabad	30	03
	Quetta	23	02
	Faisalabad	73	08
Peshawar	48	05	

As Table 6.1 indicates, of the 927 respondents, 542 were male and 385 were females. The age group of 18 to 24 was the largest, with over half of the respondents 58 percent. About 48 percent had a monthly income between PKR 40,001 – 64,000 (equivalent to US\$ 310 - 497). With regard to academic qualifications, the majority had a postgraduate degree (57 percent). Most were single (71 percent), 42 percent were employed full time and 42 percent resided in Karachi followed by Lahore (with 30 percent).

6.4 Behavioral profile of respondents

The variables that represent the behavioral profile are the frequency of purchase, food categories purchased, places to shop and reason for grocery shopping. Table 6.2 shows the frequency with which respondents displayed the particular behavior of interest.

Table 6.2: Behavioral profile of respondents

Item	Characteristic	No. of respondents	Percentage response
Frequency of purchase of western imported food	Daily	94	10
	Weekly	171	18
	Fortnightly	196	21
	Monthly	250	27
	Quarterly	95	10
	Semi-annually	101	11
	Others	20	2
Food category	Chocolates	587	63
	Fresh juices	108	12
	Cereals	44	05
	Dairy products	42	4.5
	Vegetable oil	21	03
	Ice creams	35	04
	Biscuits	45	05
	Baby products	41	4
	Imported fish	3	01
	Honey	1	0.5
Place of purchase of western imported food	Supermarket	728	78
	Convenience store	38	04
	General store	161	17
Person responsible for doing grocery shopping	Yourself	394	42
	Parents	345	37
	Jointly	188	20

As per Table 6.2, 27 percent (250 respondents) said they purchase a western imported food item on a monthly basis followed by those purchasing fortnightly. 63 percent (587 respondents) purchase chocolates, the most popular item, followed by fresh juices, cereals, dairy products, and biscuits. 78 percent (728 respondents) purchase western imported food from a supermarket. It was found that 42 percent (394 respondents) do the grocery shopping by themselves followed by their parents for 37 percent (345 respondents).

6.5 Descriptive statistics

Descriptive statistics are an essential part of data analysis (Zikmund et al. 2013). In this section, SPSS Statistics 22 was used to compute the means and standard deviation on the research model variables that are represented in the research survey. A Likert scale with five points was used to gauge the variables in the proposed research model. Table 6.3 shows the level of the mean and the range of standard deviation of the items used to measure the factors in the research model. Statisticians have determined that values no greater than 2 standard deviations represent measurements that are more closely near the true value than those that fall in the area greater than 2 standard deviations.

Table 6.3: Descriptive statistics

Code	Scale items	Mean	Std. Deviation
Product attributes			
PA1	Western imported food is healthy.	3.48	0.882
PA2	Western imported food tastes good.	3.84	0.748
PA3	Western imported food contains better quality ingredients.	3.96	0.808
PA4	I always read the label of western imported food.	3.56	1.038
PA5	The packaging of western imported food gives a sign about the product quality.	3.85	0.906
Promotion			
PROMO1	Advertisement is important when I buy western imported food.	3.23	1.069
PROMO2	My decision to purchase western imported food is influenced by advertisement.	3.01	1.064
PROMO3	The message on advertisement persuades me to buy western imported food.	3.13	1.009
PROMO4	Advertisement of western imported food predicts its quality	3.21	0.966
Lifestyle			
LIFE1	An important part of my life and activities is to eat healthy food.	4.04	0.908
LIFE2	I am fitness conscious	3.72	0.991
LIFE3	I am health conscious when it comes to food.	3.75	1.031
Price			
PRC1	The price charged by western imported food is reasonable.	2.81	0.973
PRC2	I am willing to pay more for western imported food.	2.90	1.040
PRC3	The price related to western imported food predicts its quality.	3.40	0.947
PRC4	I am satisfied with the price I pay for western imported food.	3.17	0.923

Table 6.3: Descriptive statistics (continued)

Personality			
PER1	I choose western imported food to express my identity to others.	2.34	1.068
PER2	The western imported food I use communicates about the type of person I am.	2.51	1.061
PER3	I buy western imported food to express different aspects of my personality.	2.48	1.212
PER4	I choose western imported food because it reflects my personality	2.41	1.066
Subjective norms			
SUB1	My decision to purchase western imported food is influenced by my friends.	2.76	1.055
SUB2	My decision to purchase western imported food is influenced by my family	3.08	1.080
SUB3	My decision to purchase western imported food is influenced by my colleagues.	2.79	1.022
Social class			
SOC1	I choose western imported food that is related with the social class I belong to.	2.72	1.088
SOC2	The western imported food I use reflects my social status.	2.62	1.098
SOC3	I share my achievements through the western imported food I own and use.	2.48	1.030
SOC4	I avoid choosing brands that do not reflect my social status.	2.51	1.083
Self-concept			
SELF1	I am confident in my ability to recognize a western imported food.	3.36	0.958
SELF2	I can tell which western imported food meets my expectations.	3.51	0.860
SELF3	I trust my own judgment when deciding which western imported food to consider.	3.76	0.844
SELF4	I know which store to shop in for western imported food.	3.80	0.843
Brand trust			
BT1	The manufacturers of western imported food are honest	3.33	0.900
BT2	I believe that western imported food do not mislead their customers.	3.44	0.945
BT3	I consider the western imported food to be generally trustworthy.	3.54	0.864

Table 6.3: Descriptive statistics (continued)

Customer satisfaction			
CS1	I am satisfied with western imported food I use.	3.74	0.757
CS2	I made the right decision when I decided to use the western imported food.	3.63	0.793
CS3	I am very happy with western imported food I use.	3.606	0.8182
Brand loyalty			
BL1	In the future, I would be willing to pay a higher price for western imported food.	2.79	1.016
BL2	I would not switch to a competitor product, even if I had a problem with a western imported food.	2.50	1.040
BL3	I consider myself to be a loyal customer of western imported food.	2.93	0.955
BL4	I use western imported food because it is the best choice for me.	3.21	0.911
Religiosity			
REL1	Religious beliefs influence all my dealings in life.	3.90	0.973
REL2	I enjoy taking part in the activities of my religious group.	3.76	0.942
REL3	I only consume halal food.	4.48	0.808
REL4	I pray regularly five times a day.	3.48	1.089
REL5	I fast regularly during Ramadan.	4.26	0.950
Purchase intention			
PI1	I intend to purchase western imported food.	3.45	0.832
PI2	I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	3.67	0.849
PI3	I intend to purchase western imported food for its benefits to my long term health.	3.54	0.900
PI4	I plan to purchase western imported food on a regular basis.	3.03	0.978
Purchase behavior			
PB1	I purchase western imported food on a regular basis.	2.96	1.040
PB2	I purchase western imported food because of its better quality.	3.78	0.770
PB3	I purchase western imported food for my health.	3.54	0.896
PB4	I purchase western imported food because it is safe to consume.	3.60	0.865

6.6 Measurement development of the research model

To continue developing the measurement fit of the proposed research model, some different statistical techniques were used to analyze the data. The first was to ensure the scales' validity through factor analysis testing. This included an exploratory factor

analysis, followed by confirmatory factor analysis. The second statistical technique was to test the reliability and validity of the scales to ensure their internal consistency.

6.7 Data screening result

Prior to entering the data, the survey questionnaires were thoroughly read and checked for any missing data. Initial screening results revealed that out of 1080 questionnaires 927 were in a usable condition for further analysis. A missing value investigation showcased no missing data from the remaining 927 questionnaires. Out of 1080 questionnaires, 153 were found to be inappropriate with incomplete information by the respondents, in some cases duplication of answers was detected and a few questionnaires were returned without any answers. Thus, 153 questionnaires were found to be unusable by the researcher for further analysis.

Identifying continuous variable data for normality is significant in the initial stages of each multivariate analysis, and can be measured by either statistical or graphical techniques (Tabachnick & Fidell 2007). The term normality suggests that the data is sampled from a normally distributed population (Allen & Bennett 2010). To measure the extent of normality, values of skewness and kurtosis can be inspected. Normality was measured at both the univariate and multivariate stages, as non-normality will disturb the choice of approximation technique used for structural equation modeling. Firstly, all factors were tested to check the skewness and kurtosis using SPSS. Values for skewness and kurtosis between -2 and +2 are acceptable in order to demonstrate normal univariate distribution (George & Mallery 2010) and all were found to be in this recommended range (Tabachnick & Fidell 2007). The data cleaning confirmed that the survey questions were correctly entered for further investigation.

6.8 Factor analysis for items scale validity

According to William, Brown, and Onsman (2010), factor analysis (FA) is an essential tool employed in the calculation and improvement of tests and scales. Both exploratory factor analysis and confirmatory factor analysis will be explored next.

Exploratory Factor Analysis (EFA)

EFA is a statistical methodology extensively used in the fields of education and social science (Williams, Brown & Onsman 2010). In this research, the survey items are

employed to represent the major constructs of the proposed research model and determine their importance and relationship with each other. Some of these items were adopted from previous studies, others were taken from the qualitative phase of the research. To establish their capacity to represent these constructs, EFA was used in this research, in accordance with the method used by Chong et al. (2009).

It is imperative to note that in EFA, the sample size is important (Williams et al. 2010). A number of perspectives and requirements regarding the sample size in EFA are reported in the literature (Comrey 1973; Hair et al. 1995; Hogarty et al. 2005; Tabachnick & Fidell 2001). Hair et al. (1995) recommended that the sample size for an EFA should be greater than 100 cases while some other analysts propose a minimum of 300 cases (Hogarty et al. 2005; Tabachnick & Fidell 2007). Research conducted by Comrey (1973) suggested a range of degrees of excellence for EFA sample sizes: 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1000 or more is excellent. The sample size used in this research is approximately 927 cases out of 1080. If compared with the categories put forward by Comrey (1973), this is considered to be a sample excellently suitable for EFA.

In order to be considered appropriate for factor analysis, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) were conducted (Please see appendix E). Results revealed that Bartlett's test presented a large chi square value, which is significant χ^2 (DF=1431, n=927) = 23642.525, $p < .05$. The KMO statistic is .909 which is well above the minimum criterion of 0.5. Hence the sample is adequate for factor analysis (Field 2009). Both the KMO and Bartlett's test indicated that it is appropriate to apply principal components analysis to the information set (Chung & Lai 2017). Further a 12 factor solution was obtained which explained 62.90 percent of the variance. This is measured to be an appropriate value in an exploratory study (Marsh et al. 2014).

Product attributes

Five items were used to measure product attributes. Table 6.4 shows the correlation coefficients of these items are greater than 0.30, which shows their suitability for factor analysis (FA) (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading

must be greater than 0.50 (Hair et al. 2005; Zhang, Wasznik & Wijngaard 2000). As illustrated in Table 6.4, the loadings of all these items exceed the minimum cut-off level.

Table 6.4: Correlation and loading matrix for product attributes

Correlation and Loading Matrix						
		PA1	PA2	PA3	PA4	PA5
Correlation	PA1	1.000	0.369	0.505	0.374	0.376
	PA2	0.369	1.000	0.398	0.378	0.385
	PA3	0.505	0.398	1.000	0.365	0.412
	PA4	0.374	0.365	0.365	1.000	0.377
	PA5	0.376	0.379	0.412	0.347	1.000
Loading		0.722	0.643	0.809	0.591	0.655

The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and Bartlett’s test of sphericity were determined in Table 6.5. The value of the KMO is 0.765, which is greater than the acceptable minimum limit of 0.50 (Hair et al. 1995). Bartlett’s test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidell 2007). The data provided regarding the five items to measure the consolidated construct of product attribute means that these items are considered to be suitable for FA.

Table 6.5: KMO and Bartlett’s test for product attributes

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.765
Bartlett's test of sphericity	Approx. Chi Square	843.934
	df	10
	Sig.	0.000

Price

Four items were used to measure price. Details presented in Table 6.6 show the correlation matrix for these items, indicating these items’ correlation coefficients are greater than 0.30, which shows their suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.6 the loading of all these items exceeded the minimum cut-off level.

Table 6.6: Correlation and loading matrix for price

Correlation and Loading Matrix					
		PRC1	PRC2	PRC3	PRC4
Correlation	PRC1	1.000	0.364	0.401	0.523
	PRC2	0.364	1.000	0.391	0.422
	PRC3	0.441	0.396	1.000	0.409

	PRC4	0.523	0.422	0.409	1.000
Loading		0.756	0.698	0.658	0.822

The KMO and Bartlett's test of sphericity are presented in Table 6.7. The value of the KMO is 0.731, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). Thus the provided data for this construct are considered to be suitable for FA.

Table 6.7: KMO and Bartlett's test for price

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of sampling adequacy		0.731
Bartlett's test of sphericity	Approx. Chi Square	706.092
	df	6
	Sig.	0.000

Promotion

Four items were used to measure promotion. Details presented in Table 6.8 illustrate the correlation matrix for these items. Table 6.8 shows the correlation coefficients of these items are greater than 0.30, which shows the suitability for FA of these items (Henson & Roberts, 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.8 the loading of these items is exceeded the minimum cut-off level.

Table 6.8: Correlation and loading matrix for promotion

Correlation and loading matrix					
		PROMO1	PROMO2	PROMO3	PROMO4
Correlation	PROMO1	1.000	0.639	0.552	0.465
	PROMO2	0.639	1.000	0.676	0.490
	PROMO3	0.552	0.676	1.000	0.512
	PROMO4	0.465	0.490	0.512	1.000
Loading		0.815	0.868	0.844	0.738

The KMO and Bartlett's test of sphericity are given in Table 6.9 The value of the KMO is 0.791, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). Thus provided data of this construct confirm the suitability for FA.

Table 6.9: KMO and Bartlett's test for promotion

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.791
		Approx. Chi
		1453.863

Bartlett's test of sphericity	Square	
	df	6
	Sig.	0.000

Personality

Four items were used to measure personality. Details presented in Table 6.10 illustrate the correlation matrix for these items. Table 6.10 shows the correlation coefficients of these items are greater than 0.30, which shows the suitability for FA of these items (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.10 the loading of these items exceeded the cut-off level.

Table 6.10: Correlation and loading matrix for personality

Correlation and Loading Matrix					
		PER1	PER2	PER3	PER4
Correlation	PER1	1.000	0.661	0.559	0.629
	PER2	0.661	1.000	0.620	0.694
	PER3	0.559	0.620	1.000	0.666
	PER4	0.629	0.694	0.666	1.000
Loading		0.832	0.874	0.831	0.878

The KMO and Bartlett's test of sphericity are provided in Table 6.11. The value of the KMO is 0.828, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct thus reveal suitability for FA.

Table 6.11: KMO and Bartlett's test for personality

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.828
Bartlett's test of sphericity	Approx. Chi Square	1883.861
	df	6
	Sig.	0.000

Lifestyle

Three items were used to measure lifestyle. Details presented in Table 6.12 illustrate the correlation matrix for these items, indicating their correlation coefficients are greater than 0.30, which shows these items' suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell, 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.12 the loading of these items exceeded the cut-off level.

Table 6.12: Correlation and loading matrix for lifestyle

Correlation and Loading Matrix				
		LIFE1	LIFE2	LIFE3
Correlation	LIFE1	1.000	0.448	0.484
	LIFE2	0.448	1.000	0.697
	LIFE3	0.484	0.697	1.000
Loading		0.747	0.869	0.884

The KMO and Bartlett's test of sphericity are presented in Table 6.13. The value of the KMO is 0.658, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct thus confirm suitability for FA.

Table 6.13: KMO and Bartlett's test for lifestyle

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.658
Bartlett's test of sphericity	Approx. Chi Square	892.717
	df	3
	Sig.	0.000

Subjective norms

Three items were used to measure subjective norms. Details presented in Table 6.14 illustrate the correlation matrix for these items and indicate the items' correlation coefficients to be greater than 0.30, which shows the suitability for FA of these items (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.14 the loading of these items exceeded the cut-off level.

Table 6.14: Correlation and loading matrix for subjective norms

Correlation and Loading Matrix				
		SUB1	SUB2	SUB3
Correlation	SUB1	1.000	0.459	0.674
	SUB2	0.459	1.000	0.519
	SUB3	0.674	0.519	1.000
Loading		0.857	0.770	0.883

The KMO and Bartlett's test of sphericity are provided in Table 6.15. The value of the KMO is 0.670, greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct demonstrate suitability for FA.

Table 6.15: KMO and Bartlett's test for subjective norms

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.670
Bartlett's test of sphericity	Approx. Chi Square	879.549
	df	3
	Sig.	0.000

Social class

Four items were used to measure social class. Details presented in Table 6.16 illustrate the correlation matrix for these items. Table 6.16 gives the correlation coefficients of these items are greater than 0.30, which shows the suitability for FA of these items (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.16 the loading of these items exceeded the cut-off level.

Table 6.16: Correlation and loading matrix for social class

Correlation and Loading Matrix					
		SOC1	SOC2	SOC3	SOC4
Correlation	SOC1	1.000	0.699	0.547	0.457
	SOC2	0.699	1.000	0.620	0.566
	SOC3	0.547	0.620	1.000	0.502
	SOC4	0.457	0.566	0.502	1.000
Loading		0.828	0.887	0.812	0.756

The KMO and Bartlett's test of sphericity are offered in Table 6.17. The value of the KMO is 0.790, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct thus demonstrate the suitability for FA.

Table 6.17: KMO and Bartlett's test for social class

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.790
Bartlett's test of sphericity	Approx. Chi Square	1522.267
	df	6
	Sig.	0.000

Self-concept

Four items were used to measure self-concept. Details presented in Table 6.18 illustrate the correlation matrix for these items. Table 6.18 shows the correlation coefficients of these items are greater than 0.30, which illustrates their suitability for FA (Henson &

Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As given in Table 6.18 the loading of these items exceeded the cut-off level.

Table 6.18: Correlation and loading matrix for self-concept

Correlation and Loading Matrix					
		SELF1	SELF2	SELF3	SELF4
Correlation	SELF1	1.000	0.516	0.390	0.334
	SELF1	0.516	1.000	0.515	0.415
	SELF1	0.390	0.515	1.000	0.517
	SELF1	0.334	0.415	0.517	1.000
Loading		0.722	0.807	0.799	0.733

The KMO and Bartlett's test of sphericity are provided in Table 6.19. The value of the KMO is 0.744, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidell 2007). The provided data of this construct shows it is considered to be suitable for FA.

Table 6.19: KMO and Bartlett's test for self-concept

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.744
Bartlett's test of sphericity	Approx. Chi Square	935.712
	df	6
	Sig.	0.000

Brand trust

Three items were used to measure brand trust. Details presented in Table 6.20 illustrate the correlation matrix for these items. Table 6.20 shows the correlation coefficients of these items are greater than 0.30, which indicates the suitability for FA of these items (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.20 the loading of these items exceeded beyond the cut-off level.

Table 6.20: Correlation and loading matrix for brand trust

Correlation and Loading Matrix				
		BT1	BT2	BT3
Correlation	BT1	1.000	0.675	0.640
	BT2	0.675	1.000	0.759
	BT3	0.640	0.759	1.000
Loading		0.861	0.913	0.899

The KMO and Bartlett's test of sphericity are given in Table 6.21 that KMO and Bartlett's test of sphericity were calculated. The value of the KMO is 0.725, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct demonstrate suitability for FA.

Table 6.21: KMO and Bartlett's test for brand trust

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.725
Bartlett's test of sphericity	Approx. Chi Square	1427.300
	df	3
	Sig.	0.000

Customer satisfaction

Three items were used to measure customer satisfaction. Details presented in Table 6.22 illustrate the correlation matrix for these items. Table 6.22 shows the correlation coefficients of these items are greater than 0.30, which shows their suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.22 the loading of these items exceeded the cut-off level.

Table 6.22: Correlation and loading matrix for customer satisfaction

Correlation and Loading Matrix				
		CUS1	CUS2	CUS3
Correlation	CS1	1.000	0.555	0.604
	CS2	0.555	1.000	0.594
	CS3	0.604	0.594	1.000
Loading		0.846	0.841	0.864

The KMO and Bartlett's test of sphericity are determined in Table 6.23. The value of the KMO is 0.712, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct indicate the suitability for FA.

Table 6.23: KMO and Bartlett's test for customer satisfaction

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.712
Bartlett's test of sphericity	Approx. Chi Square	915.957
	df	3
	Sig.	0.000

Brand loyalty

Four items were used to measure brand loyalty. Details presented in Table 6.24 illustrate the correlation matrix for these items. Table 6.24 shows the correlation coefficients of these items are greater than 0.30, which shows their suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.24 the loading of these items exceeded the cut-off level.

Table 6.24: Correlation and loading matrix for brand loyalty

Correlation and Loading Matrix					
		BL1	BL2	BL3	BL4
Correlation	BL1	1.000	0.390	0.428	0.343
	BL2	0.390	1.000	0.390	0.343
	BL3	0.428	0.390	1.000	0.511
	BL4	0.343	0.343	0.511	1.000
Loading		0.736	0.670	0.812	0.715

The KMO and Bartlett's test of sphericity are established in Table 6.25. The value of the KMO is 0.713, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct demonstrates the suitability for FA.

Table 6.25: KMO and Bartlett's test for brand loyalty

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.713
Bartlett's test of sphericity	Approx. Chi Square	714.591
	df	6
	Sig.	0.000

Religiosity

Five items were used to measure religiosity. Details presented in Table 6.26 illustrate the correlation matrix for these items, indicating their correlation coefficients are greater than 0.30, which shows these items' suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.26 the loading of these items exceeded the cut-off level.

Table 6.26: Correlation and loading matrix for religiosity

Correlation and Loading Matrix						
		REL1	REL2	REL3	REL4	REL5
	REL1	1.000	0.589	0.429	0.385	0.310

Correlation	REL2	0.589	1.000	0.362	0.358	0.384
	REL3	0.429	0.362	1.000	0.337	0.478
	REL4	0.385	0.358	0.337	1.000	0.309
	REL5	0.310	0.384	0.478	0.309	1.000
Loading		0.79	0.751	0.708	0.622	0.657

The KMO and Bartlett's test of sphericity are provided in Table 6.27. The value of the KMO is 0.736, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct confirms suitability for FA.

Table 6.27: KMO and Bartlett's test for religiosity

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.736
Bartlett's test of sphericity	Approx. Chi Square	1083.193
	df	10
	Sig.	0.000

Purchase intention

Four items were used to measure purchase intention. Details presented in Table 6.28 illustrate the correlation matrix for these items, with the correlation coefficients of these items being greater than 0.30, which shows their suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.28 the loading of these items exceeded the cut-off level.

Table 6.28: Correlation and loading matrix for purchase intention

Correlation and Loading Matrix					
		PI1	PI2	PI3	PI4
Correlation	PI1	1.000	0.477	0.467	0.478
	PI2	0.477	1.000	0.613	0.306
	PI3	0.467	0.613	1.000	0.382
	PI4	0.478	0.306	0.382	1.000
Loading		0.789	0.790	0.813	0.679

The KMO and Bartlett's test of sphericity are given in Table 6.29. The value of the KMO is 0.722, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel 2007). The provided data of this construct establish the suitability for FA.

Table 6.29: KMO and Bartlett's test for purchase intention

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.722
Bartlett's test of sphericity	Approx. Chi Square	1016.307
	df	6
	Sig.	0.000

Purchase behavior

Four items were used to measure purchase behavior. Details presented in Table 6.30 illustrate the correlation matrix for these items illustrating their correlation coefficients as greater than 0.30, which shows their suitability for FA (Henson & Roberts 2006; Tabachnick & Fidell 2007). The factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000). As shown in Table 6.30 the loading of these exceeded the cut-off level.

Table 6.30: Correlation and loading matrix for purchase behavior

Correlation and Loading Matrix					
		PB1	PB2	PB3	PB4
Correlation	PB1	1.000	0.321	0.365	0.327
	PB2	0.321	1.000	0.606	0.604
	PB3	0.365	0.606	1.000	0.632
	PB4	0.327	0.604	0.632	1.000
Loading		0.583	0.829	0.853	0.841

The KMO and Bartlett's test of sphericity are provided in Table 6.31. The value of the KMO is 0.770, which is greater than the acceptable lower limit of 0.50 (Hair et al. 1995). The Bartlett's test of sphericity is highly significant with $p < .05$ (Tabachnick & Fidel, 2007). Thus provided data of this construct are considered to be suitable for FA.

Table 6.31: KMO and Bartlett's test for purchase behavior

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.770
Bartlett's test of sphericity	Approx. Chi Square	1181.288
	df	6
	Sig.	0.000

6.9 Confirmatory factor analysis (CFA)

CFA is essentially employed to measure a suggested theory and is an arithmetical methodology. CFA is also a type of structural equation modeling (SEM) (Swisher, Beckstead & Bebeau 2004). Contrary to EFA, CFA is established on a priori concept

concerning the number of factors, and which factor models are more appropriate (best fit) (Beckstead & Bebeau 2004; Swisher & Thompson 2004). The utilization of SEM in the business literature has been increasing in the past few years. Three types of SEM exist: the first is measurement models; the second is structural models; and the final one is a combination of the first and the second (Anderson & Gerbing 1988; McQuitty 2004). This research employed the third type of SEM for evaluating the proposed model because it uses both measurement and structural parameters for complete testing of the proposed model.

SEM itself is a quantitative data assessment tool which identifies, evaluates and experiments with theoretical relationships between observed endogenous constructs and unobserved exogenous constructs (Byrne 2001). First, a model is identified and devised which relates the influence constructs have on each other and the dimensions of this influence (Kline 2005). The method of visually demonstrating such a measured arrangement and its theoretical hypothesis, consisting of data, the developed model, and the relevant theory, is known as specification (Diamantopoulos & Siguaaw 2000). In the valuation process, SEM gives rise to the regression weightings, variances, covariance, and correlations during repetitive stages (Holmes-Smith et al. 2004).

Following valuation, the procedure of estimation allows the researcher to evaluate the appropriate facts and figures and decide whether the suggested model is appropriate for such data or any kind of variation is needed to enhance the model's suitability. Model fit statistics have been categorized into the following three types: absolute fit indices; comparative fit indices; and indices of model parsimony (Byrne 2001; Cunningham 2008; Hair et al. 2006; Kline 2005). In this research, CMIN/DF, GFI, AGFI, RMSEA, IFI, TLI, CFI, and SRMR are taken into account for this analysis as these are employed frequently in the literature (Byrne 1998; Hulland et al. 1996). The significance of these measurement indices and the applicable levels which indicate the suitability of this research are illustrated in Table 6.32.

Table 6.32: Summary of goodness of fit indices reported in this research

Good ness of fit indices				
Name of index	Code	Level	Fit measures indications	Sources
Normed Chi Square	CMIN/DF	≤ 5.0	Lower limit is 1.0, upper limit is 3.0 or as high as 5.0.	(Bollen 1989) (Hair et al. 1998)
Goodness of Fit	GFI	$\geq .90$	A value close to 0 indicates a poor fit, while a value close to 1 indicates a perfect fit.	(Hair et al. 1998)
Adjusted Goodness of Fit	AGFI	$\geq .80$	A value close to 0 indicates a poor fit, while value close to 1 indicates a perfect fit.	(Hair et al. 1998)
Root Mean Square Error of Approximation	RMSEA	$\leq .08$	A value should not be greater than 0.1.	(Holmes-Smith et al. 2006); (Hair et al. 2006)
Incremental Index of Fit	IFI	$\geq .90$	A value close to 1 indicates a good fit.	(Byrne 2001)
Tucker-Lewis Index	TLI	$\geq .90$	A value close to 1 indicates a good fit.	(Hair et al. 1998)
Comparative Fit Index	CFI	$\geq .90$	A value close to 1 indicates a good fit.	(Byrne 2001); (Hair et al. 1998)
Standardized Root Mean Square Residual	SRMR	0 - 1	From 0 to 1.0 well-fitting models attaining values $< .05$.	(Diamantopoulos & Siguaw 2000)
Expected Cross-Validation Index	ECVI		The hypothesized model should report the smallest value.	(Browne & Cudeck 1992)

6.10 Initial measurement and modification of the proposed model

CFA consists of two major tests: evaluation of the unidimensionality of the measurement scales and appraisal of a data set through the verification of its basic structure as per the theoretical framework (Mueller 1996). Even though model identification is a prerequisite of the CFA, adjustment and standardized loadings in the AMOS output were the chosen methodological choices to prove the magnitude of the measurement or to authenticate the model fit. Modification guides are comprised of variance, covariance, and regression weight. These indices were examined during evaluation of the model fit to get the direction of the modification. The construct measurement model is discussed next.

Product attributes: CFA findings

The appropriateness of a measurement model is specified through certain fitness guides. Through CFA, any scale item that does not suit the measurement model due to a low factor loading should be deleted from the model to improve the good fitness of the measurement model (Awang, Afthanorhan & Asri 2015).

As mentioned earlier there were five items used to measure product attributes. CFA showed that the initial results of the product attributes model indicated that the model was a poor fit to the data because the benchmark ranges of several fit indices were not at satisfactory levels. The measurement model can be improved by removing the items having a poor factor loading of less than 0.5 or lower than other items loading if required, which is considered to be the best way to improve the model fitness (Brown 2015). The CFA initial findings presented in Table 6.34 demonstrate that the product attribute model is not fit and needs some modification to reach the acceptable level of fit.

To improve the model fit two iterations have been made. In the first iteration, the researcher examined the items loading which specified that the regression weight of PA4 '*I always read the label of western imported food*' was the lowest, at 0.46. On that basis, PA4 was removed. But, the result exhibited that the product attribute model still did not attain a good model fit. For the second time, the researcher once again examined the items loading which showed that the regression weight of PA2 '*Western imported food tastes good*' was the lowest, at 0.52. Based on that, PA2 was also removed. The results of this iteration established that the model was then a good fit.

Furthermore, model modification indices were also checked and found to be in order. As shown in Table 6.34, the CFA final findings of the model fit specified and established that the measurement model attained a good fit and all the different parameters that were reported in this research met the suggested levels. The adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.33: Product attributes CFA initial findings

Items	Items wording	Initial model factor loadings	Final model factor loadings
PA1	Western imported food is healthy.	0.63	0.68
PA2	Western imported food tastes good.	0.52	Removed
PA3	Western imported food contains better quality ingredients.	0.79	0.79
PA4	I always read the label of western imported food.	0.46	Removed
PA5	The packaging of western imported food gives a sign about the product quality.	0.67	0.71

Table 6.34: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	10.057	.930	.785	.854	.187	.017	.927	.910
CFA final findings	4.965	.970	.933	.954	.065	.030	.977	.945

Price: CFA findings

Four items were used to measure price. The CFA initial findings presented in Table 6.36 demonstrate that the price model needs some modification to reach the acceptable level of fit. To improve the model fit one iteration has been made and the researcher found that the regression weight of PRC3 ‘*The price related to western imported food predicts its quality*’ was the lowest, at 0.50. On that basis, PRC3 was removed. As shown in Table 6.36, the CFA final findings of the model fit established that the measurement model attained a good fit and all the different parameters that were reported in this research met the suggested levels. As an outcome of the modification, the adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.35: Price CFA initial findings

Items	Items wording	Initial model factor loadings	Final model factor loadings
PRC1	The price charged by western imported food is reasonable.	0.65	0.69
PRC2	I am willing to pay more for western imported food.	0.58	0.61
PRC3	The price related to western imported food predicts its quality.	0.50	Removed
PRC4	I am satisfied with the price I pay for western imported food.	0.80	0.83

Table 6.36: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	8.643	.832	.798	.890	.165	.020	.897	.911
CFA final findings	1.575	.981	.951	.995	.025	.012	.934	.964

Promotion: CFA findings

Four items were used to measure promotion. The preliminary CFA results showed that the model was a poor fit to the data because the benchmarks of some fit indices were not at adequate levels and some alteration was thus needed. The key reason for this poor fit was high residual covariance between Promo 2 '*My decision to purchase western imported food is influenced by advertisement*' and Promo 4 '*Advertisement of western imported food predicts its quality*'. Research by Byrne (2001) and Holmes-Smith, Cunningham and Coote (2006) stated that the approach of correlating the error covariance can be statistically justified. Therefore, the researcher made covering error variance terms of both items (Promo2 and Promo4). As a results of the modification, the adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.37: Promotion CFA initial findings

Items	Items wording	Initial model factor loadings	Final model factor loadings
PROMO1	Advertisement is important when I buy western imported food.	0.74	0.72
	My decision to purchase western		

PROMO2	imported food is influenced by advertisement.	0.85	0.88
PROMO3	The message on advertisement persuades me to buy western imported food.	0.79	0.77
PROMO4	Advertisement of western imported food predicts its quality.	0.61	0.66

Table 6.38: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	7.937	.925	.880	.971	.086	.018	.922	.900
CFA final findings	1.482	.987	.917	1.000	0.001	0.004	.966	.967

Social class: CFA Findings

Four items were used to measure social class. The preliminary CFA results showed that the benchmark of some fit indices was not at adequate levels and some alteration was thus needed to reach the acceptable level of fit for the model. The key reason for this poor fit was high residual covariance between SOC3 ‘*I share my achievements through the western imported food I own and use*’ and SOC4 ‘*I avoid choosing brands that do not reflect my social status*’ in the final model. Relying again on the research by Byrne (2001) and Holmes-Smith, Cunningham and Coote (2006) concerning correlating the error covariance, the researcher made covering error variance terms of both items (SOC3 and SOC4). The adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.39: Social class CFA initial findings

Items	Items wording	Initial model factor loadings	Final model factor loadings
SOC1	I choose western imported food that is related with the social class I belong to.	0.77	0.77
SOC2	The western imported food I use reflects my social status.	0.89	0.91
SOC3	I share my achievements through the western imported food I own and use.	0.71	0.69
SOC4	I avoid choosing brands that do not reflect my social status.	0.64	0.62

Table 6.40: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	9.913	.919	.899	0.859	0.154	0.040	.913	.911
CFA final findings	2.553	.937	.922	1.003	0.001	0.004	.938	.932

Personality: CFA findings

Four items were used to measure personality. The fit indices for the initial measurement model for the personality construct are shown in Table 6.42 which illustrates the CFA initial and final findings of the personality model fit specified that the measurement model attained a good fit and all the different indicators stated in this research fulfilled the suggested levels. The tests were run twice and produced the same findings.

Table 6.41: Personality CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
PER1	I choose western imported food to express my identity to others.	0.78	0.78
PER2	The western imported food I use communicates about the type of person I am.	0.82	0.82
PER3	I buy western imported food to express different aspects of my personality.	0.81	0.81
PER4	I choose western imported food because it reflects my personality.	0.83	0.83

Table 6.42: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	1.817	.988	.961	.977	.000	0.003	.965	1.000
CFA final findings	1.817	.988	.961	.977	.000	0.003	.965	1.000

Lifestyle: CFA findings

Three items were used to measure lifestyle. The fit indices for the initial measurement model for the lifestyle construct are shown in Table 6.44 which demonstrates the CFA initial and final findings of the lifestyle model fit showed that the measurement model attained a good fit and all the different indicators stated in this research fulfilled the suggested levels. The tests were run twice and produced the same findings.

Table 6.43: Lifestyle CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
LIFE1	An important part of my life and activities is to eat healthy food.	0.80	0.80
LIFE2	I am fitness conscious.	0.87	0.87
LIFE3	I am health conscious when it comes to food.	0.77	0.77

Table 6.44: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	3.266	.977	.995	.999	.001	0.002	.944	1.001
CFA final findings	3.266	.977	.995	.999	.001	0.002	.944	1.001

Self-concept: CFA findings

Four items were used to measure self-concept. The CFA initial results of the self-concept model fit specified a poor fit to the data because the cut-off levels of several fit indices were not at acceptable levels, as presented in Table 6.46. To improve the model fit one iteration has been made. In this iteration, the researcher identified that the regression weight of SELF4 '*I know which store to shop in for western imported food*' was the lowest loading with 0.49. On that basis, SELF4 was removed. As shown in Table 6.46, the CFA final findings of the model fit established that the measurement model attained a good fit, all the different parameters reported in this research meeting the suggested levels. The adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.45: Self-concept CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
SELF1	I am confident in my ability to recognize a western imported food.	0.63	0.69
SELF2	I can tell which western imported food meets my expectations.	0.82	0.80
SELF3	I trust my own judgment when deciding which western imported food to consider.	0.63	0.66
SELF4	I know which store to shop in for western imported food.	0.49	Removed

Table 6.46: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	13.913	.897	.799	.859	.154	0.040	.913	.950
CFA final findings	3.553	.997	.901	1.000	.001	0.004	1.001	.991

Brand loyalty: CFA findings

Four items were used to measure brand loyalty. The analysis revealed that most of the model fit indices could not be computed. The RMSEA (0.716) vastly exceeded the recommended level of 0.08. These results indicated a need to make an adjustment to the model. However, the fit indices for the final measurement model were the same as the initial model, and the model could not be improved further. Hu and Bentler (1999) reported similarly about the situation where there may be models that do not quite reach the recommended measurement model fit indices and it does not seem to be theoretically possible for any rational improvement in the model. Also, there have been some concerns raised about the circumstances in which the measurement models are not executed optimally (Fan & Sivo 2005). Blalock (1963) reported some likely reasons for poor measurement model fit. The author stated that AMOS sometimes overlooks fit measures from the model fit summary. The reason for overlooking a fit measure differs from one fit measure to another. The explanation of many (but not all) fit measures depends on CMIN having a chi square distribution for correctly specified models. While determining the chi square, two features of chi square distributions are particularly important. Firstly the least value of a chi square variable is 0. In other words, CMIN = 0 is the best probable fit. Secondly, the anticipation of a chi square variable is equivalent to its degree of freedom. In other words, CMIN is expected to be close to DF (degree of freedom) for an accurate model. Hence, many fit measures depend on the ratio CMIN/DF, which should be close to 1 for a correct model, or the difference CMIN – DF, which should be close to 0. In extreme probability estimation, computing the likelihood ratio, the chi square statistic necessitates fitting the saturated model. If the saturated model has not been fitted, AMOS does not compute fit measures whose analysis depends on CMIN having a chi square distribution for correct models.

The correlation among the variables was tested with results indicating high values. This suggested that these variables have a multicollinearity issue. Blalock (1963) reported that when two apparently independent variables are highly correlated, it will be problematic to assess their comparative significance or influence on the dependent variable. Moreover, the variance inflation factor (VIF) was also checked and this revealed a value of more than 5. For these reasons, all brand loyalty items have been removed due to multicollinearity issues (Sarstedt et al. 2014). In sum, since the goodness of fit indices and other indicators stated above for the brand loyalty construct did not meet their respective criteria, this construct was not used in the subsequent analysis. Hence, there was no other solution but for the extraction of the construct to improve the final structural model.

Table 6.47: Brand loyalty - Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	-	-	-	-	.716	<.001	-	-
CFA final findings	-	-	-	-	.716	<.001	-	-

Customer satisfaction: CFA findings

Three items were used to measure customer satisfaction. The analysis revealed that most of the model fit indices could not be computed as again the RMSEA (0.573) greatly exceeded the recommended level of 0.08. After adjustment, the fit indices for the final measurement model were found to be the same as the initial model, and the model could not be improved further. For the same reasons as the previous construct, a test was made for collinearity.

The correlation among the variables was tested with results showing high values and a multicollinearity issue. The variance inflation factor (VIF) was also checked, revealing a value of more than 5. Therefore, all customer satisfaction items have been deleted due to multicollinearity issues (Sarstedt et al. 2014) and this construct was not involved in the later analysis, there being no other solution but for the extraction of the construct to improve the final structural model.

Hu and Bentler (1999) reported similarly about the situation where there may be models that do not quite reach the recommended measurement model fit indices and it does not seem to be theoretically possible for any rational improvement in the model. Also, there have been some concerns raised about the circumstances in which the measurement models are not executed optimally (Fan & Sivo 2005). Blalock (1963) reported some likely reasons for poor measurement model fit. The author stated that AMOS sometimes overlooks fit measures from the model fit summary. The reason for overlooking a fit measure differs from one fit measure to another. The explanation of many (but not all) fit measures depends on CMIN having a chi square distribution for correctly specified models. While determining the chi square, two features of chi square distributions are particularly important. Firstly the least value of a chi square variable is 0. In other words, CMIN = 0 is the best probable fit. Secondly, the anticipation of a chi square variable is equivalent to its degree of freedom. In other words, CMIN is expected to be close to DF (degree of freedom) for an accurate model. Hence, many fit measures depend on the ratio CMIN/DF, which should be close to 1 for a correct model, or the difference CMIN – DF, which should be close to 0. In extreme probability estimation, computing the likelihood ratio, the chi square statistic necessitates fitting the saturated model. If the saturated model has not been fitted, AMOS does not compute fit measures whose analysis depends on CMIN having a chi square distribution for correct models.

Table 6.48: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	-	-	-	-	0.573	<.001	-	-
CFA final findings	-	-	-	-	0.573	<.001	-	-

Brand trust: CFA findings

Three items were used to measure brand trust. The goodness of fit indices for the initial measurement model for the brand trust construct are illustrated in Table 6.50, with the CFA initial and final findings of the brand trust model fit establishing that the measurement model reached a good fit and all the different indicators stated in this

research fulfilled the suggested levels. The tests were run twice and produced the same findings.

Table 6.49: Brand trust CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
BT1	The manufacturers of western imported food are honest.	0.63	0.63
BT2	I believe that western imported food do not mislead their customers.	0.79	0.79
BT3	I consider the western imported food to be generally trustworthy.	0.80	0.80

Table 6.50: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	1.364	.977	.923	1.001	0.023	0.012	.988	1.000
CFA final findings	1.364	.977	.923	1.001	0.023	0.012	.988	1.000

Subjective Norms: CFA findings

There were three items used to measure subjective norms. The goodness of fit indices for the initial measurement model for the subjective norms construct are illustrated in Table 6.52, demonstrating that the measurement model attained a good fit and all the different indicators stated in this research fulfilled the suggested levels. The tests were run twice and produced the same findings.

Table 6.51: Subjective norms CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
SUB1	My decision to purchase western imported food is influenced by my friends.	0.71	0.71
SUB2	My decision to purchase western imported food is influenced by my family.	0.67	0.67
SUB3	My decision to purchase western imported food is influenced by my colleagues.	0.89	0.89

Table 6.52: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	3.435	.945	.967	.957	.043	0.011	.977	.959

CFA final findings	3.435	.945	.967	.957	.043	0.011	.977	.959
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Religiosity: CFA findings

There were five items used to measure religiosity. The CFA preliminary outcomes of the religiosity model fit showed that the model was a poor fit to the data because the cut-off levels of several fit indices were not in acceptable levels (see Table 6.54). To improve the model fit one iteration has been made in which the researcher discovered that the regression weight of REL5 ‘*I fast regularly during Ramadan*’ was the lowest for loading with 0.48. On that basis, REL5 was removed. As shown in Table 6.54, the CFA final findings of the model fit determined that the measurement model arrived at a good fit and all the different parameters reported in this research met the suggested levels. The adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.53: Religiosity CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
REL1	Religious beliefs influence all my dealings in life.	0.78	0.80
REL2	I enjoy taking part in the activities of my religious group.	0.71	0.77
REL3	I only consume halal food.	0.57	0.60
REL4	I pray regularly five times a day.	0.63	0.69
REL5	I fast regularly during Ramadan.	0.48	Removed

Table 6.54: Fit Indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	10.017	.929	.845	0.777	.161	0.063	.913	.914
CFA final findings	2.678	.997	.967	1.004	.000	0.007	.997	.957

Purchase intention: CFA findings

There were four items used to measure purchase intention. The CFA preliminary outcomes of the purchase intention model fit demonstrated that the model was a poor fit to the data because the cut-off range of several fit indices were not at acceptable levels as Table 6.56 shows. To improve the model fit one iteration has been made and the

researcher found that the regression weight of PI4 'I plan to purchase western imported food on a regular basis' was the lowest loading with 0.44 so PI4 was removed. As shown in Table 6.56, the CFA final findings of the model fit specified that the measurement model attained a good fit and all the different parameters that were reported in this research met the suggested levels. The adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI and CFI.

Table 6.55: Purchase intention CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
PI1	I intend to purchase western imported food.	0.66	0.60
PI2	I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	0.75	0.77
PI3	I intend to purchase western imported food for its benefits to my long term health.	0.78	0.80
PI4	I plan to purchase western imported food on a regular basis.	0.44	Removed

Table 6.56: Fit Indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	13.575	.923	.861	.783	.199	.054	.912	.899
CFA final findings	4.324	.967	.937	.947	.078	.016	.977	.934

Purchase behavior: CFA findings

There were four items used to measure purchase behavior. The CFA initial results of the purchase behavior model fit indicated a poorly fitting model because the cut-off levels of several fit indices were not at acceptable levels (see Table 6.58). To improve the model fit one iteration has been made, whereby the researcher identified that the regression weight of PB2 'I purchase western imported food because of its better quality' was the lowest loading with 0.51. Thus, PB2 was removed. As shown in Table 6.58, the CFA final findings of the model fit established that the measurement model reached a good fit and all the different parameters reported in this research met the suggested levels. The adjusted model had an improved CMIN/DF ratio, improved TLI, improved SRMR, RMSEA, GFI, AGFI, IFI, and CFI.

Table 6.57: Purchase behavior CFA initial findings

Item	Items wording	Initial model factor loadings	Final model factor loadings
PB1	I purchase western imported food on a regular basis.	0.58	0.65
PB2	I purchase western imported food because of its better quality.	0.51	Removed
PB3	I purchase western imported food for my health.	0.78	0.75
PB4	I purchase western imported food because it is safe to consume.	0.61	0.66

Table 6.58: Fit indices

	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
CFA initial findings	10.311	.911	.841	.887	.177	.068	.931	.900
CFA final findings	3.875	.976	.977	.917	.065	.011	.949	.977

6.11 Removal of brand loyalty and customer satisfaction from CFA

The constructs of brand loyalty and customer satisfaction were retained in Chapter 5 which discussed the model development and pilot study phase wherein the scale purification process was carried out through exploratory factor analysis (EFA) and then a conceptual model was developed for subsequent testing and analysis. At the time of scale purification, the researcher encountered low factor loadings (<0.3) in a few items such as BL1 (*I keep purchasing western imported food*), related to the constructs of brand loyalty and CS5 (*I believe that using western imported food is usually a very satisfying experience*), CS4 (*I am enthusiastic to use western imported food in some way*), related to the construct of customer satisfaction. Hence, the researcher decided to remove only those items with factor loadings of <0.3 which were related to these two constructs (Field 2013). The details about this item reduction process are mentioned in Chapter 5 Section 5.13. However, at that stage, the constructs of brand loyalty and customer satisfaction were retained as there were remaining feasible items with factor loadings of >0.3. Therefore, BL1 (*In the future, I would be willing to pay a higher price for western imported food*), BL2, (*I would not switch to a competitor product, even if I had a problem with a western imported food*), BL3 (*I consider myself to be a loyal customer of western*

imported food) and BL4 (*I use western imported food because it is the best choice for me*), all items related to brand loyalty and CS1 (*I am satisfied with western imported food I use*), CS2 (*I made the right decision when I decided to use the western imported food*) and CS3(*I am very happy with western imported food I use*), all items for customer satisfaction, were taken into consideration for the final data collection and analysis. The second stage of analysis after the EFA is the confirmatory factor analysis (CFA). While conducting the CFA to measure the measurement model fit, the constructs of brand loyalty and customer satisfaction were shown to provide a poor fit. The reason for removing both these constructs at the CFA stage is discussed next. Given that the measurement model provided a poor fit with the data for these two constructs, it was not proposed to conduct any further analysis. All the fit indices were not at the desirable level followed by multicollinearity issues as discussed in Section 6.10.8 & 9. Since the model fitness was found to be poor with no scope for further analysis, the constructs of brand loyalty and customer satisfaction were removed from the CFA analysis.

6.12 Summary of items removed from measurement model

Table 6.59 shows the items that have been removed. All 14 constructs in the research proposed model were evaluated individually using this technique and the best fit for each measurement model was achieved.

Table 6.59: Summary of items removed from measurement models

Construct	No. Items Input	No. Items Output	Eliminated Items
Product attributes	5	3	PA2 and PA4
Price	4	3	PRC3
Promotion	4	4	Nil
Personality	4	4	Nil
Lifestyle	3	3	Nil
Subjective norms	3	3	Nil
Social class	4	4	Nil
Self-concept	4	3	SELF4
Brand trust	3	3	Nil
Brand loyalty	4	Nil (items removed)	BL1,BL2,BL3,BL4
Customer satisfaction	3	Nil (items removed)	CS1, CS2 and CS3
Religiosity	5	4	REL5
Purchase intention	4	3	PI4
Purchase behavior	4	3	PB2
Total	54	40	14

All constructs that are presented in the research proposed model have been subjected to evaluation with respect to individual measurement model fit. With this method, 14 items have been removed from the individual models as illustrated in Table 6.59. The objective of removing these 14 items was to accomplish an enhanced fit to the data in this procedure.

6.13 Reliability and validity of constructs

It is important to examine the reliability and validity of the measurement model because any negative effect caused by low values of either affects the quality of the data used in the next phase of the analysis process. To analyze the reliability and validity, the results from testing the overall measurement model were used.

Table 6.60 displays Cronbach’s alpha, composite reliability (CR), standardized factor loadings (SFL) and average variance extracted (AVE). At this stage the Cronbach’s coefficients were considered for individual scales, which confirmed the internal reliability of the constructs, ensuring consistency. The alpha value of all the constructs ranged from 0.60 to 0.90, which is above the standard benchmark of 0.6, as suggested by Hair et al. (2015) and Malhotra and Dash (2014). Convergent validity was calculated via SFL, CR, and AVE. The SFL of all the scale items ranged from 0.73 to 0.89, which sufficed as it must be more than 0.50 (Hair et al. 2015). Moreover, the CR of all the constructs ranged from 0.79 to 0.92, whereas the AVE was between 0.60 and 0.89, which both conform to the conventional benchmarks recommended by Hair et al. (2015) and henceforth established convergent validity, as mentioned in Table 6.60.

Table 6.60 Standardized factor loadings, average variance extracted, composite reliability and Cronbach’s alpha

S. No.	Item	Variable	Standardized Factor Loading (SFL)	AVE	Composite Reliability (CR)	Cronbach's Alpha
1	PA1	Product attribute	0.773	0.601	0.8179	0.660
2	PA3		0.846			
3	PA5		0.700			
4	PRC1	Price	0.802	0.625	0.8331	0.700
5	PRC2		0.734			
6	PRC4		0.832			
7	PROMO1		0.815	0.668	0.8893	0.834
8	PROMO2		0.868			

9	PROMO3	Promotion	0.844			
10	PROMO4		0.738			
11	LIFE1	Lifestyle	0.747	0.698	0.8733	0.783
12	LIFE2		0.869			
13	LIFE3		0.884			
14	PER1	Personality	0.832	0.729	0.7999	0.874
15	PER2		0.874			
16	PER3		0.831			
17	PER4		0.878			
18	SUB1	Subjective norms	0.857	0.702	0.8758	0.785
19	SUB2		0.770			
20	SUB3		0.883			
21	SOC1	Social class	0.828	0.820	0.8925	0.839
22	SOC2		0.887			
23	SOC3		0.812			
24	SOC4		0.756			
25	SELF1	Self-concept	0.784	0.805	0.847	0.727
26	SELF2		0.850			
27	SELF3		0.783			
28	BT1	Brand trust	0.861	0.891	0.920	0.870
29	BT2		0.913			
30	BT3		0.899			

Table 6.60 Standardized factor loadings, average variance extracted, composite reliability and Cronbach's alpha (continued)

31	REL1	Religiosity	0.839	0.736	0.827	0.716
32	REL2		0.804			
33	REL3		0.665			
34	REL4		0.636			
35	P11	Purchase intention	0.771	0.823	0.864	0.764
36	PI2		0.853			
37	PI3		0.848			
38	PB1	Purchase behavior	0.659	0.790	0.836	0.703
39	PB3		0.864			
40	PB4		0.847			

6.14 Construct validity

The indices of the goodness of fit measures point to construct validity (Cunningham 2008; Holmes-Smith et al. 2006). The results of the measurement model are illustrated in Table 6.61. The 12 constructs in this research have accomplished a good fit and the indices provide confirmation of the strength of these constructs.

Table 6.61: Construct validity

Constructs	Fit Indices							
	CMIN/DF	GFI	AGFI	TLI	RMSEA	SRMR	IFI	CFI
Product attribute	4.965	.970	.933	.954	0.065	0.030	.977	.945
Price	1.575	.981	.951	.995	0.025	0.012	.934	.964
Promotion	1.482	.987	.917	1.000	0.001	0.004	.966	.967
Lifestyle	3.266	.977	.995	.999	0.001	0.002	.944	1.001
Personality	1.817	.988	.961	.977	0.000	0.003	.965	1.000
Subjective norms	3.435	.945	.967	.957	0.043	0.011	.977	.959
Social class	2.553	.937	.922	1.003	0.001	0.004	.938	.932
Self-concept	3.553	.997	.901	1.000	0.001	0.004	1.001	.991
Brand trust	1.364	.977	.923	1.001	0.023	0.012	.988	1.000
Religiosity	2.678	.997	.967	1.004	0.000	0.007	.997	.957
Purchase intention	4.324	.967	.937	.947	0.078	0.016	.977	.934
Purchase behavior	3.875	.976	.977	.917	0.065	0.011	.949	.977

6.15 Structural model testing

The suggested model in this study was developed to attain the factors that impact the consumer purchase intention in the context of western imported food. Ten constructs were chosen to evaluate the impact of various factors on consumer purchase intention. A structural model is fundamentally a methodology where part of the model depicts how the latent variables are connected to each other. In particular, the structural model as the approach employed to figure out those variables which have a direct or indirect influence on the values of other latent variables (Byrne 2001). The principle of the structural model in this research is to evaluate the links via major paths between latent variables as well as to examine the fundamental hypotheses to provide answers to the research problems highlighted in Chapter 1.

After assessing the measurement model, the structural model was assessed by evaluating the goodness of fit statistics, (Chi square (χ^2)/df = 1.989, GFI = 0.967, AGFI = 0.957, IFI = 0.966, TLI = 0.941, CFI = 0.959, RMSEA = 0.021, SRMR = 0.003, ECVI = 1.744 and HOELTER 545 was established to rationally fit the data as per the suggested level by (Hair et al. 2015). The reported CMIN/DF (Chi square (χ^2)/df = 1.989) showcases a good model fit since the value is less than 3 which is a statistical benchmark. The remaining fit indices also indicate that the model fits the research data. CFI, IFI, and TLI

values are above the minimum threshold level of 0.9, indicating a good model fit. AGFI and GFI values are as per the minimum threshold which is 0.90. The RMSEA value is 0.021 which is <0.08 (Jaiswal & Kant 2018). The SRMR value is 0.003 which is between 0 and 1 (Byrne 1998; Diamantopoulos & Sigauw 2000). ECVI was 1.744 and lastly, the Hoelter figure of 545 at 0.01 demonstrates a decent sample suitability for the model. As per Hoe (2008), >200 would specify good sample appropriateness for the model. Hence, the figures deliver sufficient indications to support a good model fit. Model fit indices of the structural model are illustrated in Table 6.62.

Table 6.62: Model fit indices of the structural model.

Indices	Reported Value	Recommended Value
Chi square/DF ratio (CMIN/DF)	1.989	<3
GFI	0.967	0.90
AGFI	0.957	0.90
SRMR	0.003	0-1
IFI	0.966	0.90
TLI	0.941	0.90
CFI	0.959	0.90
RMSEA	0.021	<0.08
ECVI	1.744 (Default model) 1.789 (Saturated model) 18.357 (Independence model)	Default model should report the smallest value
HOELTER	545 at 0.01 level	>200 at 0.01 level

Source: Author's calculation.

Moreover, the hypothesized model was measured by a path map with the support of consistent regression weights (β) and P-values to assess the influence of independent variables (predictor variables) on the dependent variable, consumer purchase intention, which is referred to in Table 6.63.

6.16 Results of hypotheses

In Chapter 5, a research model and a number of hypotheses were established to answer the research questions addressed in Chapter 1. In this section, the research structural model and hypotheses are assessed by engaging the results of the SEM. The hypothesized path results of the research structural model are described in this section to test the hypotheses (see Figure 6.1).

6.17 Results of path analysis

The path model was verified by using AMOS (Version 20). The model evaluation was achieved by examining and assessing the model fit indices. The concluding path model is demonstrated in Figure 6.1.

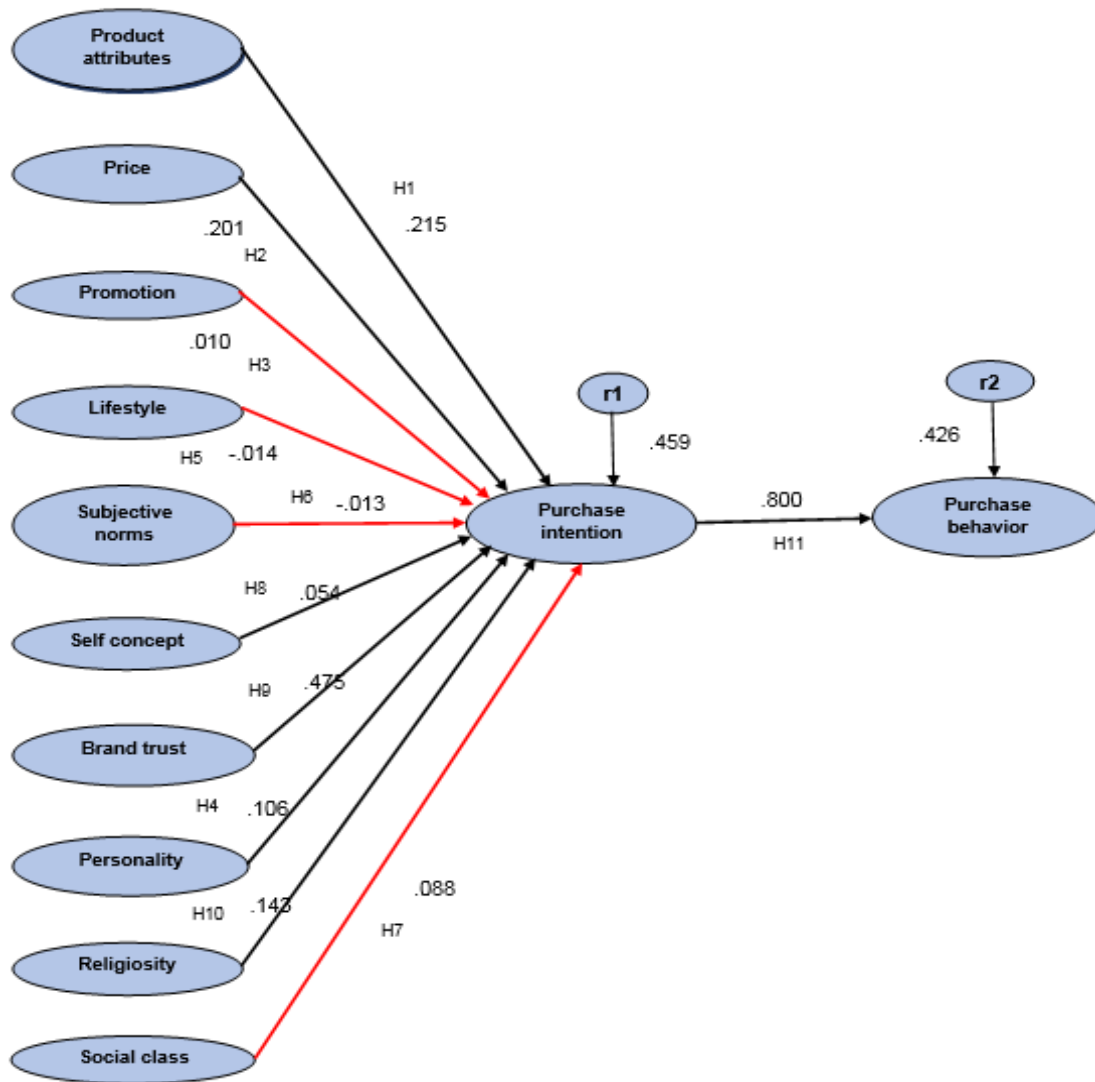


Figure 6.1: Path analysis

The red lines denote insignificant relationships.

The current study is grounded on the theorized model to examine the impact of the independent variables: product attributes, price, promotion, personality, lifestyle, subjective norms, social class, self-concept, brand trust, and religiosity on consumer purchase intention. The results of the hypotheses are discussed below:

H1: Product attributes are positively associated with consumer purchase intention western imported food.

The path analysis utilizing SEM indicated a significant positive association between product attributes and consumer purchase intention. The standardized regression coefficient (β) was .215 and p-value was ($p < 0.001$). Hence, this hypothesis was supported.

H2: Price is positively associated with consumer purchase intention western imported food.

The path analysis showed a significant positive association between price and consumer purchase intention for western imported food. The standardized regression coefficient (β) was .201 and p-value was ($p < 0.001$). Thus, this hypothesis was supported.

H3: Promotion is positively associated with consumer purchase intention western imported food.

The path analysis indicated no significant association between promotion and consumer purchase intention. The standardized regression coefficient (β) was .010 and p-value was ($p = 0.604$). Hence, this hypothesis was not supported in this study.

H4: Personality is positively associated with consumer purchase intention western imported food.

The path analysis specified an association between personality and consumer buying intention. The standardized regression coefficient (β) was .106 and p-value was ($p = 0.001$). Henceforth, this hypothesis was supported.

H5: Lifestyle is positively associated with consumer purchase intention western imported food.

The path analysis indicated a negative association between lifestyle and consumer buying intention. The standardized regression coefficient (β) was -.014 and p-value was ($p = 0.635$). Therefore, this hypothesis was not supported in this study.

H6: Subjective norms is positively associated with consumer purchase intention western imported food.

The path analysis indicated no statistical association between the subjective norms and consumer buying intention. The standardized regression coefficient (β) was -.013 and p-value was ($p = 0.788$). Hence, this hypothesis was not supported.

H7: Social class is positively associated with consumer purchase intention western imported food.

The path analysis showed no association between social class and consumer buying intention. The standardized regression coefficient (β) was .088 and p-value was ($p=0.134$). Therefore, this hypothesis was not supported in this study.

H8: Self-concept is positively associated with consumer purchase intention western imported food.

The path analysis showed an association between self-concept and consumer buying intention. The standardized regression coefficient (β) was .054 and p-value was ($p=0.090$). Therefore, this hypothesis was supported.

H9: Brand trust is positively associated with consumer purchase intention western imported food.

The path analysis demonstrated an association between brand trust and consumer buying intention. The standardized regression coefficient (β) was .475 and p-value was ($p=0.001$). Hence, this hypothesis was supported.

H10: Religiosity is positively associated with consumer purchase intention western imported food.

The path analysis indicated an association between religiosity and consumer buying intention. The standardized regression coefficient (β) was .143 and p-value was ($p=0.001$). Henceforth, this hypothesis was supported.

H11: Purchase intention is positively associated with consumer purchase behavior western imported food.

The path analysis specified an association between purchase intention and consumer buying intention. The standardized regression coefficient (β) was .800 and p-value was ($p=0.001$). Therefore, this hypothesis was supported.

Table 6.63: Summary of path analysis results

Hypotheses	Path	Standardized Estimate	p-value	Decision
H1: Product attribute is positively associated with consumer purchase intention	PA \rightarrow PI	.215***	<0.001	Supported
H2: Price is positively associated with consumer purchase intention	PRC \rightarrow PI	.201***	<0.001	Supported
H3: Promotion is positively associated with consumer purchase intention	PROMO \rightarrow PI	.010	0.604	Rejected
H4: Personality is positively associated with consumer	PER \rightarrow PI	.106***	0.001	Supported

purchase intention				
H5: Lifestyle is positively associated with consumer purchase intention	LIFE → PI	-.014	0.635	Rejected
H6: Subjective norms are positively associated with consumer purchase intention	SUB → PI	-.013	0.788	Rejected
H7: Social class is positively associated with consumer purchase intention	SOC → PI	.088	0.134	Rejected
H8: Self-concept is positively associated with consumer purchase intention	SC → PI	.054***	0.090	Supported
H9: Brand trust is positively associated with consumer purchase intention	BT → PI	.475***	<0.001	Supported
H10: Religiosity is positively associated with consumer purchase intention	REL → PI	.143***	<0.001	Supported
H11: Consumer purchase intention is positively associated with consumer buying behavior	PI → PB	.800***	<0.001	Supported

Source: Author's calculation.

Note: ***, **, and * denotes statistically significant at 1percent, 5percent, and 10 percent, respectively.

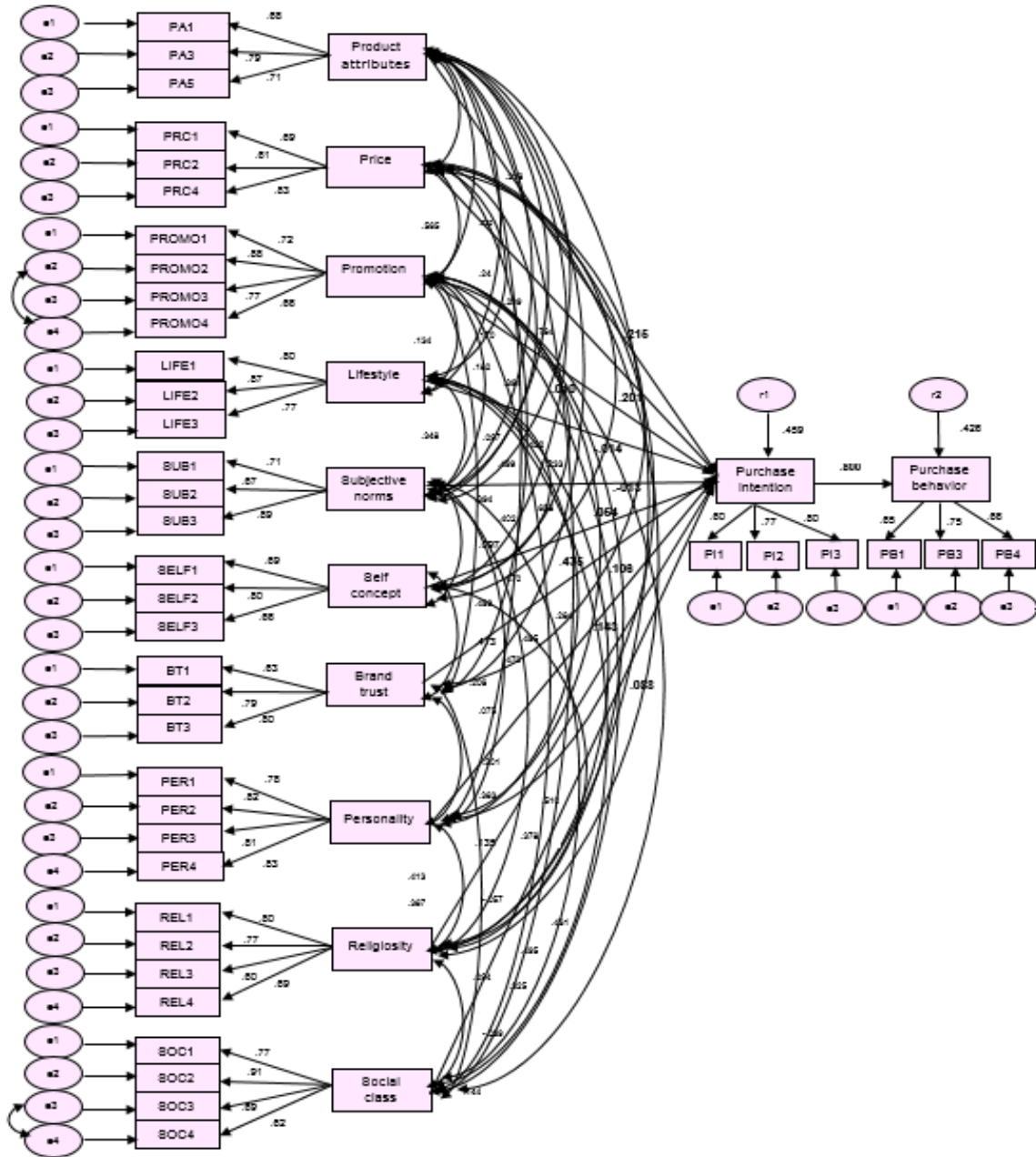


Figure 6.2 Final best fit model of consumer purchase behavior of western imported food products in Pakistan.

(CMIN/DF) = 1.989 = GFI = 0.967 AGFI = 0.957 SRMR = 0.003, IFI = 0.966 TLI = 0.941 CFI = 0.959 RMSEA = 0.021 ECVI = 1.744 & HOELTER = 545

Figure 6.2 above illustrates the final best fit structural model. The structural model was established with ten exogenous latent constructs (with 34 observed variables) and two endogenous latent constructs (with 3 observed variables for each endogenous construct)

as presented in Figure 6.2. The two endogenous latent variables are purchase intention and purchase behavior, located on the right of the diagram. The ten exogenous latent constructs are located on the left. Both the latent and measured variables are presented by squares. The final best fit structural model was verified and presented as the final stage of the analysis. This final model was derived from the measurement models developed through the CFA analysis. The exogenous latent constructs are product attribute, price, promotion, lifestyle, subjective norms, self-concept, brand trust, personality, religiosity and social class. The overall factor loadings of the measured variables ranged from 0.69 to 0.89, which exceeded the requirement that each factor loading must be greater than 0.50 (Hair et al. 2005; Zhang et al. 2000).

However, the measured variables of some items were removed due to low factor loadings as compared to other measured variables illustrated in the final structural model. Those deleted were product attributes (PA2 and PA4), price (PRC3), self-concept (SELF4), religiosity (REL5), purchase intention (PI4) and purchase behavior (PB2). In addition, the exogenous latent constructs of brand loyalty and customer satisfaction were removed due to poor model fit, which has been discussed in Sections 6.10.8 and 6.10.9. Hence these were not included in the final structural model. However, for the measurement variables of PROMO 2 and PROMO 4, SOC3 and SOC4, the researcher made covering error variance terms which improved the model fitness. The residual values for endogenous variables are presented as r1 and r2 in the structural model with the value of .459 (45.9 percent) for purchase intention and .426 (42.6 percent) for purchase behavior.

6.18 Moderation results

The aim of the moderation analysis was to establish if gender, income, and city moderate the relationship between the independent variables and the dependent variables. Firstly, gender, income, and city were coded as dummy variables. A correlation analysis was performed between the dependent variable and dummy coded variables from gender, income, and city to establish which variables might be potential moderators. The only significant correlation was obtained between PB and the dummy variable of Income Group 3 i.e. with an income between PKR 64,001-150,000 ($r=0.065$, $p=.047$). Therefore, the dummy variable of Income Group 3 was shortlisted as a potential moderator variable. First, a regression model (Block 1) was fitted to predict PB using PI (purchase intention)

and the dummy variable of Income Group 3. The regression model was found to be significant (r-square = 0.586). The model coefficients are shown in Table 6.64 below. Both the main effects of PI and the dummy variable of Income Group 3 were found to be significant.

Table 6.64: Block 1 regression model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.807	.075		10.775	<.001
PI	.772	.021	.763	36.072	<.001
Dummy variable indicating that INCOME = 3.0 ("64001-150000").	.079	.035	.048	2.257	.024

Next, the interaction between PI and the dummy variable of Income Group 3 was added to the Block 1 model, this constituted the Block 2 model. The regression model was found to be significant (r-square = 0.586). The model coefficients are shown in Table 6.65 below. After adding the interaction term, the main effect of PI was still significant but the main effect of the dummy variable of Income Group 3 was not significant any more. This indicates that the dummy variable of Income Group 3 moderates the relationship between PI and PB, but the main effect of PI is also significant.

Table 6.65: Block 2 regression model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.812	.084		9.615	<.001
PI	.771	.024	.761	31.772	<.001
Dummy variable indicating that INCOME = 3.0 ("64001-150000")	.058	.181	.035	.318	.751
PI_x_Income_3	.006	.052	.013	.121	.903

6.19 Chapter summary

This chapter analyzed the findings obtained from the main survey. At the beginning, the chapter discussed the demographic and behavioral profile of the respondents and reported the findings at length. The objective was to provide a holistic picture of the survey respondents. In the second stage, EFA was conducted using SPSS (Version 23) software to determine if the factors were suitable for further analysis, i.e., CFA. CFA was then conducted to validate the factors utilized in the model. The results showcased that the overall model fit was good and further analysis could be conducted.

The 11 hypotheses established at the second stage of the research were then statistically tested. The hypotheses led to testing the relationships between factors: product attributes, price, promotion, lifestyle, personality, subjective norms, social class, self-concept, brand trust, religiosity and purchase intention. Out of the 11 hypotheses, seven were supported. Lastly, the moderating roles of gender, income, and city were tested by using the block regression method.

The next chapter (Chapter 7) provides a detailed discussion of the results of the qualitative and quantitative phases of the study. The chapter also reports the theoretical contribution and managerial implications. The study's limitations and areas of future research are also proposed, followed by the conclusion.

CHAPTER 7: DISCUSSION AND CONCLUSION

7.1 Chapter overview

A summary of the findings from the qualitative and quantitative stages of the study is presented in this chapter. The managerial implications of these investigations along with their theoretical contribution are also discussed at length, followed by the study's limitations and proposed areas of future research. The chapter ends with concluding remarks from the study findings.

7.2 Discussion

The literature review in Chapter 2 revealed apparent gaps in the field of food product consumption and buying patterns. Thus the following objectives were developed:

- 1. To investigate factors affecting Muslim consumer purchase behavior in relation to western imported food products in Pakistan.*
- 2. To identify the relationships that exist between each of these factors and western imported food products purchase behavior.*
- 3. To determine the demographic factors that moderate the relationship between each of these factors and consumer purchase behavior.*

The following discussion is based on the research objectives set for this study. Hence, the discussion is arranged in the following sequence:

1. A summary of the qualitative focused interviews
2. A summary of the quantitative analysis
3. The influence of moderating variables on the Muslim consumers' purchase intentions concerning western imported food in Pakistan
4. Theoretical contributions of the study
5. Managerial implications
6. Study limitations and future research direction
7. Conclusion

Summary of the qualitative interviews

This section is linked with the findings of the first research objective:

Research objective 1:

To investigate factors affecting Muslim consumer purchase behavior in relation to western imported food products in Pakistan.

Focused interviews were used to explore factors influencing Muslim consumer purchase intentions. The findings were extracted from 90 participants from eight metropolitan cities of Pakistan: Karachi, Hyderabad, Larkana, Lahore, Islamabad, Faisalabad, Peshawar, and Quetta. These eight cities belong to four distinct regions of Pakistan, namely Sindh, Punjab, Baluchistan and Khyber Pakhtunkhwa (KPK), enabling the researcher to holistically understand consumers' perception behind the purchasing of western imported food in Pakistan without regional bias. An interview protocol was prepared, based on the results of the literature review, to explore the probable factors influencing the area of interest and to have a detailed comprehension of the study area. These interviews resulted in some interesting findings.

Product attributes constitute one of the deciding factors while purchasing western imported food. Over two thirds of participants, (66/90) reported that product attributes are important, essentially differentiating the western imported food offerings from the local food products. The key factors highlighted by the participants are the ingredients used by the food producers and the foods' nutrition value. Such factors actually assist the consumers to compare western imported food with local food products. Further, packaging and labeling were also discussed. Labeling was considered to aid consumers in checking the ingredients and expiry date and sometimes is used to inform them about how to prepare the food. Packaging was not found to be a deciding factor in food purchasing intentions but participants revealed that it sometimes creates the purchase intention.

In terms of product attributes, the most important factor, intrinsic attributes (color, flavor, smell, and appearance) are the key deciders, supported by extrinsic factors (country of origin and brand name). Since this study focused on western imported food, the element of halal ingredients was discussed at length. Halal ingredients and the stamp or logo signifying halal on the packaging are recommended by western imported food buyers in Pakistan. This gives an indication that the product comes from an authentic source and

can be used in keeping with the Muslim religious doctrine. Hence, participants reported the halal symbol is considered essential when deciding which western imported food to buy.

Product promotion was also discussed during the qualitative focused interviews. Participants were of the general view that promotion only creates a positive image about the product and sometimes persuades them to buy a western imported food item. Over a quarter of participants (25/90) stated that promotion did trigger their purchase decision as it only created consumer awareness about a specific product. Promotion was reported as being persuasive at times, but not the deciding factor. Participants in this study revealed that the promotion of western imported food was not particularly evident in Pakistan yet, where it existed, it did generate product information and a positive image in the consumer's mind. In sum, promotion was not construed as a leading buying indicator by the interview participants.

Price is an important element and a deciding factor at the time of purchase. Participants were of the view that the price charged for western imported food was the signal of its quality and they were willing to pay its higher price. Interview findings revealed that half the participants (45/90) were of the opinion that price had an influence on consumer buying behavior. A high price for a product was considered to reflect its quality. Participants reported that the price paid was connected with the product value received by the customer. They did not want to compromise on quality food products, believed that western imported food was of a high quality and that paying the higher price was justifiable and not problematic. Information extracted from the qualitative interviews showed that consumers who were looking for a quality product and long term health benefits are eager to pay more for such food brands, the main reasons being that they are perceived to have a better quality with quality ingredients, a country of origin and an established brand name, which all contribute to superior product value. In contrast, some of the study's participants considered that western imported food is a bit expensive and the same value can be obtained from locally produced food brands in Pakistan. They did not want to spend more on buying the western imported food when the local food brands were available to satisfy their needs. Also, some revealed that their income is also

connected with the price they are willing to pay. Yet, other respondents thought the product quality supersedes the price element so that the price becomes secondary.

The consumers of western imported food in Pakistan showed their positive concern about the element of trust. Two thirds of participants (61/90) felt that their trust towards western imported food products has a great influence on their purchase intention. Participants were of the view that western imported food is trustworthy in terms of the production standards, efficacy and ingredients used, all of which build trust. Moreover, they considered that consistency in delivering the right product also builds brand trust and that as western imported food producers maintain such consistency, they earn the trust consumers place in their food quality. This brand trust was also reported to drive participants' intention to purchase western imported food in Pakistan.

The element of lifestyle also arose during the qualitative study phase. Results indicated that over half of participants (54/90) felt that their lifestyle of eating healthy food has a great influence on their food purchase intention, leading them to choose western imported food because they want to remain fit and healthy with regard to their food intake. Since western imported food uses quality ingredients and has better production standards, participants associated these elements with the overall product quality. This point about consumers' lifestyle is consistent with the earlier point that consumers considered western imported food to be based on quality food ingredients.

The interviews extracted a further important element: the consumer's personality and its probable influence on a consumer's purchase behavior. The findings here offer a mix of views. It was revealed that personality had no influence on consumer buying behavior with respect to western imported food. However, consumers were open to trying new food products provided they possessed a better quality and had some differentiation compared to local food products. Thus, purchase behavior is centered on their needs and the satisfaction level gained from the product. Hence, the direct influence of the consumer's personality on western imported food buying behavior was not particularly noticeable and interviews showed a difference in opinions on this point.

Consumer knowledge and interest in western imported food were also discovered. Over half of participants (47/90) felt confident when purchasing western imported food due to their knowledge and previous decisions about it. The participants revealed that their knowledge of, and interest and confidence in using western imported food actually persuaded them to buy such food products. Their interest and confidence were directly linked with their past experience which was associated not only with the brand trust but also with their customer satisfaction and loyalty levels, both of which are elaborated on below. On this basis, participants felt confident about their decision in choosing western imported food.

For any repeat purchase behavior, loyalty plays an instrumental role. In this study, brand loyalty was another important element which arose from the qualitative focused interviews findings. A clear majority of participants (56/90) felt that their loyalty towards western imported food products has a great influence on their purchase behavior. Participants, all of whom were consumers and buyers of western imported food, showed their loyalty towards it with the prevalent behavior that if it was unavailable, they would wait for the product to come into the supermarket and would not switch to any similar local food product. Brand loyalty has some nuances. Some participants reported they may switch to any similar western imported food for the time being, which is considered a variation of brand loyalty. On the other hand, some participants were of the view that they might switch to any local brand when their desired western imported food brand was unavailable but when it became available again they would switch back to it. In this scenario, their loyalty was also proven. In contrast, a few participants (25/90) were of the view that if their desired western imported food brand was not available, they would switch to any available local food brand. For this minor proportion of participants, their concern was need fulfilment at the time of purchase.

Customer satisfaction is essential to build brand trust and eventually leads towards loyalty and purchase behavior. When questioned about this element, over half of the participants (47/90) stated that they are satisfied with western imported food and their usage of it. The key reasons given were the product quality, its availability and the brand name. Quite importantly, over two thirds of participants (63/90) revealed that they had no

concern about whether the product is actually halal or not when the packaging has a halal logo. This confidence in the logo led to their inner satisfaction that the product could be purchased and consumed. Hence, the level of satisfaction arises from the product quality and its religious acceptability.

Clearly, the purchase of a product does not depend on aspects related to its quality alone, the product needs to be available. Participants disclosed that western imported food is easily available and appeared in a variety of assortments and sizes in supermarkets and general stores. This convenience has led them to become engaged in the buying of western imported food in Pakistan. The convenience of shopping for most products under one roof has given them the advantage of evaluating different western imported food brands and also comparing them with local food brands. In this way, the availability of a variety of western imported food also aids participants in choosing it over local food brands.

The element of subjective norms also arose from the interview findings. In this research, around half of participants (46/90) were of the view that their family has an influence on their purchase intention. A common view was also that family members have an influence on purchase intentions about western imported food because of the preference for a healthy lifestyle with no compromise on quality. On the other hand, there were some participants claiming very limited or no family influence on their own food choices. These individuals' independent nature set aside any family influence on their purchase behavior.

Last but not least, religiosity was also discovered as a factor of influence, yet participants were of mixed views when it comes to its connection with western imported food purchase behavior. Importantly, the interview outcome uncovered two different layers of consumers. One group is highly religious and looks at the ingredients at the time of purchase. For them, the halal logo needs to be stamped on the packaging and they do not want to unnecessarily spend much on western imported food due to the Islamic concept of moderate spending. Over two thirds of participants (63/90) classified themselves as highly or moderately religious, stating that halal ingredients are the first priority when contemplating purchasing western imported food products and that, as a Muslim,

inquiring about the presence of halal ingredients is mandatory. Additionally, there were consumers who wish to buy considering their own needs and choices alone.

Roughly one third of participants (27/90) described themselves as having a low level of religiosity and stated that buying western imported food is purely based on the need and willingness to purchase it. They are more concerned about their personal food choice and would spend on food products if they were satisfied with them. Among this group, a common belief exists that if the product is coming into Pakistan, it has to be halal, irrespective of whether the logo is present or not. This is an interesting finding from a Muslim majority country with 97percent of its population practicing Islam as a religion. This group, representing one third of participants (27/90) has the following demographic profile:

Table 7.1: Demographic profile of consumers with a low level of religiosity

Gender	Male	17
	Female	10
Occupation	Housewives	07
	Professionals	09
	University students	11
City	Karachi	10
	Lahore	04
	Islamabad	02
	Peshawar	01
	Quetta	01
	Faisalabad	01
	Larkana	05
	Hyderabad	03
Age	18 - 24	17
	25 -35	10
Income (Pak rupees)	64,001 – 150,000	17
	150,001 – 250,000	10

This group, mostly male and all under 35, has very evenly spread occupations. In other words, while they come from various walks of life they are all in the younger two groups of the participant population, which constitutes the majority in terms of the sampling and is reflective of the age profile of Pakistan’s population itself. It is fair to say that the attitudes of this group may well become more popular over time as Pakistan’s population is largely younger.

Besides the stated demographic profile the findings of the qualitative focused interviews also revealed that the level of religiosity varies from city to city. Even though the core religion is Islam, the level of religious commitment varies in different cities. The interview findings discovered some reasons behind this behavior such as consumer demographic profile, cultural background, income level, education, lifestyle, family background and social class. This means that demographic variation plays an important role in religious commitment and especially across cities which possess different cultural and behavioral patterns. Table 7.2 below illustrates the city wise variation in participants' frequency on religious commitment (in other words, level of religiosity).

Table 7.2: City wise participants' frequency on religious commitment

Region	Cities	Participants' frequency on religious commitment
Sindh	Karachi	17/25
	Hyderabad	02/05
	Larkana	07/13
Punjab	Lahore	07/11
	Islamabad	07/10
	Faisalabad	09/10
Baluchistan	Quetta	09/10
Khyber Pakhtunkhwa (KPK)	Peshawar	05/06

These mixed findings actually contribute strongly to the existing research on western food consumption behavior in Muslims and this point will be elaborated on in Section 7.2.2. From this summary, it is evident that all the factors discussed above have their own importance and cannot be ignored by marketers when developing their product strategy. These findings and the qualitative dataset they represent are also useful for market segmentation.

Figure 7.1 illustrates the city wise concentration of highly religious consumers circled in green and not so religious populations circled in red.



Figure 7.1 Concentration of highly and not so religious populations

Summary of quantitative analysis

This section is linked with the findings of the second research objective:

Research objective 2:

To identify the relationships that exist between each of these factors and western imported food products purchase behavior.

The second phase of this study is based on a quantitative survey for which questionnaires were used for data collection. The researcher followed a rigorous data analysis method to authenticate the final findings. In the first stage, exploratory factor analysis (EFA) was conducted (see details in Chapter 5) of the data from 375 respondents with the objective to purify the measurement scales and extract the emerging factors of significance for further investigation. Once this was done, the final questionnaire was prepared with 54

items and distributed among 1080 respondents in the same eight metropolitan cities of Pakistan (see sampling in Chapter 3) namely Karachi, Hyderabad, Larkana, Lahore, Islamabad, Faisalabad, Peshawar, and Quetta. The response rate was extremely positive at 86 percent. Lastly, confirmatory factor analysis (CFA) was conducted (see details in Chapter 6) to assess the measurement model and structural model, followed by a path analysis to support or reject the hypotheses developed.

In the next section, a summary of the outcomes obtained from the quantitative survey questionnaire is provided. This phase was designed in connection with the second research objective: to determine the relationships that exist between each of these factors and western imported food products purchase behaviour.

This discussion is based on the qualitative interview findings which explored the factors of product attributes, price, promotion, personality, lifestyle, self-concept, social class, brand trust, subjective norms, and religiosity. The explored factors were then tested through a quantitative phase. The demographic factor of social class was also taken into account in this phase. To examine the association among each of the above factors and purchase intent in the context of western imported food, 11 hypotheses were developed. A discussion of the findings for each hypothesis is presented in connection with the results of the qualitative stage and the relevant literature.

The findings from the quantitative data analysis reveal that product attributes are positively associated with consumer purchase intentions for western imported food. This means that consumers give importance to product features at the time of purchase. The outcome of this hypothesis is also in line with the previous literature, for instance, Edman, Squib and Abdullah (2012) reported that product features such as taste, freshness and packaging influenced consumers' attitude to purchasing food products. This was further endorsed by Wee et al. (2014) who found that product safety related to food brands had a significant positive impact on consumers' attitude to purchasing food brands. Further research by Sia et al. (2013) confirmed the long-established view that product labeling and certification had an important association with consumers' attitude to purchasing food products. Additionally, the qualitative interviews in the current study also revealed that product attributes are important for Muslim consumers as these signify

their quality; key indicators are taste, ingredients, healthiness, material, color, labeling and shape, all of which capture the potential customers' attention and lead towards the purchase intention.

The second association investigated was between price and consumer purchase intention for western imported food. The quantitative data results illustrate a positive association between western imported food price and consumer purchase intention. The previous literature has suggested that imported food products had a higher price compared to local food products (Shaharudin et al. 2010). Other research indicated that consumers looking for a quality product and long term health benefits and were keen to pay the higher price for such food products. The main reasons offered were that these products were perceived to have a better overall quality, with quality ingredients, a country of origin and an established product name (Islam 2013). Hence, consumers are eager to pay more price for such food brands due to the perception of their superior value (Voon, Kwang & Agrawal 2011). The findings from the quantitative stage also confirmed the qualitative research findings wherein the participants were keen to pay the higher price due to the perceived product value. Hence, it is established that for Muslim consumers of western imported food, the price is an important element and thus positively influences their purchase intention.

The next relationship investigated was between promotion and consumer purchase intention. Results from the quantitative findings indicate that promotion is not associated with consumer purchase intention, which from those of the previous literature. Research conducted by Belch and Belch (2012) reported that product communication plays an imperative role in persuading consumers' attitude to a product and thus adds brand recall and awareness about the food brands. Effective communication through various channels such as magazines, newspapers, social media and television thus enhances food brand awareness and purchase intention, particularly among young consumers (See & Mansori 2012). According to Lim, Yong and Suryadi (2014), word-of-mouth communication strongly influences consumers' attitudes and purchase behavior for food brands as consumers trust the endorsements and advice from their relatives and peer groups. Moreover, the research conducted by Leong and Paim (2015) reported a mediating effect

of product communication on purchase intention and a positive relationship between advertising and the consumption of food products. Despite this current study's inconsistency with this literature, none of which was conducted in Pakistan, the qualitative outcome of this research is connected with the quantitative results wherein Muslim consumers reported that communication about the product does not create the intention to purchase, nor act as a deciding or influencing factor for purchasing western imported food products. Respondents in both phases of this research indicated that promotion does create a positive mindset about the product. Hence, the in-depth interview outcome and the quantitative result on this point are aligned.

The next relationship investigated in this study was between personality and consumer purchase intention for which the quantitative results confirmed a positive result. This is in line with the past literature wherein the Big Five personality traits were tested against consumer buying intentions. The outcome revealed that openness as a personality trait influences the consumer buying intention towards a food brand where consumers seek better value and variety (Chudzikowski et al. 2011). These are also aligned with the qualitative interview outcome: those participants who stated they were open to new products also saw themselves as variety seekers who were looking for value in these products.

The relationship between lifestyle and consumer purchase intention was also tested, with results showing no association between them. This suggests that Muslim consumer's lifestyle is not directly connected with the purchase intention in the context of western imported food products in Pakistan. On the contrary, the findings from the past literature revealed that consumers' health consciousness related to food ingredients strongly motivates and influences consumers to engage in purchasing food brands manufactured outside the country, however, the overall quality and taste are also important contributors to the purchase decision (Salleh et al. 2010). The element of health consciousness requires the right ingredients and is directly associated with imported food brands (Kumar & Ali 2011). Related results were produced by Zanolli and Naspetti (2002) on the consumer perception and awareness of imported food in Italy. These researchers recommended that gratification and health were the leading elements in the minds of

consumers. This research, taken together, suggests that consumers' healthful lifestyle primarily revolves around a healthy food intake and this impacts their food buying behavior. However, this conclusion is contrary to the quantitative results of this study. Nevertheless, the results of the qualitative study are aligned with the past literature. It is therefore evident that, from the consumers' perception and experience, lifestyle has an influence on purchase intention and this is one of the reasons to engage in buying imported food products.

The relationship between subjective norms and consumer purchase intention was also explored. Results indicated neither causal relationship nor any positive association between them. This contrasted with Chang's (1998) study which found a correlation between subjective norms and consumer food buying behavior. Moreover, earlier research by Bagozzi, Baumgartner, and Yi (1992) endorsed the view that subjective norms impact consumer food purchase behavior. The quantitative results of the current research of an absence of association can be due to different cultural and societal settings. It has been established that different consumer backgrounds and cultural settings influence the buyer's purchase intention (Kotler & Armstrong 2013). However, the results of the qualitative study were subtler, revealing that subjective norms do not directly influence consumer purchase intention but the consumer's family motivates him or her to buy and eat food brands perceived to be of a higher quality.

The construct of social class was also investigated, with no association found with the consumer buying intention for western imported food in Pakistan. This result differs from those of the literature. Durmaz and Taşdemir (2014), for instance, reported that social class had a substantial impact on buyer buying behavior as this influence started throughout childhood and the family actual shaped it. The authors further stated that young people from the upper social class were more brand conscious and likely to seek information about the brand before taking the final purchase decision as compared to their lower class counterparts. While not supported by previous studies, a strong relationship exists between the qualitative and quantitative outcomes of this research that social class is not a key criterion and the purchase intention is based upon consumers' needs and interest in a food brand. Thus, social class does not dictate the Muslim

consumer buying behavior in the context of western imported food products in Pakistan.

Brand trust was also investigated during the quantitative data analysis, with a positive association identified between brand trust and consumer purchase intention. In past studies, the construct of brand trust has been widely discussed and similar findings revealed. Research conducted by Flavian, Guinaliu, and Torres (2005) reported that the trust element was linked with brand image which reduces the consumers' risk at the time of purchase. So, a positive brand image leads to brand trust. Hence, the more favorable the brand image of a company, the more positive and confident the consumer is about the brand's food products and their attributes (Bennet, Hartel & Mccoll 2005). Other research findings have reinforced an affirmative association between brand image and customer brand trust (Cretu & Brodie 2007). The qualitative findings also endorse this view and indicate that Muslim consumers trust the western imported food brand due to its country of origin, brand name, better ingredients, and production process and, most importantly, the placement of the halal logo on the product packaging.

The construct of religiosity was also tested and it was discovered to be positively associated with consumer purchase intention, which is aligned with the past literature. Azam (2016) reported that, using partial least squares data analysis, halal consciousness and product elements have considerably influenced Muslims' intention to purchase halal packaged food produced by non-Muslim producers. The qualitative study in the current research revealed that religious faith, exposure, and endorsement or the halal logo is potential sources of Muslim awareness about halal packaged food from non-Muslim manufacturers. Further, religious Muslims consider Islam to be their source of reference and spend moderately, as directed by Allah in the Quran. Quantitative results confirm earlier research that religiosity acts in a full intervening role in the association between relative and contextual variables, and the buying behavior of Muslim buyers (Alam et al. 2012). Religious values play an important role in determining consumer behavior. Religion guides Muslim consumers to take actions as per religious principles (Awan, Siddiquei & Haider 2015; Chaudhry & Razzaque 2015; Haque, Rahman & Haque 2011; Mohammed 2015). Thus, the quantitative analysis is aligned with the previous literature wherein the connection of religiosity with consumer buying behavior was well

established. Additionally, the qualitative interview outcomes uncovered religiosity as a key determinant for Muslim consumer purchase intentions: the elements of the halal logo and halal ingredients were the key deciding factors underlining the religiosity doctrine. However, this needs to be balanced with the findings presented in Table 7.1 above.

Self-concept was also investigated and results revealed it to be associated with the consumer purchase intention of western imported food, which aligns with the previous literature. Lee (2009) reported that consumers preferred those products which matched (somehow) with their own self-concept. Self-concept has been identified as playing a mediating role in relation to the brand effect and the intention to buy (Tuskej, Golob & Podnar 2013). Hoonsopon (2016) also confirmed self-concept as a controlling variable in the association between consumer innovativeness and new product purchase intentions. The qualitative findings of this study also endorsed its importance and effectiveness from the consumers' perspective.

Summary of moderation analysis

This section is linked with the findings of the third research objective.

Research objective 3:

To determine the demographic factors that moderate the relationship between each of these factors and consumer purchase behavior.

Academic researchers and marketers consider consumers' demographic characteristics to assist them in market segmentation. Demographic factors are also 'the most eagerly accessible and easy to measure on individual customers' (Wang, Chan & Chen 2001 p. 320). Demographic information may help the marketers with information to predict consumer behavior using psychographic factors (Wang, Chan & Chen 2001). Thus, this study compared the demographic elements of buyers to investigate for a relationship with their intention to purchase a western imported food product since demographic factors can offer an in-depth explanation about individual consumers' needs and wants.

Such demographic factors can be classified into (a) gender, (b) age, (c) income, (d) educational background, (e) race (f) marital status, (g) city and (h) occupation (Kotler & Armstrong 2013). This study only employed three demographic factors, gender, city, and income, to check for a moderation effect on the dependent variables, which was

consumers' purchase intention. The moderation analysis revealed that the only significant correlation was obtained between purchase intention and the dummy variable of Income Group 3, i.e., income between PKR 64,001 and 150,000 (equivalent to US\$ 494 – 1,158) ($r=0.065$, $p=.047$). This was the highest income group in the sample. Therefore, the dummy variable of Income Group 3 was shortlisted as a potential moderator in this research. Some previous studies also checked income as a moderating variable because it can measure the consumer's purchasing ability or can be used as a forecasting tool to evaluate consumer buying behavior (Hawkins, Mothersbaugh & Roger 2007; Schiffman & Kanuk 2000). Wang, Chan, and Chen (2001, p. 320) confirm this approach, stating 'income is a key feature that governs buyer aptitude to buy'. For obtaining food products and especially imported ones, income is usually used in research on buyer behavior. Wang, Chan, and Xiong (2001) concluded that the intention of consumers to purchase an imported food product is influenced by their household income. For households in the middle and higher income group, (Income Group 3), income leads towards the purchase intention and acts as a moderator.

7.3 Theoretical contributions of the study

This is one of the very few studies that have comprehensively examined Muslim consumers in a Muslim dominated country in the sub-continent. This study has contributed a new body of knowledge to the growing research in the field of understanding Muslim consumer behavior with regard to western imported food purchase behavior and adds to the current literature, which is well developed in European, Far Eastern and North American countries. Further, this study has contributed towards an appreciation of the role of religiosity in a Muslim dominated country. The variation in the religious commitment within the country itself is a new finding for the literature of consumer behavior.

This thesis has made a considerable contribution to the theoretical perspective of consumer behavior in following ways:

The latent dimensions of attitude have been explored: factors related to the marketing mix, (which include product attributes, price and promotion), consumer related factors such as (personality, social class, brand trust, lifestyle). The latent dimensions of

subjective norms (family and friends) and the level of behavioral control factors (self-concept and religiosity). In particular, religiosity and self-concept in the food product context have been included, additionally verifying the strength of these factors for a high income group's purchase behavior.

The Theory of Planned Behavior (TPB) is once again verified as a powerful model for testing the consumer purchase intention by combining number of factors on a single platform. Although it is well known that TPB is based on the assumption that intention to perform the behavior is determined by attitude, subjective norm and perceived behavioral control (PBC), however, researches in the past advocates for domain specific factors which are not included in this model (Armitage & Conner 2001; Donald et al. 2014). The recent psychological literature has noticed an increasing evidence of including new constructs in the TPB (Read et al. 2013; Yadav & Pathak 2016b) specific to various domains. Further, the research conducted by Khare (2015) also confirmed that additional variables must be added into the TPB to strengthen the model and the ultimate findings.

Thus, the present study has included elements of the marketing mix (product, price and promotion) followed by consumer related factors such as, (personality, social class, brand trust, lifestyle) under the antecedents of attitude and (family and friends) under the antecedents of subjective norms and (self-concept and religiosity) under the antecedents of behavioral control. These tested concepts, for purchase intentions are a strong contribution in this area of consumer behavior literature. The author has considered the above stated factors as it plays an important role in food purchase intention as consumers may not compromise on both the tangible and intangible functional benefit of the food product. Therefore, understanding Muslim consumers' perception about the western imported food products is very important.

The researcher unearthed the existence of religiosity as a dimension of behavioral control, adding in this way to the Theory of Planned Behavior in the Muslim context where religiosity impacts purchasing and, in particular, food buying choices.

While this aspect is still exploratory in its findings, the research has modified the concept of religiosity by describing "Halal" as an underlying dimension. This has only been

vaguely addressed in past consumer research into religiosity. Moreover, the concept is then tested and it was shown that Halal provisions have a strong influence over purchase intention in the Islamic world.

Pakistan as a developing country has shown growth in imported food consumption while experiencing economic growth and stability. Comprehending the Pakistani Muslim consumer means understanding that Pakistan is a Muslim dominated society with 97 percent of its population Muslims (Pakistan Bureau of Statistics 2016). This study has examined the consumer perception behind the purchase of western imported food products. Even though prices are on the higher side compared to local food products, western imported food is making inroads into Pakistani food purchasing behavior. The study provides a holistic picture of cultural understanding wherein religiosity was one of the central points of discussion to understand Pakistani Muslim consumers' purchase intentions about western imported food. Thus, it provides a strong exploratory and empirical contribution to research in the context of a Muslim population in the sub-continent by identifying the factors stated above.

From a demographic and behavioral perspective, this study developed a profile of consumers of western imported food. This overall information adds value to the literature on consumer behavior. This profile can serve as a learning paradigm for future researchers interested in working on consumers' food purchasing patterns.

By using the mixed method approach, this study explored the lived experiences of Muslim consumers through an in-depth screening of perception behind the purchase of western imported food in Pakistan. From a theoretical perspective, the findings offer a contribution to the canvas of qualitative studies in that participants from eight cities in Pakistan shared their experiences and perceptions about the purchase and usage of western imported food. This is a contribution from Muslim consumers to the literature on consumer behavior.

7.4 Managerial implications

The western world always seeks opportunities to export food products to emerging markets. With this strategic export vision, Asian consumer markets present great opportunities for many western food growers and businesses to explore (Casarini 2014).

Hence, this research may facilitate western food producers and exporters to understand Asian consumer behavior and, in particular, Muslim consumer behavior in purchasing western imported food products. Understanding these consumers may facilitate western food exporters and producers to produce high value-added premium consumer food products. They may then make adjustments to their current marketing strategy, enabling them to export to such consumer markets.

The outcome of this research brings in numerous opportunities for those western marketing practitioners interested in exploring a developing Asian Muslim majority consumer market. Thus, the results extracted from this research may assist marketing practitioners to alter their marketing strategy accordingly, keeping in view the marketing mix which includes product, price, placement and promotion along with the cultural, personal and social factors which potentially influence Muslim buying intentions concerning western imported food in Pakistan.

From the marketing practitioner's perspective, product attributes play an important role. These are important criteria for consumers by which they evaluate products before making their buying decisions (Kotler, Kartajaya & Setiawan 2010). Hence, marketers design their products accordingly. In this research, the significance of product attributes for Muslim consumers was highly evident. Both the qualitative and quantitative studies support this. The aspects of ingredients, labeling and packaging were discussed by the interview participants and their impact was also endorsed through the quantitative analysis wherein the relationship between products attributes and purchase intention was found to be positive.

This particular outcome of the research may thus assist two stakeholders. Firstly, marketers can make further improvement in the color, design, material, and configuration of their food products' attributes in accordance with the findings. The halal logo is widely accepted as evidence of conformity to Islamic conventions about food preparation and cleanliness. Secondly, advertising agencies can take advantage of this information at the time of developing their communication messages. Hence, they can develop more meaningful and appealing messages for their target audience. An advertising strategy can be drafted based on attributes where marketers can either promote one, two or even three

attributes to further distinguish their product from the competing brands.

The aspect of price as one of the marketing mix elements was also discussed at length during the data collection process. Pricing needs to be prepared based on how the company sees its strategic advantages for both local and globalized markets. Product pricing is an important decision; companies take those decisions based on research before entering new markets. In this research, interviews revealed that the participants showed their concern about the pricing of western imported food products in Pakistan. The majority is willing to pay the higher price for western imported food and they connected product quality with its price. Yet participants are not inclined to pay a higher price where various high quality local food brands are available. The connection between price and purchase intention was also addressed through the quantitative findings. Therefore, it is evident that Muslim consumers in Pakistan are concerned about the price factor which does lead towards the purchase intention. So, when developing their marketing plan, marketers need to incorporate the pricing as per the market dynamics when numerous local brands are available in the market.

Place is another marketing mix element which was discussed during the qualitative phase of the research. The availability of the product at the right time and place is important. The findings revealed that the majority of Muslim consumers shop more at supermarkets due to the availability of a variety of food brands. However, other locations such as retail and convenience stores also keep these western imported food items, as discovered during the interview process. The product distribution strategy is important especially with fragmented consumers shopping at various locations. Hence, western marketers must ensure product availability not only at supermarkets but also at the smaller outlets. This may help western producers to ensure product availability for this population spread.

This research has uncovered some illuminating insights into the element of promotion and its influence on consumer buying intention. The promotion of western imported food is not a key priority for Muslim consumers in Pakistan. An in-depth discussion on any advertising message and in store promotion was not evident during the qualitative phase as respondents stated they did not notice it. The quantitative study phase did not show an association between promotion and buying intention. However, western marketers cannot

ignore the promotion aspect of marketing as this creates brand recall and is a continuous reminder of the brand. Hence, western marketers may work on in store promotion or any other medium so that they can connect more effectively with consumers to maintain their brand presence in the market.

Besides the marketing mix factors, western food manufacturers must keep in mind the demographic and psychographic profile of the consumers. This refers to their lifestyle, the kind of personalities people who buy western imported food have, which social class they belong to, if there is any influence of family, friends, and colleagues (subjective norms) on their food buying behavior. This information may assist western food producers to develop an appealing product along with an effective advertising strategy directed towards this range of consumers. Understanding their lifestyle, social class and reference group influence may assist such marketers to have a deep understanding of their current and potential consumers.

Since this research was based on a Muslim majority population, the element of religiosity must be taken into consideration by western producers at the time of developing their marketing strategy. Incorporating the halal logo or stamp, which showcases halal product authentication, is highly important for western imported food producers as this builds trust among Muslim consumers to purchase and consume such food. This factor was discussed in detail in the qualitative findings and the quantitative findings show its positive association with the purchase intention. Thus, this validates the importance of religiosity and, in particular, of halal authentication, from the consumer's perspective and also from the marketer's point of view.

The study's findings also have implications for the producers of food products in Pakistan. By studying the behavior of Pakistani consumers gravitating towards western imported food, Pakistani producers will gain valuable information on which to base improvements on their products. They will get an insight into what Pakistani consumers perceive to be of high quality, and what factors drive Pakistani consumers to purchase western imported products. For example, during the interview process, some participants were of the view that they are willing to pay higher prices due to the trustworthiness and quality they attach to western imported food. This means if the Pakistani food producer

or manufacturer takes into consideration the factors of high quality, trustworthiness, and packaging, this can give them higher stakes in the market and enable them to compete effectively with western imported food products.

7.5 Limitations

Firstly, this research was only mainly limited to the eight urban metropolitan cities of Pakistan and results in terms of its applicability across smaller towns and regional areas. Therefore, in future studies, researchers can expand on the number of cities and make comparisons between cities by utilizing the factors addressed in this study. A cross-country comparison among the cities would be a new area of investigation for researchers and an opportunity for marketers to alter and customize their food product categories accordingly.

The second limitation is related to the lack of concentration on a specific food category. This study addressed consumer perception of western imported food in general, hence the potential for generalization to a specific food category is weak. Moving ahead, researchers can choose a specific category, for example, within Fast Moving Consumer Goods (FMCG), a category of milk or any specific food item such as chocolate or biscuits, that have a relatively short shelf life, can be explored. Within this category, a comparison study can also be developed between the local and imported product categories. This study addressed FMCG products and, within this, western imported food products were taken into consideration. For future studies, different service sectors such as telecommunications, banking, hospitality, hospitals, internet service providers or even insurance companies could be targeted by using the same platform wherein consumer buying intentions can be explored.

Thirdly, the technique of in-depth interviews (exploratory stage) was only used as a data collection method for investigating consumer perception towards western imported food products. As this method is used for the analysis and to gauge the consumers' insights, in future it is possible to use other approaches such as focus groups, or a combination of both for exploring consumer perception related to western imported food products, which may develop a further understanding on the factors leading towards consumer purchase decision making.

Fourthly, this research was limited to a number of consumer participant groups such as housewives, university students and professionals. Pakistan includes many ethnic cultures (e.g., Punjabis, Sindhis, Pakhtoons, Biharis, Baluch etc.) by adding more participant ethnic groups in future studies and factoring in other race/ethnicity groups, this may provide a better insightful representation of consumer perception in the respect of buying behavior as well as facilitating a more reliable comparison.

Another limitation is the use of self-administered questionnaires as this could also have affected the study results in number of ways. Firstly, social desirability inaccuracy is common in self-reported surveys, where respondents will answer questions in a way that will be socially acceptable, rather than giving a factual and correct picture of their purchase intentions. In such instances, survey respondents may have exaggerated their purchase intentions, and consequently a biased consumer response to purchase intention towards western imported food product may be given. Additionally, respondents may be unwilling to admit the truthful answers to certain questions related to religiosity that influence their purchase decisions, and as a result, there is a possibility of attaining less accurate results. In future research, the researcher would be the only instrument for collecting the accurate data, the notion of self-reporting and researcher bias can be avoided by applying various techniques such as making sure that answer options are not leading the subject, framing questions properly, providing enough options, reviewing findings with peers and other safeguards.

The issue of generalization from qualitative research adds a further limitation to this study. With a population of 200,813,818 using the data set of ninety interviews and eight cities presents a generalization issue and a lack of credibility in the data (Pakistan Bureau of Statistics 2017). Adding further cites and interview participants would add creditability to the data set.

From the quantitative perspective, the study deployed a cross-sectional approach that only allows showcasing the snapshot of consumer purchase perception at a particular time period. This study did not take into consideration how consumer behavior in the context of western imported food is develops over time. In future, a longitudinal study

considering the change of consumer perception over time would be beneficial to provide further insights into the area.

This study addressed a Muslim majority population and considered both Sunni and Shia Muslims under the doctrine of Islam but the comparison between Sunni and Shia Muslims were not discussed and the outcome was generalized in terms of Muslims overall. This has opened a new avenue for researchers to identify the differences between these two Muslim groups. While these differences may not be huge, such an investigation may add value to the literature on Muslim consumer behavior. With this basis of information, the researcher can make such a comparison by using the Theory of Planned Behavior to explore any differences between these religious sects in terms of their consumption and buying patterns. Also, from a business perspective, the canvas produced from this examination would be on a larger scale, so this may assist in developing a marketing strategy according to religious backgrounds and their respective consumption habits.

All in all, these limitations do not affect the quality of this study; however, future research directions addressing further enhancement in this research area are discussed in Section

7.6 Future research directions

It is well known that religion governs cultural and social behaviors in Asian cultures when matched to western societies. Hence, an important area of future research is the level of religiosity as a factor in Muslim purchase behavior. According to Yousaf and Malik (2013), this aspect requires further research and some of the mixed results which have emerged concurrently in the current research's two studies also emphasize this point. Detailed studies need to be carried out so that the influence of religiosity over Muslim consumer purchase behavior can be explored in detail. Moreover, a cross country comparison can also be done and also two Muslim states can be compared to develop a better understanding related to religiosity and its impact on consumer purchase intention.

This investigation has contributed to the field, but there is still immense scope to factor in other nuances of Muslim societies such as the history of the country and the economic

standing that it currently has. If the country's GDP per annum is rising, it is logical to assume that the buying behavior of its people will be positively impacted due to their greater disposable incomes. Similarly, if the country has had a violent history or if it has had a history of foreign invaders or colonization, it is logical that the psyche of its people, in general, as well as their perceptions about spending their disposable income and saving, will be impacted.

Another area of future research could be the influences of social media and the internet on the buying behavior of consumers in Muslim societies and the role that religiosity plays in their midst. It is imperative to study the growing influence of both these phenomena in Muslim societies and the interplay of religiosity with these factors in terms of how they all impact buying behavior and consumption patterns with regard to western imported food products.

In this study, religiosity was tested as an independent variable. Going forward the element of religiosity can be tested as a moderating variable. The moderation effect can be tested to check if religiosity controls the association between various factors such as the marketing mix and personal, social and cultural variables and consumer purchase intention.

This study dealt with eight cities in Pakistan to gauge Muslim consumer behavior. In future studies, researchers can work on the number of cities and make a comparison between cities by utilizing the factors addressed in this study. A cross-country comparison among the cities would be a new area of investigation for researchers and an opportunity for marketers to alter their food product categories accordingly. Furthermore, with this platform based on the theory of planned behavior, the researcher can investigate any sector, for instance, services, and can come up with a cross-country city wise comparison by incorporating the same platform used in this study.

The element of religiosity or religious commitment can also be checked through a cross-country comparison of various cities. This would be a new area of investigation for academic researchers and an opportunity for marketers to further understand Muslim consumer behavior in the context of religiosity. This would give an in-depth

comprehension of religiosity, within a specific religion, Islam, or the same can be applied to another religion by using the same information set.

This study addressed a Muslim majority population and considered both Sunni and Shia Muslims under the doctrine of Islam. This has opened a new avenue for researchers to identify the differences between these two Muslim groups. While these differences may not be much, such an investigation may add value to the literature of Muslim consumer behavior. With this base of information, the researcher can make such a comparison by using the theory of planned behavior to explore any differences between these religious sects in terms of their consumption and buying patterns. Also, from a business perspective, the canvas produced from this examination would be on a larger scale so this may assist in developing a marketing strategy according to religious backgrounds and their respective consumption habits.

This study addressed consumer perception of western imported food in general. Moving ahead, researchers can choose a specific category, for example, within fast moving consumer goods (FMCG), a category of milk or any specific food item such as chocolates or biscuits can be explored. Within this category, a comparison study can also be developed between the local and imported product categories. This study addressed FMCG products and, within this, western imported food products were taken into consideration. For future studies, different service sectors such as telecommunications, banking, hospitality, hospitals, internet service providers or even insurance can be targeted by using the same platform wherein consumer buying intentions can be explored.

By using the same platform, future researchers can conduct a meta-analysis by combining the results of independent studies in the same area of food consumption and buying intention and develop summaries and conclusions to inform this field of investigation. A holistic approach would add value to the literature of consumer behavior when different studies could give a broader outlook to both the academics and practitioners. Since this research is restricted to in-depth semi-structured interviews only, from the methodological perspective, focus groups or observation method can be used in the future study. Research can also include a purely qualitative study wherein detailed analysis can

be captured from the consumers' insights by using any of the advanced software techniques such as Leximancer, NVivo, ATLAS.ti, QDA Miner or MAXADA. From the quantitative data analysis perspective, Smart PLS (partial least squared path modeling) can also be used in the future studies and a comparative analysis can be conducted between the results of Smart PLS and structural equation modeling.

This study used a cross-sectional approach and qualitative in-depth interviews and survey questionnaires. Consumer behavior is not constant, it keeps on changing with time and with the invention of new technology, changes to household income, living standards, and social status. In this regard, a longitudinal study can be conducted to address changing consumer behavioral patterns over time.

7.7 Conclusion

This study had three research objectives. The first was to explore factors which potentially influence the consumer purchase behavior about western imported food products in Pakistan. To fulfil this objective, a series of qualitative focused interviews was conducted in eight Pakistani cities with 90 participants comprised of housewives, professionals and university students. These in-depth interviews revealed a number of relevant factors, namely product attributes, price, place, promotion, personality, social class, lifestyle, brand trust, customer satisfaction, brand loyalty, self-concept, and religiosity. These factors were then tested in the quantitative phase of the study to confirm the findings of the in-depth interviews.

The subsequent research objective was to check the relationship between each of the stated factors and consumer purchase intention. To address this objective, a pre-test was conducted followed by a pilot study to purify the scales used in the paper-based survey questionnaire. Details are discussed in Chapter 5. Once the pilot test was conducted, the next phase was to conduct the final survey through a paper-based questionnaire. This was the confirmatory stage of the study wherein the themes extracted from the qualitative focused interviews were tested by using a path analysis. Some of the themes explored from qualitative interview findings were accepted and a few rejected. The final findings of the confirmatory stage indicated that the factors of product attributes, price, personality, self-concept, brand trust, and religiosity are associated with consumer

purchase intention in the context of western imported food product for Muslim consumers in Pakistan.

Results acquired by the best fit model have confirmed that structural equation modeling is an effective statistical technique to highlight numerous concerns linked with the purchase intention of western imported food products. This model has the capability to concurrently assess many factors (and their interrelationships) which impact consumer decision making for the purchase of western imported food products.

The third and final objective of the study was to look for moderators between these factors and consumer purchase intention. The block regression method was used to analyze the moderating effect and three demographic characteristics were investigated for their potential moderating effect. Findings showed that income is a potential moderator as compared to gender and city of residence. Thus, respondents within the income bracket between PKR 64,001 and 150,000 (which is equivalent to US\$ 494 – 1,158) have the capacity and spend more on western imported food products in Pakistan.

This study is sequential in nature wherein a mixed methods research methodology was employed by using qualitative in-depth focused interviews followed by a survey questionnaire. The philosophy adopted was constructivism and positivism. The study measured the participants' lived experiences and then empirically tested the outcome of the qualitative focused interviews. Thus, the stated research philosophies were the most suitable for this study. Details are discussed in Chapter 3.

The foundation of this study was the theory of planned behavior. This theory has been used in past studies to measure food purchase behavior (Salleh et al. 2010; Smith & Paladino 2010). On this theoretical basis, a conceptual model was developed by adding factors such as the marketing mix (product, price, place, and promotion) and personal, social and cultural factors on a single platform. The rationale behind developing this framework is an argument presented by Khare (2015) who stated that further variables should be included in the theory of planned behavior model. These would not only strengthen the model but would be helpful in generalizing the food based context.

The consumption of western imported food items has been increasing in Pakistan despite their price difference compared to local food brands and despite the Islamic concept of moderate spending. Consumers are attracted to western imported food products. Hence, this study was conducted to explore the consumer perceptions behind the purchase of western imported food. Besides the factors listed above, religiosity also influences the purchase intention. The Islamic laws of halal food consumption are followed which includes awareness of the halal logo on food packaging and halal ingredients in the labeling section of the packaging. However, one third of respondents, resident in all eight cities, all of whom were 18 to 35 described themselves as having a low level of religiosity and stated that buying western imported food is purely based on the need and willingness to purchase it.

This study opens avenues for western food exporters to revamp their marketing strategy in order to appeal to the Muslim majority population in the sub-continent. Further, this study is also helpful for local food producers to work on their product development, especially in terms of fostering consumer trust and enhancing product attributes, which are both blended into the perceived advantages of western imported food products. These theoretical and practical business inferences contribute to the further understanding of urban Pakistani Muslim consumers' purchase behavior concerning western imported food products. This extensive mixed method study has attempted to add to this body of knowledge.

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APPENDICES

Appendix A – Approval from Ethics Committee

OFFICE OF RESEARCH
Human Research Ethics Committee
PHONE +61 7 4687 5703 | FAX +61 7 4631 5555
EMAIL ethics@usq.edu.au



14 October 2016

Mr Syed Faheem Bukhari
Unit 5
1/3 Uni Plaza Court
Kearneys Spring Qld 4350

Dear Faheem

The USQ Human Research Ethics Committee has recently reviewed your responses to the conditions placed upon the ethical approval for the project outlined below. Your proposal is now deemed to meet the requirements of the *National Statement on Ethical Conduct in Human Research (2007)* and full ethical approval has been granted.

Approval No.	H16REA237
Project Title	Exploring Muslim's consumer perception and religiosity towards purchase behaviour in context with western imported food products' in Pakistan
Approval date	17 October 2016
Expiry date	17 October 2019
HREC Decision	Approved

The standard conditions of this approval are:

- (a) conduct the project strictly in accordance with the proposal submitted and granted ethics approval, including any amendments made to the proposal required by the HREC
- (b) advise (email: ethics@usq.edu.au) immediately of any complaints or other issues in relation to the project which may warrant review of the ethical approval of the project
- (c) make submission for approval of amendments to the approved project before implementing such changes
- (d) provide a 'progress report' for every year of approval
- (e) provide a 'final report' when the project is complete
- (f) advise in writing if the project has been discontinued, using a 'final report'

For (c) to (f) forms are available on the USQ ethics website:
<http://www.usq.edu.au/research/support-development/research-services/research-integrity-ethics/human/forms>

Please note that failure to comply with the conditions of approval and the *National Statement (2007)* may result in withdrawal of approval for the project.

You may now commence your project. I wish you all the best for the conduct of the project.



Samantha Davis
Ethics Officer

Copies to: faheemhasanphd@gmail.com

Appendix B – Participant Information Sheet and Consent Form



University of Southern Queensland

Participant Information for USQ Research Project Questionnaire

Project Details

Title of Project: **Exploring Muslim's Consumer Perception and Religiosity towards Purchase Behaviour in context with Western Imported Food Products' in Pakistan**

Human Research Ethics Approval Number: USQ HREC H16REA237

Research Team Contact Details

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Description

This project is being undertaken as part of PhD thesis.

The purpose of this project is to explore the motives behind the purchase of western imported food products. This study will investigate the consumer perception towards western imported food products and religiosity in the context of purchasing western imported food products in Pakistan

The research team requests your assistance because the information will help to answer the research questions and to achieve objectives developed in this study. Moreover, the results of this study will facilitate the western imported food exporters to develop high value add and premium consumer food products, making adjustments into their marketing mix strategy by understanding the Muslim consumer's perceptions about western imported food products, enabling them to export to Asian Muslim consumer markets.

Participation

Your participation will involve completion of a questionnaire that will take approximately 10-15 minutes of your time.

All questions will be closed ended and based on demographic and behavioral profile along with opinion about the extent you agree with each statement on a scale from 1 to 5, pertaining to western imported food products. For example, Western imported food products have a good taste, Religious beliefs influence all my dealings in life, I believe that use of western imported food products by me will satisfy my food consumption, I would like to use western imported food products and I often buy western imported food products.



Consent Form for USQ Research Project Interview

Project Details

Title of Project: **Exploring Muslim's Consumer Perception and Religiosity towards Purchase Behavior in context with Western Imported Food Products' in Pakistan**

Human Research Ethics Approval Number: USQ HREC H16REA237

Research Team Contact Details

Principal Investigator Details

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Other Investigator/Supervisor Details

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Statement of Consent

By signing below, you are indicating that you:

- Have read and understood the information document regarding this project.
- Have had any questions answered to your satisfaction.
- Understand that if you have any additional questions you can contact the research team.
- Understand that the interview will be audio recorded.
- Understand that you will be provided with a copy of the transcript of the interview for your perusal and endorsement prior to inclusion of this data in the project. You will have one week time to review the transcript and request any changes before the data is included in the project.
- Understand that you are free to withdraw at any time, without comment or penalty.
- Understand that you can contact the University of Southern Queensland Manager of Research Integrity and Ethics on +61 7 4631 2214 or email researchintegrity@usq.edu.au, if you have any concern or complaint about the ethical conduct of this project.
- Are over 18 years of age.
- Understand that any data collected may be used in future research activities.
- Agree to participate in the project.

Participant Name

Participant Signature

Date

Please tick this box and provide your email address below if you wish to receive a summary of the research results.

Email: _____

Please return this sheet to a Research Team member prior to undertaking the interview.

Appendix C – Interview Protocol

Research title

Exploring Muslim’s Consumer Perception and Religiosity towards purchase behaviour in context with Western Imported Food Products in Pakistan.

Interview protocols

This project is being undertaken as part of PhD thesis. Ethics Approval **H16REA237**.

The purpose of this project is to explore the motives behind the purchase of western imported food products. This study will investigate the consumer perception towards western imported food products and religiosity in the context of purchasing western imported food products in Pakistan. The research team requests your assistance because the information will help to answer the research questions and to achieve objectives developed in this study. Moreover, the results of this study will facilitate the western imported food exporters to develop high value add and premium consumer food products, making adjustments into their marketing mix strategy by understanding the Muslim consumer’s perceptions about western imported food products, enabling them to export to Asian Muslim consumer markets.

Question 1 | Screening question

Are you aware of western imported food products?

Question 2

Do you purchase and consume western imported food products?

Probing questions

- Which specific western imported food product/category have you purchased?
- How frequently do you purchase western imported food products?
- From where do you normally purchase western imported food products?

Prompts

- Beverage, cereal, juice, ice cream, baby food, dairy product, vegetable oil etc.
- Once a month, every second week, quarterly, semi-annually etc.
- Supermarket, convenience store, retail store nearby your home etc.

Question 3

Does your religious life style/commitment influence your purchase decision of western imported food products?

Probing questions

What specific factors of your religious life style/commitment influences your purchase decision for western imported food products?

Prompts

- Your belief in Islamic principles of food consumption of eating halal food influence your purchase decision towards western imported food products.
- Being highly religious by offering 5 times prayers, fasting in month of Ramadan, giving charity influence your purchase decision towards western imported food products.
- The concept of moderate spending in Islam influence your purchase decision towards western imported food products.
- Knowledge of Islam and contents of holy Quran influences your purchase decision.

Question 4

What factors do you consider when purchasing western imported food products?

Probing questions

- Do you look for a brand name?
- Do you look for halal ingredients in western imported food products?
- Are you more interested in the country of origin?
- Does the packaging and labelling of western imported food products attract you?
- Does promotion persuade you to purchase western imported food products?
- Do attributes/features of western imported food products persuade you to purchase them?
- Does your social class, lifestyle, family or personality influence you to purchase western imported food products?

Prompts

- Kellogg's, Rainbow condensed milk, Canola Oil etc.
- UK, USA, France, Germany, other western countries
- Attractive packaging, size, colour etc. Information on labelling such as ingredients, usage etc.
- In-store promotion, social media, advertisements etc.
- Quality attributes, healthy ingredients etc.
- Middle class and upper class
- Healthy lifestyle, eating proper and healthy food items
- Family values such as buying healthy food items
- Your position within the society, work and group of friends
- Are you ambitious, social, shy etc.?

|

Appendix D – Survey Questionnaire

Research title

Exploring Muslim’s Consumer Perception and Religiosity towards purchase behaviour in context with Western Imported Food Products in Pakistan.

SURVEY QUESTIONNAIRE

This project is being undertaken as part of PhD thesis. Ethics Approval **H16REA237**.

The purpose of this project is to explore the motives behind the purchase of western imported food products. This study will investigate the consumer perception towards western imported food products and religiosity in the context of purchasing western imported food products in Pakistan. The research team requests your assistance because the information will help to answer the research questions and to achieve objectives developed in this study. Moreover, the results of this study will facilitate the western imported food exporters to develop high value add and premium consumer food products, making adjustments into their marketing mix strategy by understanding the Muslim consumer’s perceptions about western imported food products, enabling them to export to Asian Muslim consumer markets.

Principal researcher – Syed Faheem Hasan Bukhari email: Faheem.bukhari@usq.edu.au

Participation

Your participation will involve completion of a questionnaire that will take approximately 10-15 minutes of your time. All questions will be closed ended and based on demographic and behavioural profile along with opinion about the extent you agree with each statement on a scale from 1 to 5, pertaining to western imported food products. For example, Western imported food products have a good taste, Religious beliefs influence all my dealings in life, I believe that use of western imported food products by me will satisfy my food consumption, I would like to use western imported food products and I often buy western imported food products. Your participation in this project is entirely voluntary. If you do not wish to take part you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage. Please note, that if you wish to withdraw from the project after you have submitted your responses, the Research Team are unable to remove your data from the project (unless identifiable information has been collected). If you do wish to withdraw from this project, please contact the Research Team (contact details at the top of this form).

Expected benefits

It is expected that this project will not directly benefit you. However, it may benefit the research team to answer the research questions raised in this research and to achieve the research objectives.

Privacy and confidentiality

- All comments and responses will be treated confidentially unless required by law.
- Survey questionnaire is anonymous in nature therefore, the names of individual persons or any other personal information is not required in any of the responses.
- The data obtained from this research will be used for future research publications.
- Respondents can contact the research team via email to obtain a 2 page summary of results. Since participants are not required to mention their names and any personal information, thus in this way researcher will maintain the confidentiality of results.
- Any data collected as a part of this project will be stored securely as per University of Southern Queensland’s Research Data Management policy.

Consent to participate

The return of the completed questionnaire is accepted as an indication of your consent to participate in this project.

Questions or Further Information about the Project

Please refer to the research team contact details at the top of the form to have any questions answered or to request further information about this project.

Section 1: Demographic profile

Instructions

Please **CIRCLE** or **TICK** on the appropriate choice below:

Please indicate your gender.	Male Female
Please indicate your religious identity.	Sunni Muslim Shia Muslim
What is your age?	18-24, 25 – 35, 36-45, 46-55, 55+
What is your highest level of education?	Primary, Secondary or (high school), Diploma/Vocational education and training, Undergraduate (Bachelor), Post graduate (Masters) PhD (Other) Please specify
Please estimate your monthly income in Pak rupees.	Less than 40,000, 40,000 – 64,000, 64,001 – 150,000, 150,001 – 250,000, 250,001 +
What is your marital status?	Single Married Divorced Other (Please specify)
What is your employment status?	Full time, Part time, Self-employed, Un employed
Which city do you live?	Karachi, Hyderabad, Larkana, Lahore, Islamabad, Quetta, Faisalabad, Peshawar.

Section 2: Behavioural profile

Please **CIRCLE** or **TICK** on the appropriate choice below:

How often do you purchase the western imported food?	Daily Weekly, Fortnightly (every 2 weeks), Monthly, Quarterly (every 3 months), Semi-annually (every 6 months), Other (please specify)
What sort of western imported food do you normally purchase? You may encircle more than one option.	Chocolates, Fresh juices, Cereals, Dairy products, Vegetable oil, Ice creams, Biscuits, Baby products, Imported fish, Honey, Others (please specify)
Please indicate the type of retail outlet from where you normally buy western imported food? You may encircle more than one option.	<ul style="list-style-type: none"> • Super market • Convenience store (at petrol pumps) • General store • Others (please specify) _____
Who does the grocery shopping in your family (you can choose more than one option)?	<ul style="list-style-type: none"> • Yourself • Parents • Jointly (yourself and spouse) • Other (please specify) _____

Section 3

In this section, please answer the following questions by encircle the number which best indicates your opinion about the extent you agree with each statement on a scale from 1 to 5.

Instruction: the scale means as follows: **1 = strongly disagree 2 = Disagree 3 = neither agree nor disagree 4 = Agree 5 = strongly agree**

	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Western imported food is healthy.	1	2	3	4	5
2	Western imported food taste good.	1	2	3	4	5
3	Western imported food contain better quality ingredients.	1	2	3	4	5
4	I always read label of western imported food.	1	2	3	4	5
5	The packaging of western imported food gives a sign about the product quality.	1	2	3	4	5

6	The price charged by western imported food is reasonable.	1	2	3	4	5
7	I am willing to pay more for western imported food.	1	2	3	4	5
8	The price related to western imported food predicts its quality.	1	2	3	4	5
9	I am satisfied with the price I pay for western imported food.	1	2	3	4	5
10	Advertisement is important when I buy western imported food.	1	2	3	4	5
11	My decision to purchase western imported food is influenced by advertisement.	1	2	3	4	5
12	The message on advertisement persuade me to buy western imported food.	1	2	3	4	5
13	Advertisement of western imported food predicts its quality	1	2	3	4	5
14	I choose western imported food to express my identity to others.	1	2	3	4	5
15	The western imported food I use communicates about the type of person I am.	1	2	3	4	5
16	I buy western imported food to express different aspects of my personality.	1	2	3	4	5
17	I choose western imported food because it reflects my personality	1	2	3	4	5
18	An important part of my life and activities is to eat healthy food.	1	2	3	4	5
19	I am fitness conscious	1	2	3	4	5
20	I am health conscious when it comes to food.	1	2	3	4	5
21	My decision to purchase western imported food is influenced by my friends.	1	2	3	4	5
22	My decision to purchase western imported food is influenced by my family	1	2	3	4	5
23	My decision to purchase western imported food is influenced by my colleagues.	1	2	3	4	5
24	I choose western imported food that is related with the social class I belong to.	1	2	3	4	5
25	The western imported food I use reflects my social status.	1	2	3	4	5
26	I share my achievements through the western imported food I own and use.	1	2	3	4	5
27	I avoid choosing brands that do not reflect my social status.	1	2	3	4	5
28	I am confident in my ability to recognize a western imported food.	1	2	3	4	5
29	I can tell which western imported food meets my expectations.	1	2	3	4	5
30	I trust my own judgement when deciding which western imported food to consider.	1	2	3	4	5
31	I know which store to shop in for western imported food.	1	2	3	4	5
32	The manufacturers of western imported food are honest	1	2	3	4	5
33	I believe that western imported food do not mislead their customers.	1	2	3	4	5
34	I consider the western imported food to be generally trustworthy.	1	2	3	4	5
35	I am satisfied with western imported food I use.	1	2	3	4	5
36	I made the right decision when I decided to use the western imported food.	1	2	3	4	5
37	I am very happy with western imported food I use.	1	2	3	4	5
38	In the future, I would be willing to pay a higher price for western imported food.	1	2	3	4	5
39	I would not switch to a competitor product, even if I had a problem with a western imported food.	1	2	3	4	5

40	I consider myself to be a loyal customer of western imported food.	1	2	3	4	5
41	I use western imported food because it is the best choice for me.	1	2	3	4	5
42	Religious beliefs influence all my dealings in life.	1	2	3	4	5
43	I enjoy taking part in the activities of my religious group.	1	2	3	4	5
44	I only consume halal food.	1	2	3	4	5
45	I pray regularly five times a day	1	2	3	4	5
46	I fast regularly during Ramadan	1	2	3	4	5
47	I intend to purchase western imported food.	1	2	3	4	5
48	I intend to purchase western imported food products because their manufacturers are more concerned about food safety.	1	2	3	4	5
49	I intend to purchase western imported food for its benefits to my long term health.	1	2	3	4	5
50	I plan to purchase western imported food on a regular basis.	1	2	3	4	5
51	I purchase western imported food on a regular basis.	1	2	3	4	5
52	I purchase western imported food because of its better quality.	1	2	3	4	5
53	I purchase western imported food for my health.	1	2	3	4	5
54	I purchase western imported food because it is safe to consume.	1	2	3	4	5

Thank you for your time ☺

Appendix E

Result of factor analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.909
Approx. Chi-Square		23642.525
Bartlett's Test of Sphericity	df	1431
	Sig.	.000

Total Variance Explained							
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	11.539	21.369	21.369	11.539	21.369	21.369	9.252
2	5.508	10.199	31.568	5.508	10.199	31.568	5.950
3	3.390	6.278	37.846	3.390	6.278	37.846	6.796
4	2.093	3.877	41.723	2.093	3.877	41.723	6.633
5	1.847	3.421	45.143	1.847	3.421	45.143	4.328
6	1.792	3.318	48.461	1.792	3.318	48.461	3.005
7	1.682	3.115	51.576	1.682	3.115	51.576	3.348
8	1.484	2.747	54.324	1.484	2.747	54.324	4.848
9	1.361	2.519	56.843	1.361	2.519	56.843	2.618
10	1.166	2.159	59.002	1.166	2.159	59.002	3.128
11	1.092	2.022	61.024	1.092	2.022	61.024	4.063
12	1.014	1.879	62.902	1.014	1.879	62.902	3.142
13	.938	1.737	64.639				
14	.892	1.652	66.291				
15	.844	1.564	67.854				
16	.818	1.515	69.369				
17	.786	1.455	70.824				
18	.730	1.353	72.176				
19	.688	1.275	73.451				
20	.674	1.249	74.700				
21	.662	1.226	75.925				
22	.647	1.199	77.124				

23	.620	1.149	78.273				
24	.612	1.132	79.405				
25	.573	1.062	80.467				
26	.544	1.008	81.475				
27	.542	1.003	82.478				
28	.525	.973	83.451				
29	.497	.920	84.371				
30	.480	.889	85.260				
31	.472	.873	86.133				
32	.464	.859	86.992				
33	.436	.807	87.800				
34	.434	.804	88.604				
35	.417	.772	89.376				
36	.408	.755	90.131				
37	.397	.734	90.866				
38	.386	.715	91.580				
39	.373	.690	92.270				
40	.366	.678	92.948				
41	.356	.660	93.608				
42	.339	.627	94.236				
43	.329	.609	94.844				
44	.310	.575	95.419				
45	.301	.557	95.976				
46	.287	.531	96.507				
47	.279	.517	97.024				
48	.260	.482	97.506				
49	.247	.457	97.963				
50	.237	.439	98.402				
51	.231	.429	98.831				
52	.221	.409	99.240				
53	.216	.399	99.639				
54	.195	.361	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.